

Professional Event Coordination Julia Rutherford Silvers

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Event Entertainment and Production
Successful Meetings
Special Events
Art of the Event
The British National Bibliography
American Book Publishing Record
Event Solutions
Special Events
Goldblatt/International Dictionary of Event Management, Second Edition and Silvers/ Professional Event Coordination Set
Professional Event Coordination with Special Events 9E and Business Communication Set
Set
Professional Event Coordination + Special Events 6th Ed + Business Communication Canadian Edition
The Flutist Quarterly
Medical Marketing & Media
Latin America Evangelist
Biennial Report
Professional Event Coordination with Event Marketing Wiley
pathways Business Communication and Special Events 5E Set
Report of the State Auditor of Georgia
Julia Rutherford Silvers
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a must have resource for every event planner manager caterer and student this in depth guide covers all aspects of the event planning process written by expert event manager julia rutherford silvers the book outlines the tools and strategies to effectively procure organize implement and monitor all the products vendors and services needed to bring an event to life enhanced throughout with useful checklists tables and sample forms the book includes chapters on everything from developing the event site and providing the event infrastructure to ancillary programs food and beverage operations and vendors and volunteers the practical information is supplemented throughout the book by on site insights featuring real world examples from successful event planners as well as chapter objectives discussion questions and exercises in professional event coordination to help readers build key skills and test their knowledge from weddings to corporate conferences and from intimate events to huge

festivals professional event coordination is a versatile guide to planning events of all kinds

publisher description

planning scheduling organizing and marketing events that differ from normal everyday life i e weddings the super bowl festivals etc this book provides the reader with the tools necessary to begin a career in special events

the wiley event management series the essential guide to making your events extraordinary practical strategies for designing and decorating special events event planners need professional caliber information that explains how to decorate a venue for a special event from assessing the client s decor needs and objectives to staying within a budget art of the event serves as the ultimate guide to designing and decorating events and celebrations from eight to 8 000 guests written by james c monroe a certified meeting professional cmp and certified special events professional csep with decades of experience in special event design and decoration art of the event is divided into three comprehensive parts to help readers redefine the modern profession of event design principles processes and practices examines aesthetics the design process and professional practices the decorative elements describes the various decorative elements that are used in special events and discusses how to use them in practical and specific ways the universe of special events describes various types of events that the designer is asked to create and discusses the different requirements of each including nonprofit events corporate events social events weddings fairs and parades the wiley event management series series editor dr joe goldblatt csep the wiley event management series provides professionals with the essential knowledge and cutting edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry written by recognized experts in the field the volumes in the series cover the research design planning coordination and evaluation methods as well as specialized areas of event management

professional event co ordination is the process through which planning budgeting and development come together to create successful events

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