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Event Planning and
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to finish. This book
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BANK! Weddings,
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anniversaries, and
conferences—what
do these all have in

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happen—usually
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when actual
participants are
added to the event
planning design
and execution mix.
In a climate of
media scrutiny and
corporate scandals,

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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

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office and offsite.

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management, your
business can lower
costs, improve
efficiency,

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duplication, and be
protected in the
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solutions and
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strategies in plain,
non-technical
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show you how to begin managing records and information and how to maintain the program once you have it established.

Sample forms for inventory, scheduling, and necessary documentation are also available on

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what constitutes a
record, shows you
how to inventory
records and create
an efficient way to
file both electronic
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and explains how
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Walks you through
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could be your
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you break out of
the routine and
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one celebration at
a time!

Practical tools and
expert advice for
professional event
planners Before
planning an event,

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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

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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

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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

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management tools). The book also includes practical tools such as sample letters of agreement, sample layouts for client proposals, forms, and checklists.

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