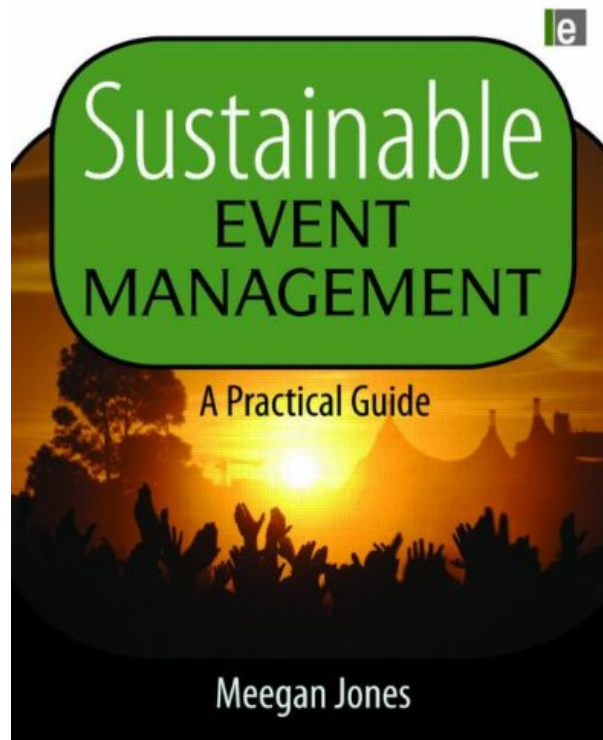


SUSTAINABLE EVENT MANAGEMENT: A PRACTICAL GUIDE BY MEEGAN JONES



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'One of the most important books written on event management ... a must have for organisers of events everywhere.' Matt Grant, Festival & Creative Director, Peats Ridge 2009, Australia 'A well researched and neatly designed guide ... Bringing these concerns into one practical guide is a natural development of this trend to become more sustainable in business while being environmentally responsible and sustainable, and here, Megan Jones has done great work ... the standard set here is the highest I've seen in print.' David Jobling, PopMusicology.com 'Finally, a book that gathers all the knowledge about running a sustainable event and presents it in one easy to understand, well thought out format. Possibly one of the most important books written on event management this decade, and a must have for organisers of events everywhere.' Matt Grant, Festival & Creative Director, Peats Ridge 2009, Australia 'This truly practical guide offers easy to understand education and achievable initiatives to any industry practitioner looking for solutions where little has been previously documented or available.' Jane Fullerton-Smith, Director, Sustainable Event Solutions 'I had already been committed to bringing about a change in the perception of festival-goers towards their impact upon the environment, but Meegan successfully made that change happen...this book explains in a wonderful explanatory manner how every event can move towards our common goal -- sustainability!' Melvin Benn, Director, Festival Republic 'The most authoritative, meticulous and informed book on sustainability in the events sector. Meegan Jones has more experience in this field than perhaps anyone else in the world and this is evidenced on every page. Thoughtfully and logically laid out this is an indispensable guide to reducing environmental impacts and positioning festivals as trail blazers in sustainable living.' Alison Tickell, Director, Julie's Bicycle 'Sustainable Event Management is a 'must' acquisition for any professional business or general library strong in events planning. It covers all the basics of how to hold a 'sustainable' event, whether it be a festival or gathering, and offers event planners and students a step-by-step guide to staging and managing the impacts of all kinds of events. From transport to water safety issues, this covers it all!' Midwest Book Review, The Bookwatch, July 2010. 'Sustainable Event Management...is a well researched and neatly designed guide to making your festival or large event the most environmentally friendly, leaving the least possible carbon footprint; making it a very timely book that will go a long way assisting those who are seeking to manage events, work in Community Development and apply necessarily thoughtful values and procedures in the process' David Jobling, Pop Musicology.com 'Meegan Jones has done great work...I think it is brilliant and if I were trying to organise a huge event I would want it around to

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About the Author

Meegan Jones is an events professional focusing her work on developing sustainable management solutions for live events. Apart from producing practical solutions to sustainability challenges, working with industry peers she has researched and developed benchmarking and systems for assessing the impact of events. She uses her experience in marketing and event management across the retail, music and media industries to create scenarios which engage and activate the audience, performers, crew and the supply chain. She worked for the past three years in the UK as Sustainability Co-ordinator for Festival Republic (Reading, Leeds, Latitude & Glastonbury Festivals), developed sustainability solutions at Peats Ridge Festival in Australia, and has worked on sustainability issues for Live Earth India and the London Marathon. She is currently sitting on the working group for Global Reporting Initiative's (GRI) events industry sector supplement, is global greening consultant for the next round of Live Earth events, and is the events and festivals consultant for UK-based music industry climate impact organization Julie's Bicycle.

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It could be said the most environmentally friendly event is none at all. But that's no fun. Public parties always have and always will be a part of the human story. Yet those who stage events have a social and environmental responsibility to reduce their impacts. Written by a leader in the field, this practical, step-by-step guide leads readers through the key aspects of how to understand and manage the impacts of events of any type and scale. The product of tried-and-tested methods used across the event industry, coverage includes an overview of sustainable event management and detailed discussion of energy, transport, water, waste supply chains, and communications. Readers are provided with checklists for action and tools for measuring performance. Numerous examples and case studies from across the world are integrated throughout. Festivals profiled include: ' Burning Man, Rothbury & Bonnaroo Festivals, USA ' Glastonbury and Reading Festivals, UK ' Boom Festival, Portugal ' Roskilde Festival, Denmark ' Meredith, Peats Ridge, Southbound and Big Day Out Festivals in Australia This is the indispensable one-stop guide for event producers and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy to use collection of tools to deliver events sustainably.

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