## DESCRIPTION

**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 negatively impacted the business. There are fewer corporate dollars dedicated to travel budgets and special events, creating even more pressure on businesses in an already highly competitive industry. This book tells you all you need to know to market your business and build your client base in good times and bad.

*Marketing Your Event Planning Business* shows you how to gain a competitive advantage by setting yourself apart from the competition, pursuing new markets, and soliciting sales. It covers all the vital topics in event planning marketing, including how to diversify your client base, develop niche markets, improve your customer service, establish emergency business plans, and much more.

- Ideal for event planners, marketing managers in the industry, and professionals in the hospitality, culinary, or travel industries
- Includes actionable advice on successfully marketing an event planning business
- Features illustrative examples, practical tips, and useful checklists and other resources

*Marketing Your Event Planning Business* is packed with practical tips and examples, giving you creative new ways to showcase your talents, build your business, and bring added value to your clients.
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.

For additional product details, please visit https://www.wiley.com/en-us