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Conventions Incentives And Other Special

By Judy Allen Event Planning

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.

Event Planning: The Ultimate Guide To Successful Meetings ...

PRAISE FOR JUDY ALLEN'S FIRST BOOK 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

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

Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events (2nd ed.) by Judy Allen.

Event Planning (2nd ed.) by Allen, Judy (ebook)

Judy Allen (Toronto, ON, Canada) is founder and President of Judy Allen Productions, a full-service event planning production company.

Event Planning : Judy Allen : 9780470155745

That's really what successful event planning is all about, and that's the key to this very successful event-planning manual. Author Judy Allen notes, lists, copes with and gives an example of virtually every detail in planning anything from a sedate corporate event in a major city to a huge celebration on a remote island.

Event Planning : The Ultimate Guide to... book by Judy Allen

About the Author Judy Allen is founder and president of Judy Allen Productions, a full-service event planning production and consulting company. She also wrote The Business of Event Planning. She is a former New York Post columnist and a

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frequent contributor to industry publications, such as Meetings and Incentives Magazine.

Event Planning Free Summary by Judy Allen

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Don't lift a finger until you've read The Business of Event Planning. In this highly practical book, author Judy Allen covers every aspect of the process in exhaustive detail. Allen, an author, writer and experienced event planner, contends that events are more than just feel-good activities.

The Business of Event Planning Free Summary by Judy Allen

Allen, Judy, 1952- Event planning : the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen. — 2nd ed. ISBN 978-0-470-15574-5 1.

PRAISE FOR OTHER BOOKS BY JUDY ALLEN

The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events by Judy Allen; Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas ...

How to Start an Event Planning Service - Entrepreneur

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. This book just covers everything. Judy Allen really does have vast experience as an event planner so her advice

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

Judy Allen is one of the world's leading authorities on staging, event and lifestyle design and the bestselling author of ten books for the professional, business and consumer markets.

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Event Planning: The Ultimate Guide To Successful Meetings ...

Solid book covering the basics of Event Planning, focusing mainly on producing corporate and business events. However, due to the surge in digital marketing and the focus on technology in events, this book definitely has a lot of content that is sadly no longer relevant.

Event Planning: The Ultimate Guide to Successful Meetings ...

Includes many forms, checklists, and tips for planning and managing events * Features examples of events where things went right--and wrong * Provides techniques to maximize savings and avoid surprises Judy Allen (Toronto, Ontario) is President of Judy Allen Productions, a full--service event planning production company that designs, produces, and orchestrates special events worldwide.

Event planning : the ultimate guide to successful meetings ...

Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events by Judy Allen It's the undisputed king of event planning books. Judy Allen has build an empire on texts for event planners and this cornerstone certainly doesn't disappoint.

The Best Event Planning Books Ever Written | Guidebook

Event Planning The Ultimate Guide to Successful Meetings Corporate Events Fund Raising Galas Conferences Conventions Incentives by Judy Allen available in Hardcover on Powells.com, also read synopsis For event planners, there's no such thing as a dress rehearsal! Any event you plan and stage is a...

Event Planning The Ultimate Guide to Successful Meetings ...

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

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blueprint for executing events for 50 or 2,000, with budgets of a few thousand dollars to hundreds of thousands.

Event Planning: The Ultimate Guide To Successful Meetings ...

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.

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

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge by Judy Allen. Practical, prescriptive advice on successfully marketing your event planning business Recent years have been tough on the event planning industry. The terrorist attacks of September 11, 2001, economic downturns, wars, and SARS have all ...

Marketing Your Event Planning Business by Allen, Judy (ebook)

Ideal as a companion to JudyAllen?s six other event planning books, as a textbook inevent planning courses, or as a professional training tool Confessions of an Event Planner prepares planners for whatthey can expect once they start working in the world of corporateand social event planning, and will help decision-makers setcompany policies, procedures and protocol andpromote discussion about codes of conduct in the office andoffsite.

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