

# Event Portfolio Management Instructor's Manual

## 1: Introduction

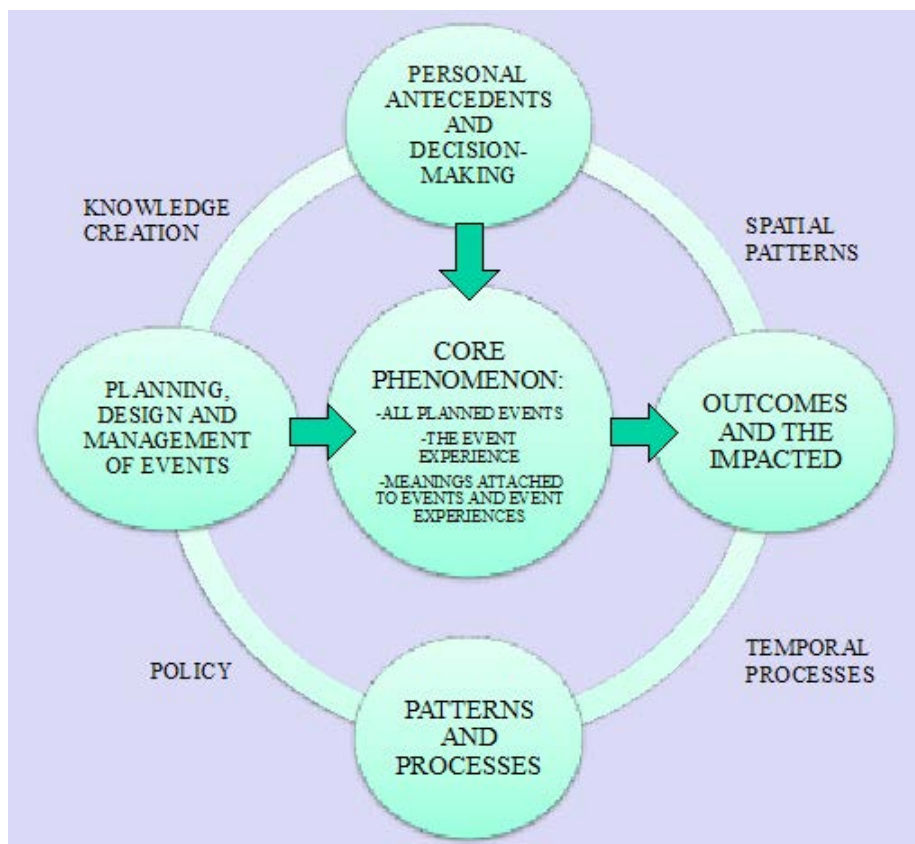
This is the instructor's manual produced to accompany the book *Event Portfolio Management: Theory and Methods for Events and Tourism*, by Vladimir Antchak, Vassilios, Ziakas and Donald Getz, 2019, published by Goodfellow Publishers Ltd.

This manual and the accompanying illustrations are provided by the authors for the private use of instructors. All the diagrams are copyright protected and should not be circulated beyond the classroom. The figures from the text are available for downloading as a PowerPoint file, but not the additional ones in this manual as they come from other published sources or are the personal works of the author.

## Lecture 1: Introduction to the course/module

One preliminary approach to an introductory lecture is to open a discussion of critical reflection, such as “why do cities invest in events?”, or “what are the benefits and costs of one-off large-scale vs. recurring small-scale events?”, and “what types of events are commonly found in the calendars of cities and regions?” It would be useful to have examples at hand, or show videos about cities that host multiple events and the benefits they seek to obtain, as well as their costs. From this perspective, you can then focus on the event calendar pointing out that a mix of events can be hosted all year round, attracting diverse audiences and serving multiple purposes, then talk about “how do we know what types of events to host?”, or “when should we schedule each event in the calendar?”, and “what should our goals be for each and all events?”. Then the portfolio logics come into the picture. It is essential here to distinguish between a traditional focus on single hallmark or mega-events leading to legacy discourse and a new focus on multiple events leading to permanency of event organisations and longevity of their resulting effects. A contradistinction between ‘single and multiple’ focus on events is a good starting point for learners to appreciate the portfolio paradigm shift to the field of event studies and event management.

We also think it is wise to connect a specialist course like this to the broader curriculum, and the model below (Figure 1) is useful in that regard. Where exactly event portfolios fit into this framework is a question for discussion (Hint: in all the elements).



**Figure 1:** A framework for understanding and creating knowledge about planned events. Source: Getz, D. (2012) *Event Studies: Theories, research and policy for planned events* (2 ed.). Oxon: Routledge.