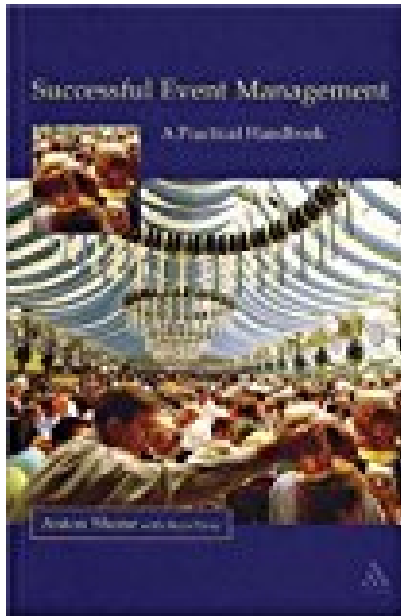


Successful Event Management A Practical Handbook



BOOK DETAILS

- Author : Anton Shone
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BOOK SYNOPSIS

This is the essential guide for anyone who needs to know how to organize a special event? a festival, a celebration party, a media launch or an annual fete. The text contains clear, step-by-step guide including planning, budgeting, marketing and organization; a wide range of informative case studies from around Europe, including suggested websites and sources of reference material to consult and a set of useful planning forms to assist those new to events organization. The authors' combination of industry experience, expertise and a lively approach makes this an ideal textbook for students of Events Management and related courses, as well as providing a valuable handbook for those new to organizing events. This is the essential guide for anyone who needs to know how to organize a special event? a festival, a celebration party, a media launch or an annual fete. The text contains clear, step-by-step guide including planning, budgeting, marketing and organization; a wide range of informative case studies from around Europe, including suggested websites and sources of reference material to consult and a set of useful planning forms to assist those new to events organization. The authors' combination of industry experience, expertise and a lively approach makes this an ideal textbook for students of Events Management and related courses, as well as providing a valuable handbook for those new to organizing events.

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