



Event Audiences and Expectations (Routledge Advances in Event Research Series)

Jo Mackellar

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Event Audiences and Expectations for the first time examines why people participate in festivals and events, the types of events which stimulate participation, and the fanatical antics of fans who become involved in these events. By doing so the book offers significant insight into how event managers can entice and manage participant expectations as well as manage audience involvement.

The book is based on primary research using participant observation, as well as in-depth interviews with event participants, event managers and government officials involved in over 50 international events to gain new perspectives into audience behaviour and participatory events. Using numerous international case studies and examples, the book offers a comprehensive outline of the reasons why people participate in festivals and events, the social world that reinforces their behaviours, and strategies that can be used to ensure future successful participatory events.

This thought-provoking and original volume will be valuable reading for students, researchers, events managers and tourism and community planners at all levels of government.

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