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The Business of Event Planning is a thorough, well designed, and easy to read book that will be a valuable resource for anyone who works in special events. -- Charity Village Newsweek, September 16, 2002

The Business of Event Planning: Behind-the-Scenes Secrets ...

The Business of Event Planning is valuable to both current Event Managers and aspiring event pros, packed full of practical advice and tools for every aspect of planning an event. Judy Allen shares 'behind-the-scenes secrets' to her success in event management, right from winning proposals to budgets and cost planning, negotiation and how to increase efficiency using new technologies.

The Business of Event Planning: Behind the Scenes Secrets ...

The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events | Wiley Practical tools and expert advice for professional event planners Before planning an event, there is much

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that must be done behind the scenes to make the event successful.

The Business of Event Planning: Behind-the-Scenes Secrets ...

The Business of Event Planning covers all the behind-the-scenes aspects of special events, whether it's an event for thousands or a handful of guests. Before any thought is given to the timing or location of the event, before the menus are selected and the decor designed, there are strategic objectives to be determined, proposals to be written, fees and contracts to be negotiated, and safety issues to be considered.

The Business of Event Planning : Judy Allen : 9780470831885

The business of event planning can be very rewarding. For me, as I came from a hotel background, entering the event planning world was a natural fit. I was used to working under pressure and under strict deadlines to make sure that my events went off without a hitch. And coming from hotels budgeting became my second name.

What's Involved with the Business of Event Planning?

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.

The Business of Event Planning [1.15 MB]

The event planning industry has been growing steadily for the past five years, and it is expected to grow even further. With new business opportunities, you can also expect an increase in competition. It is always important to stay on top of your game and adapt to the changing environment to make the most of new opportunities and remain relevant in the marketplace.

How to Grow an Event Planning Business

Many Event Planners start out working from home. This can be a great model for setting up an event planning business as it keeps overheads down in those critical early stages of trading and can maximise productivity. If you are considering whether it could work for you and how to make a success of it, here are some things to think about.

How to Start an Event Planning Business from Home (2020 ...

"The Business of Event Planning is a must-read for those in the event planning business. Strategic in through and design and user-friendly in presentation, it literally tells you the paths to follow and the pitfalls to avoid.

The Business of Event Planning: Behind-the-Scenes Secrets ...

How to Start an Event Planning Business Gain Event Planning Skills and Experience. The long-term success of an event planning business will be based on the... Determine Your Event Planning Market/Forte. Okay, let's say you've been working in corporate meetings for five years and... Develop a ...

How to Start an Event Planning Business

It may sound niche, but party and events planning is actually a multi-billion-pound industry with plenty of demand across the UK. After all, who doesn't love a good knees-up? What's better still is that you don't necessarily need a history in events planning to start your own business.

How to start a party and event planning business | Guide ...

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Event planning involves working closely with the client to design an event that reflects the client's vision of the gathering and meets the event's objective. Clients who hire an event planner hire someone to plan all aspects of the event, including the related details and action items, and to see that event through until its completion.

Event Management vs. Planning - The Balance Small Business

Planning encompasses all aspects of the event, from its initial conception and idea generation stage through to the timetable for the night itself. Everyone wants their events to run smoothly, and using an events management company can help to reduce stress and enable the organisers to enjoy their night.

Why Event Planning is so Important I Blackberry ...

Here's How to Start an Event Planning Business 3. Clearly define your scope of work, mission and goals for your event business. Your event planning business may evolve over time, but even when you're just starting out, it's important to clearly outline what you are and aren't willing to do.

6 To-Dos Before Starting an Event Planning Business

The usage of an event planning checklist is not only applicable to the event planning and execution. After the event, you can use an event planning checklist to run an objective evaluation. More so, you can also use it as a reference for the payments that are needed to be done in exchange for the services that particular suppliers were able to provide during the event.

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Event planning is a social profession in that the result – the event itself – will include a group of people, large or small. Understanding people and enjoying talking to them is part of the job. This does not mean that, as an event planner, you will spend most of your day at client lunches and having cocktails at social events.

5 Event-Planning Skills You Need for Success

No one likes to spin their wheels or leave money on the table, which is why the first step in planning an event is defining your event goals and objectives. Here at The Events Calendar, we help power millions (!) of events for our users each year, so we know a thing or two about the art of planning, promoting, and executing events.

Event Planning: Defining Event Goals and Objectives

Here are a few things you should consider when planning out your event budget: Logistics of the event (size, length, venue, staff, shipping) Software needs (from niche tools for digital signage to the necessary event management software) Experience necessities (catering, A/V equipment, decorations)

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