

Events Management for the Infant and Youth Market

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Events Management for the Infant and Youth Market

EDITED BY

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About the Contributors

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Sarah Green is a Senior Lecturer in Digital Marketing at the University of Winchester. During her 30-year career in design branding and communications she has worked on a multitude of projects and events in the United Kingdom and abroad. With expertise in art and design she has formulated original and unique learning experiences for young children and students. In 2014 Sarah established Birdhouse Studio, a design education company with a specialism in teaching young children the principles of design in a high-quality, fun and engaging way. This included the planning, content and management of many workshops, after-school clubs, parties and other events that focussed on embracing the practices and approaches of ‘grown-up’ design and creative industries. Sarah is currently undertaking a Doctoral study on the impact of the design of spaces on the user experience.

Marie Haverly is an experienced wedding and event planner who currently leads the BA (Hons) Event Management UG programme at the University of Winchester. She has recently published a wedding planners guide and strives for excellence in event management study and employability skills within the event industry. Marie has a keen interest managing visitor expectations at weddings and events, and this includes ensuring children are well cared for and entertained. Marie has been an academic since 2015, prior to which she ran a successful wedding planning business in Hampshire, UK, and worked with over 600 couples over this time. She now enjoys sharing her knowledge and skills with students and fellow event planners.

Ricardo Jorge da Costa Guerra holds a PhD in Tourism, Leisure and Culture from the University of Coimbra, under the subject of health and wellness tourism and local development strategies. He completed an MSc in Tourism Management and Development and a degree in Tourism Management and Planning both at the University of Aveiro. Recently, he obtained the title of Specialist in Hospitality and Catering. Currently, he is an Assistant Professor and Subdirector of the Higher School of Tourism and Hospitality of the Polytechnic Institute of Guarda, where he coordinates the Degree in Hotel Management. He is also the representative of the Polytechnic Institute of Guarda in the Network of Higher Education Institutions for the Preservation of the Mediterranean Diet. He is an integrated researcher at CEGOT and also collaborates with CiTUR and UDI/IPG and has published several peer-reviewed articles, books, book chapters and participated in investigation projects.

Abi Knapton is an events manager at ReesLeisure, a sports event management company based in Hampshire. She leads on the operations of many sporting events including the ABP Southampton Marathon, Winchester Marafun and TryTri Events. She graduated with a degree in Events Management from the University of Winchester in 2020.

Tamas Lestar holds a PhD in Management and Sustainability from the University of Essex. He is a Senior Lecturer in Responsible Management and Leadership, University of Winchester. For several years, he has been studying spiritual communities and practices in the context of dietary change and sustainability transitions. Tamas investigates how religion enables or disables health and well-being, prosperity (without growth) and pro-environmental behaviour.

Luísa Lopes has been since 1999 an Assistant Professor at the Polytechnic Institute of Bragança. She holds a PhD in Business and Management Studies with a focus on Marketing and Strategic Management awarded by the University of Porto. She has a long curriculum in the private sector in functions linked with management and marketing. Her research interests include Relationship Marketing; Public and Nonprofit Marketing; Services Marketing; Higher Education Teaching; Tourism Marketing and Consumer Marketing. At the Polytechnic Institute of Bragança she holds various organisational positions and has promoted innumerable academic events. She attended several academic conferences both as an author and as a speaker. As a researcher she also collaborates with the Center of Tourism Research, Development and Innovation (CiTUR).

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