



Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events

Judy Allen

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For event planners, there's no such thing as a dress rehearsal!

Any event you plan and stage is a reflection of your organization's image — from the initial invitation to onsite operations. Whether you're planning a product launch, conference, sales meeting, an incentive event, or a gala fund-raiser, remember that the magic of a truly memorable event is in the details, but so is the devil. Whether your event is for 50 or 2,000 people, whether it has a budget of a few thousand dollars, or hundreds of thousands, it has to be perfect. Fully revised and updated, *Event Planning, Second Edition*, gives you a blueprint for planning and executing special events with flair and without any unexpected surprises and expenses. This unique book is loaded with practical advice on:

- Choosing the best venue
- Preparing and managing the budget, with sample costing forms included
- Scheduling, staffing, and collaborating with other related professionals
- Coordinating food and beverage, décor, entertainment, and themes.

It's still the comprehensive guide that it always has been, but much has changed in the industry in recent years, and this new edition of *Event Planning* includes:

- Changes in security planning since 9/11
- Innovations in technology and how they can improve – or ruin – an event
- How to stage an environmentally friendly event
- New and updated examples and case studies of where things went right – and wrong
- Event Risk Assessment – What You Need to Consider before Contracting
- How keep your budget on target and where to find hidden surcharges
- Ways on how to ease airport stress and make air travel a pleasurable part of the participant's event experience
- When and When Event Planners and their Suppliers will need Work Visas
- What you need to include in your client's event history in order to design your next event so that it maximizes your client's return on their event investment

What you don't know or know to ask can have a major effect on the success of your event and on your budget. *Event Planning* takes you behind the scenes and through every aspect of organizing and executing a successful event: the planning stages, timing and logistics, budget preparation, operations, and on-site management, providing practical tools for anyone who has to plan and execute a truly special event:

- Corporate in-house event planners
- Public relations and communications companies, and their clients
- Marketing and corporate communications professionals
- Fund-raisers and not-for-profit organizations
- Professionals in the hospitality and entertainment industries.
- Business professionals in charge of planning and handling their company's events

Praise for *Event Planning*

"Allen is a good teacher. Wise planners will add *Event Planning* to their personal reference library as a useful working guide."

—*Meeting Professional Magazine*

"A blueprint for executing events for 50 or 2,000, with budgets of a few thousand dollars to hundreds of thousands."

—*Success Magazine*

"*Event Planning* will save beginning event planners from plenty of heartbreak and headaches."

—**Lisa Hurley, Editor**, *Special Events Magazine*

"*Event Planning* gives readers a blueprint for planning ...

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From reader reviews:

Carolyn Foley:

Information is provisions for anyone to get better life, information nowadays can get by anyone with everywhere. The information can be a information or any news even a problem. What people must be consider whenever those information which is within the former life are challenging be find than now is taking seriously which one is suitable to believe or which one the particular resource are convinced. If you receive the unstable resource then you get it as your main information it will have huge disadvantage for you. All those possibilities will not happen throughout you if you take Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events as the daily resource information.

Treva Ritter:

A lot of people always spent all their free time to vacation as well as go to the outside with them loved ones or their friend. Are you aware? Many a lot of people spent many people free time just watching TV, or playing video games all day long. In order to try to find a new activity honestly, that is look different you can read a book. It is really fun in your case. If you enjoy the book that you simply read you can spent the whole day to reading a publication. The book Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events it is quite good to read. There are a lot of people that recommended this book. These were enjoying reading this book. When you did not have enough space to create this book you can buy the actual e-book. You can m0ore easily to read this book from the smart phone. The price is not too expensive but this book possesses high quality.

Audrey Mack:

Is it a person who having spare time in that case spend it whole day through watching television programs or just telling lies on the bed? Do you need something totally new? This Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events can be the answer, oh how comes? A fresh book you know. You are so out of date, spending your spare time by reading in this brand-new era is common not a nerd activity. So what these textbooks have than the others?

Samantha Green:

As a university student exactly feel bored in order to reading. If their teacher questioned them to go to the library or even make summary for some book, they are complained. Just little students that has reading's heart and soul or real their interest. They just do what the teacher want, like asked to go to the library. They go to presently there but nothing reading seriously. Any students feel that looking at is not important, boring

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