THE BUSINESS OF EVENT PLANNING: BEHIND-THE-SCENES SECRETS OF SUCCESSFUL SPECIAL EVENTS

Judy Allen


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DESCRIPTION

Practical tools and expert advice for professional event planners

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

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. Allen, a master of creative design, has flawlessly executed successful special events-corporate, social, and celebrity-for up to 2,000 guests at a time in more than 30 countries around the world. She has designed and produced memorable events such as Disney's worldwide theatrical opening-night gala for Beauty and the Beast, and the orchestration of Oscar-winning director Norman Jewison's 25th anniversary celebration for Fiddler on the Roof.

Highly skilled in staging events that are strategically designed to be one-of-kind experiences and a master of transforming the energy of an event environment by engaging the senses with trademark primary design principles, Allen has worked closely with CEOs, CFOs, presidents and their executive staff around the globe to create, implement and oversee their corporate and social business events.

The many diverse events that Allen has designed and executed extend from complex one-day events to elaborate arrangements of theme productions taking place over the course of a week. These events ranged from very exclusive VIP events to multimillion-dollar, multimedia fantasy extravaganzas including seven new-car product launches and involved high-tech stage and show productions.

Allen, and her 2jproductions (www.2jproductions.com) partner, Joe Shane, are now bringing their dynamic creative energy, innovative style and perceptive insight to home, life and lifestyle design and world class resorts around the world through Sensual Home Living TM (www.sensualhomeliving.com) and other initiatives.

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