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responsibility to reduce their impacts. Written by a leader in the field, this fully updated, practical, step-by-step guide leads readers through the key aspects of how to understand and manage the impacts of events of any type and scale. Readers are provided with checklists for action and tools for measuring performance and

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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.

Event Planning and

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ranging from  
entertainment to sports.  
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event planners Before  
planning an event, there  
is much that must be  
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to make the event

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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

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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;

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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



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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.

Whether you want to break into this burgeoning industry, or

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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

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event tourism provides  
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producers of events contains learning objectives and review questions to consolidate learning Each chapter features a real-life case study to illustrate key concepts and place theory in a practical context, as well as preparing students to tackle any challenges they may face in managing events. Examples include

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the Beijing Olympic Games, Google Zeitgeist Conference, International Confex, Edinburgh International Festival, Ideal Home Show and Glastonbury Festival. Carefully constructed to maximise learning, the text provides the reader with: a systematic guide to organizing successful events, examining areas

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such as staging, logistics, marketing, human resource management, control and budgeting, risk management, impacts, evaluation and reporting fully revised and updated content including new chapters on sustainable development and events, perspectives on events, and expanded content on marketing, legal



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