

Event Media - 1

On pages 200-201 of *Successful Event Management*, there is a short section on *Media Handling*. Elsewhere, you'll find the planning aspects and equipment requirements of media dealt with.

The fast-pace of change, in technology, and the emergence of a 'Web 2.1 world' mean that, for all sizes of events, this will become an increasingly complex area for event managers.

Having read the relevant sections of *Successful Event Management*, have a look at the following videoclip:

BBC Learning Zone: "Behind the scenes at UEFA 2008 in Vienna"

Click here:

<http://www.bbc.co.uk/learningzone/clips/behind-the-scenes-at-uefa-2008-in-vienna/8245.html> [0:00-04:41]

Compare that with how media looked, several decades ago:

LA 84 Foundation - Digital Archive:

Click here: <http://www.la84foundation.org>

[1948] *London Olympics* official report:

<http://www.la84foundation.org/6oic/OfficialReports/1948/OR1948.pdf>

On the Left-hand menu, Click on:

Press Department

Radio & Television

Olympic Film

Look, also, at the photograph sections, throughout the report

The future is likely to be far less clear, as to media provision, as this *Times* newspaper article on how *London Fashion Week* deals with both journalists and bloggers, indicates:

http://women.timesonline.co.uk/tol/life_and_style/women/fashion/article7036994.ece

The 17th *Annual General Managers' Conference*, of the *Worshipful Company of Innholders* is a case in point:

<http://www.masterinnholders.co.uk/conference.htm>

As the first speaker indicates, these presentations were being made to:

- those in the hall - which may require translation
- students at hotel schools, around the world
- those catching up with the conference, online, at a later date

Which is before one gets into:

- social network media
- podcasts
- live *Twitter* feeds
- user-generated uploads
- etc.

How do you see *Event Media* developing:

- amongst the different styles of event ?
- across Europe ?

How quickly before this [2010] approach seems 'dated' ?

<http://news.bbc.co.uk/1/hi/business/8643626.stm>