

## Meeting And Event Planning For Dummies Free

America's premier corporate event planners reveal the seven secrets of successful planning for every occasion, on any budget. Whether it's the company's annual party, a product launch, or a fund-raising gala, planning a major event is a daunting task. Now the industry leaders who organized major events for the 1996 Olympics and for several Fortune 500 corporations make it easy for you. In seven simple steps, they share the proven secrets behind any successful function--and show you how to: Choose the right venue at the best price Create an organized event book Book entertainment, staff, and caterers Develop an ideal menu and theme Manage behind-the-scenes operations and security Make every event a smashing success

The Event Planning Toolkit will help you rise to the occasion to plan and execute extraordinary meetings and events by getting organized, reducing time-wasting mistakes, and inspiring creativity. The Event Planning Toolkit provides the information you need to prepare and execute each aspect of your event with precision and enjoy the big day with less stress and fewer unpleasant surprises. It provides the assistance you need to make your event a real hit. Many people find the thought of planning an event to be an intimidating prospect. They think they're not organized enough, or they don't have the experience required to pull it off. But whatever the occasion, the path to success is straightforward; it's a matter of thinking through the details and using a proven strategy to create an action plan and execute that plan on time and on budget. In this book, you will not only learn how to manage your scope, time, and resources, but also identify goals, create a budget, find the right venue, assemble an effective team, and much more. Use The Event Planning Toolkit to uncover some juicy nuggets of information that you can apply to your next event and give you the courage and confidence take on any new project or assignment that comes your way.

Across the world each year events of every shape and size are held: from community events, school fairs and local business functions through to the world's largest festivals, music events, conferences and sporting events. As well as causing celebration and giving voice to issues, these public parties use up resources, send out emissions and generate mountains of waste. Events also have the power to show sustainability in action and every sustainably produced event can inspire and motivate others to action. Written by a leader in event sustainability management, this book is a practical, step-by-step guide taking readers through the key aspects of how to identify, evaluate and manage event sustainability issues and impacts and to use the event for good – it's for events of any style and scale, anywhere in the world. Now in its third edition, this is the indispensable one-stop guide for event professionals and event management students who want to adjust their thinking and planning decisions towards sustainability, and who need a powerful, easy-to-use collection of tools to deliver events sustainably.

Meeting and Event Planning For Dummies John Wiley & Sons

Takes meetings and conferences to the next level

This bestselling all-in-one guide to the event planning business is back and better than ever, fully updated and revised to reflect the very latest trends and best practices in the industry. This handy, comprehensive guide includes forms, checklists, and tips for managing events, as well as examples and case studies of both successful and unsuccessful events. Judy Allen (Toronto, ON, Canada) is founder and President of Judy Allen Productions, a full-service event planning production company.

Expert advice on how to stage the perfect event every time "A terrific resource of information for anyone in the event-planning business." --James Spellos, CMP, President, Meeting U. Meeting & Event Planning For Dummies is a practical step-by-step guide to the strategies and techniques event-planning professionals use to bring people together. This comprehensive resource covers all the angles from the little details to the big picture to make sure your business meetings and special events come off without a hitch! Praise for Meeting & Event Planning For Dummies "Packed with valuable information in an easy-to-use format. [It] covers all the basics for the meeting planning novice." --Diane Silberstein, President, Diane Silberstein & Associates "A great resource book every event professional should have.... Checklist heaven! We all love our checklists, and this book is full of them!" --Cathy Breden, CAE, CMP

Become an event planning pro & create a successful event series

A revised handbook on how to plan a meeting or conference addresses site selection, contract negotiation, publicity, entertainment, scheduling, setting up and breaking down, event logistics, menus, A/V requirements, budgeting and expenses, and emergencies. Original.

Book Yourself Solid-now in paperback-is a complete instructional guide for starting and growing a successful service business. It gives you simple, yet effective techniques for creating relentless demand and endless leads. It includes more than 200 proven marketing strategies for attracting new clients, earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and Book Yourself Solid.

"The Meeting Planning Process -- A Guide to Planning Successful Meetings" by Certified Meeting Professional Mary Jo Wiseman offers a common sense approach to managing the meeting planning process based on the knowledge and experience she garnered over a 20+ year career as a corporate meeting and event coordinator. The author's systematic approach to project management helped her to get and stay focused on the task at hand while handling multiple details, projects and deadlines throughout her career and she wants to share her secrets for success with others. The author firmly believes it is NOT just one person who makes a meeting or event happen, but rather a well led TEAM of dedicated, enthusiastic, talented individuals who come together to do what they do best to help organizations EXCEED PROGRAM OBJECTIVES and make them SHINE. It is the PROCESS or system used to get started that can either keep you on track or send you off the rails. This Guide offers a practical overview of the entire planning process for people just starting out

in the business or meeting planning veterans alike, and offers keen insights and valuable tips to help CREATE the perfect EXPERIENCE for their audience by staying true to the basic elements of the planning process. It is intended to lead people through the proper steps and the sequence of tasks involved in planning a meeting such as: Establishing a Planning or Design Team; Developing an Overall Plan; Budgeting; Site Selection; Communications; Contract Review and more. The Guide also includes handy templates developed by the author -- a Meeting Time Line; Overall Plan; and Request for Proposal as well as descriptions and diagrams of possible room set-ups.

**START YOUR OWN EVENT PLANNING BUSINESS AND CELEBRATE ALL THE WAY TO THE BANK!** Weddings, graduations, birthday parties, anniversaries, and conferences—what do these all have in common? Everyone would rather hire someone else to plan and run them! That someone can be you. Take your passion for event planning to the next level with in-the-trenches advice and tools you need to start, run, and grow a successful business. From writing a solid contract to finding reliable vendors, our experts help you identify your niche, teach you how to scout potential clients, evaluate the competition, market your business, and more. Discover how to: Identify a niche and establish yourself within the industry Build a loyal customer base for large and small events Implement targeted strategies for planning commercial, political, civic, social events, and more Promote your business, events, and yourself with Pinterest, Instagram, and other social and online marketing tools Develop proposals, vendor agreements, contracts, and manage day-to-day operations and costs Keep within budget using money-saving tips and industry-tested ideas Plus, gain valuable insights from interviews with practicing event planners, and stay on track with checklists, worksheets, and other resources. Everything you need to make your event planning business a successful reality is right here—get the party started today!

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.

Event Planning and Management, second edition, is an ideal resource for those seeking a step by step formula to plan and deliver a successful event. With the vital balance of professional experience behind them, the authors teach the next generation of event planners with unrivalled knowledge, ensuring an effective event process from start to finish. This book delivers practical understanding of the theory and practice needed to activate each stage of planning, from initial venue selection, budgeting and programme content, to managing stakeholders and sponsors, promotion, risk assessment, safety and post-event evaluation. Fully revised, the second edition of Event Planning and Management expands on managing events on the day, and explores the PR and experiential marketing boom for live brand experiences. Including updated real-world case studies from around the globe, it also features an invaluable toolkit of templates, planning checklists and budget sheets. Accompanied by a host of downloadable resources, this book is the ideal end to end resource for both event planning modules and certifications, plus busy marketing and PR professionals facing the new wave of live brand and customer experiences.

Event Planning Learn How To Start Event Planning Business - Planning, Promoting, And Running A Successful Event Business! The meetings and events industry, like so many other industries, is on the threshold of some major changes. Fluctuations in the world economy (which affect budgets) travel safety issues, the technology revolution, and people's time restrictions are forcing meeting and event planners to reexamine what they do and how they do it. The need to hold meetings and events remains strong because getting together with other people continues to be an effective way to accomplish goals and exchange ideas. But the way meetings and events take place is changing. This book addresses both conventional and nonconventional methods of holding meetings and events. Let it be your guide to mastering successful strategies and tactics, as well as your source for insider secrets from the pros. Savvy meeting and event planners recognize that every event they arrange will be different. They also know the importance of constantly staying abreast of new and emerging trends, in addition to fully understanding the ongoing wants and needs of their participants. The key to success in meeting and event planning is being organized and detail-oriented. During the planning process, you encounter a countless number of specifics that demand your constant attention, and this book helps you stay on top of each one. It contains tons of practical advice for getting through the challenges you might face. It also shows you how to skillfully put together a well-designed and flawlessly orchestrated program, even on a shoestring budget, that will earn glowing reviews and make you proud.

Event planning never stops. This industry goes 24/7, 365 days a year. Planners work evenings, weekends, and holidays, often far away from their home base, organizing and running events that simply must go on, and go smoothly. Missing a critical deadline is not an option in the event planning field. Time management errors can cost a company a potential sale, lose them an existing customer, and damage their professional reputation. Burnout and chaos are real risks in this hectic world of deadlines and multiple projects. Planners often find themselves working down to the wire against crushing deadlines and a mountain of obstacles that impede their progress. Too frequently, there is not enough time to get the job

done properly, let alone to spend on personal or professional pursuits. And for many involved in the event planning field, there is the extra dimension of travel to factor in, juggling multiple projects on a daily basis across a multitude of time zones. For smooth event implementation, and for business success, it is essential that planners know how to manage their own time as well as they manage an event. *Time Management for Event Planners* teaches readers how to successfully manage their workload, and do what matters most, when it matters most: Analyze and prioritize tasks. Structure your workload and your day for maximum performance. Identify red-flag activities that hinder productivity. Reduce stress-producing time crunches. Identify when extra help is needed, as well as how to delegate, outsource, and even partner with suppliers in crunch periods. Work with rather than against deadlines. Save time using technology. Manage multiple projects, even in multiple time zones. Balance your personal and professional life. Whether you are an event planner, a hospitality professional, in public relations or other related fields, *Time Management for Event Planners* offers time-saving tips, techniques, examples, and expert insight that will help you get time on your side.

From Trade Shows to Conventions, Fundraisers to Galas, Everything You Need for a Successful Business Event

For anyone planning events—student, novice, or experienced professional—*Confessions of an Event Planner* is an “apprenticeship in a book.” This insider’s guide takes you on a narrative journey, following a fictional event planning company that stages various types of events around the world for many different clients. While other books, college courses, and training programs give you the theory and how-to of the profession, *Confessions of an Event Planner* reveals the real world of event planning and what can happen—usually the unexpected—on an event program when actual participants are added to the event planning design and execution mix. In a climate of media scrutiny and corporate scandals, event planners must be masters of discretion, knowing how to avoid and deal with everything from sexual romps to financial shenanigans, to chainsaw wielding salesmen dead set on “re-landscaping” the grounds of the resort they’re staying at. From an event planner who’s seen it all and knows how to deal with it all, comes practical first-hand advice delivered in an entertaining and accessible format. Each chapter is set in a unique location, with a cast of characters, and a host of challenges and problems to overcome—from the boardroom to the resort guest bedrooms. Readers learn what they can come up against, how to problem solve creatively on the fly, get ideas for staging spectacular events, and see the principles of event planning in action. The scenario in each chapter is introduced by an outline of what will be covered in the chapter, and each chapter concludes with a series of review questions to explore key issues and stimulate reflection or discussion for individuals or groups. Ideal as a companion to Judy Allen’s six other event planning books, as a textbook in event planning courses, or as a professional training tool *Confessions of an Event Planner* prepares planners for what they can expect once they start working in the world of corporate and social event planning, and will help decision-makers set company policies, procedures and protocol and promote discussion about codes of conduct in the office and offsite.

Food and beverage is the largest portion of a meeting budget, but most meeting and event planners have no formal background in purchasing and managing this expense. This guide helps event, meeting, and convention planners save money, negotiate contracts, deal with catering managers, and successfully manage the food and beverage aspect of their event. Covering everything from styles of service to on-premise and off-premise considerations to food and beverage contract negotiation, this book is a comprehensive and accessible reference for event planners and students.

Whether you want to break into this burgeoning industry, or you simply need to plan an event and don’t know where to start, there’s something for all would-be event planners in *Event Management For Dummies*. Packed with tips, hints and checklists, it covers all aspects of planning and running an event – from budgeting, scheduling and promotion, to finding the location, sorting security, health and safety, and much more. Open the book and find: Planning, budgeting and strategy Guests and target audience Promoting and marketing events Location, venue and travel logistics Food, drink, entertainment and themes Security, health and safety, permissions, insurance and the like Tips for building a career in event management

"Hosts of all kinds, this is a must-read!" --Chris Anderson, owner and curator of TED From the host of the New York Times podcast *Together Apart*, an exciting new approach to how we gather that will transform the ways we spend our time together--at home, at work, in our communities, and beyond. In *The Art of Gathering*, Priya Parker argues that the gatherings in our lives are lackluster and unproductive--which they don't have to be. We rely too much on routine and the conventions of gatherings when we should focus on distinctiveness and the people involved. At a time when coming together is more important than ever, Parker sets forth a human-centered approach to gathering that will help everyone create meaningful, memorable experiences, large and small, for work and for play. Drawing on her expertise as a facilitator of high-powered gatherings around the world, Parker takes us inside events of all kinds to show what works, what doesn't, and why. She investigates a wide array of gatherings--conferences, meetings, a courtroom, a flash-mob party, an Arab-Israeli summer camp--and explains how simple, specific changes can invigorate any group experience. The result is a book that's both journey and guide, full of exciting ideas with real-world applications. *The Art of Gathering* will forever alter the way you look at your next meeting, industry conference, dinner party, and backyard barbecue--and how you host and attend them.

Christy Lamagna's expertise lies in turning events into powerful sales tools that drive business value. In this book, she definitively demonstrates how companies seeking a competitive edge can embrace strategic event planning. Transform your meetings to deliver quantifiable ROI and influence what your target audiences feel, think, say and do.

Here is the first book to specifically and comprehensively address the rapid changes and advances in technology in the planning, management, and marketing of meetings and events. The multigenerational trio of authors, including Joe Goldblatt and two of his former students, Seungwon "Shawn" Lee and Dessislava Boshnakova, cover the most important aspects of using technology for today's meetings and events, such as How to harness the power of social media How to use crowdsourcing effectively How to choose appropriate room layout design software How to manage and use guest-generated content How to measure and evaluate your success How to choose meeting registration software How to promote your meeting with blogs, websites, podcasts, and more How to hold virtual meetings and events How to use search engine optimization to advantage The area of meeting and event technology is a fast-growing component of the meetings, incentives, conventions and exhibition (MICE) industry. With a foreword by Corbin Ball, an internationally renowned speaker, consultant and writer in the meetings and events technology field, *The 21st Century Meeting and Event Technologies* will be an essential resource for hospitality students and business professionals. Faculty may request an examination copy from [info@appleacademicpress.com](mailto:info@appleacademicpress.com). Please provide your name and title, course title, course start date, current text, number of students, and your institution address.

"SOUNDS LIKE A PLAN!" MEETING AND EVENT PLANNERS take those words very seriously. They chart the course of the biggest happenings around the nation and around the world. Never gave much thought to the work of meeting and event planners? That is because when you attend the gatherings they plan, these events come off seamlessly, as if the event is running itself. In fact, it takes months of hard, painstaking, behind-the-scenes work to make this undertaking look effortless. While the job may seem easy, anyone who has tried to organize even a small meeting or event knows better. Ever go to an event where there were not enough chairs, you could not find a napkin, or there were not enough receptacles for garbage? These results of bad planning probably ruined the whole experience for you and you would never go back. Great meeting and event planners are determined to keep these disasters from happening. Having organizational skills

second to none is a prerequisite if you are considering going into the fast-paced world of staging the unforgettable. In planning an event, nothing can be overlooked. Missing the smallest detail can derail your entire project. Sometimes the work these specialists handle is relatively simple, like engaging speakers. It might be bringing in the right entertainment, selecting the ideal venue, or choosing the proper time of year to hold the event. How about something more complicated, like fireworks to close an event, balloons cascading from the ceiling, giant fountains flowing with chocolate? To a professional meeting and event specialist, pulling these things off is just your job. Though some planners spend a whole year working on one or two events, others have many different meetings and events going on throughout the year, and all of them come off perfectly. Meeting and event organizers do not actually hang the decorations, serve the food, set up the tables, and give the seminars. They are in charge of putting together a team of people who know how to get these tasks done flawlessly. As the leader of that team, the event planner checks out every last detail personally before the doors open.

"Meet Evelyn Walker, a single, confident thirty-something running her own international meeting and event planning company. The last ten years of hard work have paid off, and with enough events scheduled to take up the next five, Eve has established herself as one of the top meeting and event planners in the West. And yet, suddenly, she can't seem to quiet her inner voice, which is begging for a different life—a life beyond work. When approached by Miles Emerson, a long-standing client and Adonis of a man, to organize a monstrous last-minute event in Amsterdam, her inner and outer worlds begin to collide. With massive reservations, Eve accepts the challenge and embarks on a globe-trotting journey that lands her in a variety of odd places, spaces, and situations that she never could have imagined. Can she actually pull off one of the biggest events of her career? And more importantly ... can she have a life while trying?"--Back cover.

Planning a meeting or event is no easy task. Just ask any of the administrative staffers who are increasingly being asked to do it. One minor mistake -- a plane ticket that doesn't arrive on time, not enough vegetarian meals at the luncheon, the wrong kind of audio/visual equipment -- can mean big trouble. Now this handy little how-to guide takes secretaries and assistants through the entire process step-by-step. From site selection and registration do's and don'ts to negotiating with vendors and food and beverage planning, this book gives them everything they need to get a meeting planned right. Packed with floor plans, checklists, glossaries of industry-specific terms, lists of resources, and more, *Planning Successful Meetings and Events* is sure to transform any take-charge assistant into the Martha Stewart of meeting and event planning. It's a good thing.

Like having coffee with an expert, this book shares irreverent tips and secrets from Chief Boredom Buster and 25 year event planning expert Andrea Driessen on how to plan an event that will get people talking and participating. This book is like a high energy masterclass and brainstorming session all in one - with actionable tips to transform your event planning approach within hours.

With decades of experience as a gala event planner, award-winning director and producer Ron Miziker presents the ultimate guide to planning and executing every special event in this one-of-a-kind guidebook. For professionals and beginners alike, it is designed to be a quick reference for ensuring that any exciting, educational, or entertaining event comes together on time and within budget. The book includes essential information about critical subjects, proven suggestions, and personal anecdotes to make your event memorable and successful. Whether your questions concern layout, techniques, terminology, protocol, quantities, or procedures, this book has the answers with quick-to-understand charts and diagrams that illustrate key information to make the event great—be it a sales meeting, wedding, awards dinner, community festival, concert, fund-raiser, cocktail party, grand opening, political rally, formal dinner, exhibition, press announcement, family celebration, or informal gathering at home.

Administrative assistants, coordinators, and new meeting planners will benefit from this simple, how-to plan a corporate meeting or event book by Debi Scholar and Susan Losurdo. Planning meetings and events is a fun, rewarding, and results-driven career and this Playbook offers step-by-step solutions to help you accomplish amazing meetings. This powerful Playbook offers budget templates, checklists, food and beverage tips, room set-up options, technology tips, and gives you 75 questions to ask the meeting requester so that your end result offers the awesome benefits that everyone expects. Debi Scholar and Susan Losurdo are experts in the hospitality industry and their Playbook will benefit anyone who plans corporate meetings and events.

This fabulous book explains how to break into a career in event planning. It gives step-by-step advice on how to plan a party, conference, or other event. Job opportunities with corporations, convention centers, country clubs, and other employers are covered, with advice on finding job openings, preparing a portfolio and resume, and interview skills. It also explains how to start an event planning business, including finding clients, preparing proposals, and pricing. Includes CD-ROM.

Filled with real-world event examples, insider tips, and essential planning, development, and troubleshooting checklists, this book is the ultimate resource for virtual event planners and hosts. Whether your virtual event is a conference, online course series, job interview day, or something else, this book offers step-by-step instructions and checklists to help. Plan, develop, and host a virtual event from start to finish Compare and host live, simulated live, or a hybrid event elements Add interactivity and promote socialization within virtual events Effectively market your online events to attendees and exhibitors/sponsors Ensure the most effective global delivery This book includes links to numerous online virtual event checklists: Platform Checklist (all the features and functions to look for) Agenda Checklist (single and multi-track, single and multi-day) Session Checklist (live, simulative, on-demand planning) Speaker Checklist (details for marketing, promotion and sessions) Exhibitor Checklist (modern/traditional booth elements, interactivity, resources, and more) Sponsor Checklist (visibility and marketing) Testing Checklist (general, session, exhibit, chat and miscellaneous tests to run) In addition, the book provides links to an online payment processing spreadsheet and sample multi-track agenda.

Market\_Desc: · Event planners: corporate, consultants, not-for-profit, fundraising· Meeting planners· Marketing professionals· Corporate communications professionals· Public relations firms and incentive houses· Industry associations (e.g., Meeting Planners International, Society of Government Meeting Professionals, Society of Incentive and Travel Executives) Special Features: · The book provides readers with a detailed blueprint for planning and executing special events with flair and without unexpected surprises and expenses.· It is loaded with practical advice on every aspect of organizing and managing special events: how to choose the best venue; preparing and managing the budget; scheduling; coordinating food and beverage, decor, themes, entertainment, media, staffing; working with professionals, such as public relations firms and creative directors.· It includes many forms, checklists, and tips to help you plan and manage successful events.· The book Features examples of events where things went right and where things went wrong.· It gives you techniques to maximize savings and avoid unexpected surprises. About The Book: 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 detail, but so is the devil. Special events are fraught with thousands of details, and have to come off without a hitch. Whether your event is for 50 or 2,000 people, whether it has a budget of a few thousand dollars, or hundreds of thousands, planning and executing the project is like a high-wire act without the safety nets. Event Planning gives readers a blueprint for planning and executing special events with flair and without unexpected surprises and expenses.

Our role as event professionals is to create experiences steeped in trust, where our audiences feel their participation in our event was the best use of their time and financial investment and our stakeholders see the value from investing in worthwhile events. This requires our event designs to bring out the best in human nature by making intentional decisions based on the knowledge available about our participants and their needs. Deeply understanding how human beings respond in live event environments is our new currency. The seven intentions include developing stronger event processes, understanding how to make the most of the available technology and data including digital marketing, designing to optimize the experience through immersive, brain-friendly design, and creating sustainable, wellness-driven events. At the end of this book, any event professional will have a deep range of new ideas and applicable tools to drive stronger, measurable results.

Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it: \* Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques \* Includes ready-to-use templates designed specifically as learning exercises for students and professionals \* Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals for entering or advancement in the meeting and event management industry.

For courses in meeting, event, and convention planning. Current, concise, and insightful—a modern guide to planning successful events Planning and Management of Meetings, Events, Expositions and Conventions, 1e is the first text of its kind to focus on planning (in addition to event management), and incorporates the Meeting and Business Events Competency Standards (MBECS). It is the most up-to-date book on planning and management in the meetings, expositions, events, and conventions (MEEC) industry and covers a wide range of topics dealing with these two crucial functions. The text follows a practical, hands-on approach and is an excellent resource for college courses, employee training, and professional reference. Developed as a collaborative work, the text features contributions from some of the best and most notable practitioners and educators in the field. Teaching and Learning Experience This text will provide a better teaching and learning experience—for you and your students. It provides: Preparation for careers in event planning: The text follows a practical, career-focused approach. Professional insight: Chapters include advice and best practices from numerous industry insiders. Effective review tools: Learning and review tools facilitate understanding and promote skill mastery.

For use in events and convention management courses Experience the World of Meetings, Expositions, Events, and Conventions Meetings, Expositions, Events, and Conventions: An Introduction to the Industry acquaints students with the burgeoning field of event planning. Constructed with the Delphi method based on the opinions of experts and educators, the text is divided into the most up-to-date and relevant topics of the MEEC world. A comprehensive overview of all aspects of the MEEC industry, the Fourth Edition is the ideal text with which to introduce newcomers to this broad field. The text features case studies and examples that help students relate the material to a future career in Event Planning, as well as major trends in this fast-growing field.

Are you a meeting planner organizing a special event? Don't send out an invitation, or book professional speakers or hotel space, without reading this must-see training guide first. Inside, meeting planners will find expert hints, tips and advice for getting more from every occasion, including: - Creating unforgettable events, conferences, and tradeshow - Sending ticket sales, attendance levels, and audience enthusiasm soaring - Making meeting planning and event setup simple and effortless - Getting more from professional speakers, keynotes and breakout sessions - Designing headline-making marketing, PR and social media campaigns - Extending the value of meetings and events Professional Speakers, Meetings and Events Made Simple reveals the secrets today's most successful meeting planners use to design top events, from smarter ways to raise awareness and boost attendance to proven methods for making technology and social media work for your organization.

"In The Art of Event Planning, Gianna Gaudini demystifies the process, challenges and joys of event planning at the highest level. She comes to the table as a highly seasoned professional, but she delivers incredible information that can be applied to a large event or the most intimate dinner at home, interchangeably. She is so generous with her experience and has so clearly outlined an effective work flow and process that her words will truly inspire even the novice. This book is also an empowering guide to leadership, communication, partnership and visionary thinking. Whether interested in an events career or simply a leadership role in any kind of organization, Gianna provides inspiration and clarity for the most basic and effective interpersonal skills that are central to any great working relationship. That's a truly unexpected bonus, and I recommend this book whole heartedly. BRAVO!"

-- David Stark, renowned Author, Founder and Chief Creative Officer of David Stark Design and Production Do you want to create live or virtual events that are memorable, engaging and impactful? Do you want to take your career in event planning to the next level? Then, read on... Amazon best-seller, Art of Event Planning, will forever alter the way you look at your next corporate event, gala, conference, dinner party, and virtual event-and create better engagement and success. This book is both an enjoying journey and tactical guide with exciting ideas and real-world applications. It's time to learn how to make a lasting impact for your company, your attendees, and most importantly -- your professional identity. The Art of Event Planning: Pro Tips from an Industry Insider, currently included in the California State School hospitality and tourism management course curriculum is a valuable and insightful guide for event planners. Gianna Gaudini, former Event leader for Google, Vision Fund, and currently Head of Events, Training and Certification for Amazon Web Services, reveals her secrets for event planning and career success. Whether you're a well-seasoned veteran, just starting out, or anywhere in between, you'll benefit from her case studies, advice and lessons learned through years of experience. Gianna is passionate about helping event planners create events that are memorable, meaningful, impactful and most of all successful. She is a sought-after writer and speaker and holds certifications in interior design and as a court master sommelier. You can learn more by visiting [www.giannagaudini.com/press](http://www.giannagaudini.com/press) for press, podcasts, and webinars by

Gianna. The Art of Event Planning will help you: Guarantee event planning success using her pro-tips and secret sauce formula  
Build a career in event planning and establish your unique niche Create unforgettable experiences at live or virtual events Surprise  
And Delight Your Audience Build your rockstar event team Develop successful and win RFP's Define your target audience Find  
the perfect venue Measure and create ROI Learn best practices for working with clients and stakeholders Market your event  
Navigate contracts and negotiation like a pro Incorporate diversity and inclusion practices at your event Personalize your event  
experience at scale Identify and acquire your target audience Create a winning event strategy Execute flawless events

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