The Complete Guide to Special Event Management: Business Insights, Financial Advice, and Successful Strategies from Ernst & Young, Advisors to the Olympics, the Emmy Awards and the PGA Tour

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Hardcover
May 1992
$75.00

DESCRIPTION

Produced by the advisors to the Nobel Peace Prize and the 1984 Olympics, this book offers practical event management and marketing advice flavoured with various anecdotes in one easy-to-read format. It explains precisely how to build image or company recognition by sponsoring diverse sizes and types of events ranging from entertainment to sports. It also covers every stage of marketing, logistics, finance, concessions and public relations.

ABOUT THE AUTHOR

Ernst & Young is a multinational professional services firm headquartered in London, England, United Kingdom. EY is one of the largest professional services firms in the world and is one of the "Big Four" accounting firms.