



The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events

By Judy Allen

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The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events By Judy Allen

Practical tools and expert advice for professional event planners

Before planning an event, there is much that must be done behind the scenes to make the event successful. Before any thought is even given to timing or location of the event, before the menus are selected and the decor designed, there are proposals to be written, fees and contracts to be negotiated, and safety issues to be considered. This book takes you behind the scenes of event planning and explains every aspect of organizing and strategic planning. This book will be of value to both the professional event planner and to clients who are dealing with planners.

Its comprehensive coverage includes: how to prepare winning proposals, and how to understand them if you are the client; how to determine management fees; negotiating contracts; safety issues; designing events in multicultural settings; and new technology that makes operations more efficient (such as online registration and response management, database project management tools). The book also includes practical tools such as sample letters of agreement, sample layouts for client proposals, forms, and checklists. Professional event planner Judy Allen offers first-time or professional event planners all the top-class advice they need to make their special events come off without a hitch.

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Editorial Review

Review

"This book has it all! It's the key that unlocks the mystery behind event planning." -- *Leslie McNabb, Senior Manager, Event Planning, Scotia Capital (Back of Book Endorsement)*

"Written for anyone who has to prepare dynamite meetings and special events...a must-have desktop reference." -- *Susan Fenner Ph.D, Manager, Education and Professional Development, International Association of Administrative Professionals (IAAP)(Back of Book Endorsement)*

A thorough, well designed, and easy to read book ... a valuable resource for anyone who works in special events. -- *Charity Village Newsweek, September 16, 2002*

Allen's latest offering zeros in on issues involved executing special events. Check out the useful and educational sample proposals. -- *Meetings and Incentive Travel Magazine, October 2002, Janet White Bardwell, Associate Editor*

Chapters on contracts, negotiations and fees are impressive. The all-business companion to Allen's "Event Planning The Ultimate Guide." -- *Meeting News*

It's the how-to that's a must-do for the meetings, incentive, and event planning industry! -- *Peggy Whitman, President, Society of Incentive & Travel Executives SITE*

Make sure this guide finds a spot on your bookshelf. It's not an exaggeration to say it covers every aspect. -- *Successful Meetings Magazine, November 2002*

Make sure this soup-to-nuts bible of event planning finds a place on your bookshelf--or better yet in your briefcase. -- *Michelle Gillan, Senior Editor, Successful Meetings Magazine*

More than 300 pages of practical advice for foolproof planning -- peppered with boldface tips for troubleshooting potential problems. -- *Special Events Magazine, November 2002, Lisa Hurley, Editor*

This book covers everything from strategic objectives to the signing of contracts ... there is little that Allen has overlooked. -- *Marketing Magazine, February 2003*

Review

"*The Business of Event Planning* is a must-read for those in the event planning business. Strategic in through and design and user-friendly in presentation, it literally tells you the paths to follow and the pitfalls to avoid. Well told, with examples to follow and stories to relate to, it's the 'how-to' that's a 'must-do' for the meetings, incentive, and event planning industry."

— *Peggy Whitman, President, Society of Incentive & Travel Executives; and Western Regional Sales Director, Marriott Incentive Awards*

"As more and more administrative professionals are assigned meeting planning responsibilities, there needs to be an easy-to-understand, fool-proof, quick read by someone who has been there and done it successfully. Written for anyone who has to prepare dynamite meetings and special events, *The Business of Event*

Planning is your Bible and a must-have desktop reference. Thank, Judy Allen! You saved the day!"
— Susan Fenner Ph.D., Manager, Education and Professional Development, International Association of Administration Professionals (IAAP)

"Guidance for new planners, reminders for experienced ones, and useful tips for everyone. This book has it all! It's the key that unlocks the mystery behind event planning, and should be mandatory reading for planners everywhere."

— Leslie McNabb, Senior Manager Event Planning, Scotia Capital

PRAISE FOR JUDY ALLEN'S FIRST BOOK *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* gives readers a blueprint for planning and executing special events with flair. Consider the book as preventative maintenance."

— Sales Promotion Magazine

"A guide to well planned events. *Event Planning* is a must for any PR maven."

— Marketing Magazine

From the Author

Event planning is like performing a high-wire act without a safety net. Once your event starts, there are no second chances. It is all done in one take, and there are no dress rehearsals. You cannot predict how your guests and suppliers will interact and react when you bring them together, but you can organize, plan and be prepared for the unexpected.

The Business of Event Planning helps event planners and their clients produce outstanding events that meet and exceed both client and guest expectations, by going beyond the details of the event itself. This book explains every aspect of the business and the strategy behind successful events.

Its comprehensive coverage includes:

The strategic thinking behind event design

How to prepare winning proposals, and how to understand them if you're the client.

How to determine management fees and negotiate contracts

The safety issues that every planner needs to take into consideration

Designing events in multicultural settings

New technology that makes operations more efficient

Practical tools such as sample letters of agreement, sample layouts for client proposals, forms, tips, and

checklists

A detailed case study that runs throughout the book – one company that is organizing two very different events

Users Review

From reader reviews:

Raymond McMillion:

The guide untitled The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events is the guide that recommended to you to see. You can see the quality of the publication content that will be shown to an individual. The language that article author use to explained their way of doing something is easily to understand. The writer was did a lot of study when write the book, so the information that they share for you is absolutely accurate. You also might get the e-book of The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events from the publisher to make you far more enjoy free time.

Sharon Hardin:

The book with title The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events has lot of information that you can discover it. You can get a lot of gain after read this book. This kind of book exist new knowledge the information that exist in this reserve represented the condition of the world at this point. That is important to you to know how the improvement of the world. This specific book will bring you throughout new era of the globalization. You can read the e-book with your smart phone, so you can read the item anywhere you want.

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