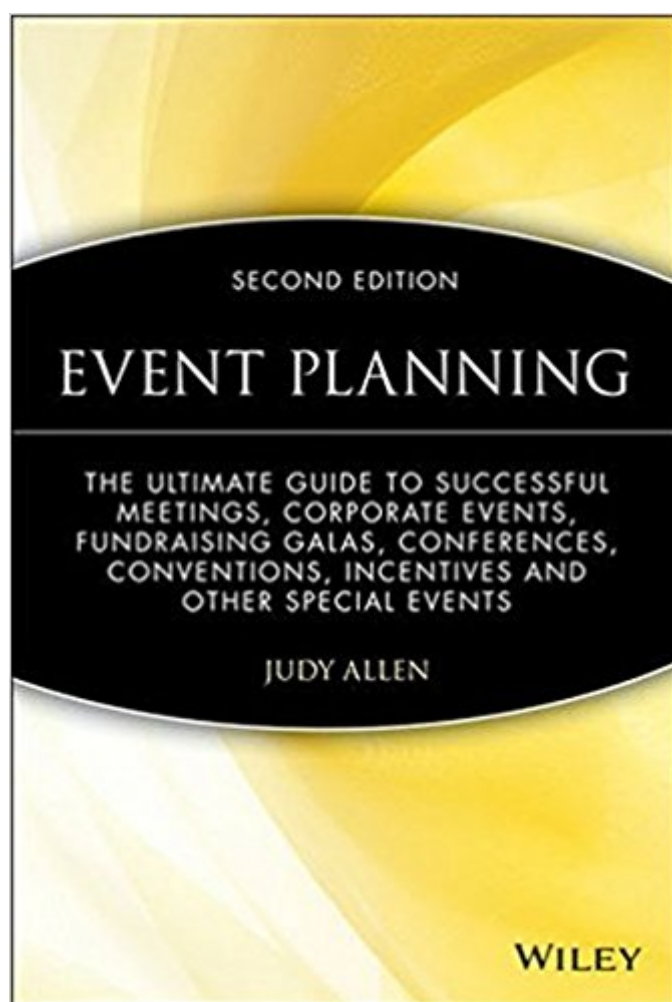


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# Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives And Other Special Events





## Synopsis

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.

## Book Information

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## Customer Reviews

5

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

A companion website with downloadable versions of the checklists, additional forms and tools, author Q&A, and more at [www.wiley.ca/go/event\\_planning](http://www.wiley.ca/go/event_planning).

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 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 "This book will be a help to all event planners, from rank beginners to seasoned professionals. It provides excellent guidelines as well as helpful details."
- Katherine Kossuth, Director of Operations and Special Events, Canadian Film Center "Sometimes a name just says it all. That's the case with the updated second edition of Judy Allen's *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special*

Events. Allen not only delivers on the title's comprehensive promise, but also addresses changes in the industry since the first edition was published in 2000, such as the increased role of procurement and the growth of virtual events. Each chapter provides tips and sample checklists and outlines the paths to follow and the pitfalls to avoid in every aspect of meeting planning, from venue selection to on-site execution." [Corporate Meetings and Incentive Magazine / MeetingsNet.com](#) "I recommend that Judy Allen's book, *Event Planning: The Ultimate Guide 2nd edition*, become your Bible for approaching your next affair, whether it's a meeting, conference, incentive travel function or fundraising gala. My copy has highlighting on virtually every page. Yours will, too. After you've read this book (or one of ten others she's authored), you'll be an expert on creating unforgettable events your attendees will enjoy and remember for a very long time." [Dave Egan, Head Writer, Writers Direct Group](#) For downloadable versions of the checklists, additional forms and tools, author Q&A, and more, please visit our companion website at [www.wiley.ca/go/event\\_planning](http://www.wiley.ca/go/event_planning).

this book was useful and required for my event planning class. it gives you a outline of what to do for different events. go with a used copy, you wont be missing anything by buying the newest one. I bought a later version of the book and passed my class

Arrived on time, as described.

very good , improving your knowledge in marketing hospitality

Used this book in my class it was very detailed and will be keeping it for reference very good

I really like reading this particular book (i.e., *Event Planning: The Ultimate Guide to Event Planning*) because the information within this particular book will allow me to have a better direction for planning, organizing, beginning, and conducting a basketball exposure camp for junior college basketball players.

Too focused on large-scale events with attendees flying in from all points....Not what I was looking for.

I use this book in my event planning class. It's well organized, professional and authoritative.

Students like it too and read it!

Excited to crack this book open!

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