

## Meeting And Event Planning For Dummies

Book & CD-ROM. This is the most thorough, concise, and easy-to-follow event planning book available. From the initial concept of the event to ongoing management, this book provides techniques to increase your chances of success and systems to avoid many common mistakes. It shows you dozens of ways to save time and money and introduces you to every facet of the planning process. This ultimate guidebook equips readers with new ideas, support, and creative problem-solving skills. The chapters follow the dynamics of the actual event planning process and are supported by extensive checklists and timelines. As readers undertake the complexities of daily responsibilities and tasks, the guide inspires efficiency and confidence and makes it possible to stay on track. This revised 2nd edition includes information on timely practices such as planning environmentally friendly parties, using technology applications and gadgets to orchestrate a modern event, and generating enthusiasm for your events using social media and social networking. The companion CD-ROM included with the book contains helpful checklists, worksheets, and contracts and agreements to help you co-ordinate an organised event. On the CD-ROM, you will find sample speaker agreements, timelines for planning your event, status reports, budget sheets, site selection checklists, and much more. Master the details of meeting and event organization with advice from a leading industry expert. Learn to manage events efficiently, use publicity to build your brand, and grow a profitable business!

"SOUNDS LIKE A PLAN!" MEETING AND EVENT PLANNERS take those words very seriously. They chart the course of the biggest happenings around the nation and around the world. Never gave much thought to the work of meeting and event planners? That is because when you attend the gatherings they plan, these events come off seamlessly, as if the event is running itself. In fact, it takes months of hard, painstaking, behind-the-scenes work to make this undertaking look effortless. While the job may seem easy, anyone who has tried to organize even a small meeting or event knows better. Ever go to an event where there were not enough chairs, you could not find a napkin, or there were not enough receptacles for garbage? These results of bad planning probably ruined the whole experience for you and you would never go back. Great meeting and event planners are determined to keep these disasters from happening. Having organizational skills second to none is a prerequisite if you are considering going into the fast-paced world of staging the unforgettable. In planning an event, nothing can be overlooked. Missing the smallest detail can derail your entire project. Sometimes the work these specialists handle is relatively simple, like engaging speakers. It might be bringing in the right entertainment, selecting the ideal venue, or choosing the proper time of year to hold the event. How about something more complicated, like fireworks to close an event, balloons cascading from the ceiling, giant fountains flowing with chocolate? To a professional meeting and event specialist, pulling these things off is just your job. Though some planners spend a whole year working on one or two events, others have many different meetings and events going on throughout the year, and all of them come off perfectly. Meeting and event organizers do not actually hang the decorations, serve the food, set up the tables, and give the seminars. They are in charge of putting together a team of people who know how to get these tasks done flawlessly. As the leader of that team, the event planner checks out every last detail personally before the doors open.

Planning a meeting or event is no easy task. Just ask any of the administrative staffers who are increasingly being asked to do it. One minor mistake -- a plane ticket that doesn't arrive on time, not enough vegetarian meals at the luncheon, the wrong kind of audio/visual equipment -- can mean big trouble. Now this handy little how-to guide takes secretaries and assistants through the entire process step-by-step. From site

## Read Book Meeting And Event Planning For Dummies

selection and registration do's and don'ts to negotiating with vendors and food and beverage planning, this book gives them everything they need to get a meeting planned right. Packed with floor plans, checklists, glossaries of industry-specific terms, lists of resources, and more, *Planning Successful Meetings and Events* is sure to transform any take-charge assistant into the Martha Stewart of meeting and event planning. It's a good thing.

Takes meetings and conferences to the next level.

For use in events and convention management courses Experience the World of Meetings, Expositions, Events, and Conventions Meetings, Expositions, Events, and Conventions: An Introduction to the Industry acquaints readers with the burgeoning field of event planning.

Constructed with the Delphi method based on the opinions of experts and educators, the text is divided into the most up-to-date and relevant topics of the MEEC world. A comprehensive overview of all aspects of the MEEC industry, the Fourth Edition is the ideal text with which to introduce newcomers to this broad field. The text features case studies and examples that help readers relate the material to a future career in Event Planning, as well as major trends in this fast-growing field.

Administrative assistants, coordinators, and new meeting planners will benefit from this simple, how-to plan a corporate meeting or event book by Debi Scholar and Susan Losurdo. Planning meetings and events is a fun, rewarding, and results-driven career and this Playbook offers step-by-step solutions to help you accomplish amazing meetings. This powerful Playbook offers budget templates, checklists, food and beverage tips, room set-up options, technology tips, and gives you 75 questions to ask the meeting requester so that your end result offers the awesome benefits that everyone expects. Debi Scholar and Susan Losurdo are experts in the hospitality industry and their Playbook will benefit anyone who plans corporate meetings and events.

Make money planning events with style and impress your clients — from weddings to meetings! *Start & Run an Event Planning Business* shows you how to start and run a successful enterprise by planning events of all kinds — from weddings and private parties to corporate events, meetings, conferences, and sporting events. This book will show you not only how to organize events, but also how to run the business. Keeping track of all the many details involved in putting on a successful event is easy when you have the checklists, schedules, tips, and advice of experts. Written in the step-by-step style that has made the Start & Run series the best of its kind, this indispensable guide will help you make any event — and event-planning business — a resounding success.

Expert advice on how to stage the perfect event every time "A terrific resource of information for anyone in the event-planning business." --James Spellos, CMP, President, Meeting U. *Meeting & Event Planning For Dummies* is a practical step-by-step guide to the strategies and techniques event-planning professionals use to bring people together. This comprehensive resource covers all the angles from the little details to the big picture to make sure your business meetings and special events come off without a hitch! Praise for *Meeting & Event Planning For Dummies* "Packed with valuable information in an easy-to-use format. [It] covers all the basics for the meeting planning novice." --Diane Silberstein, President, Diane Silberstein & Associates "A great resource book every event professional should have....

Checklist heaven! We all love our checklists, and this book is full of them!" --Cathy Breden, CAE, CMP

Are you a meeting planner organizing a special event? Don't send out an invitation, or book professional speakers or hotel space, without reading this must-see training guide first. Inside, meeting planners will find expert hints, tips and advice for getting more from every occasion, including: - Creating unforgettable events, conferences, and tradeshow - Sending ticket sales, attendance levels, and audience enthusiasm soaring - Making meeting planning and event setup simple and effortless - Getting more from professional speakers, keynotes and breakout sessions - Designing headline-making marketing, PR and social media campaigns - Extending the value of meetings and events Professional Speakers, Meetings and Events Made Simple reveals the secrets today's most successful meeting planners use to design top events, from smarter ways to raise awareness and boost attendance to proven methods for making technology and social media work for your organization.

Whether organizing a small meeting or orchestrating a large conference, event planning is a huge task! Every event, no matter how simple or complex, requires detailed planning and organization. From establishing an accurate budget to promoting your event, there are several components you should start to consider early on to make the process as stress-free as possible. This book is a valuable and insightful guide for event planners, whether you're a well-seasoned veteran, just starting, or anywhere in between. The experts interviewed share case studies, advice, and lessons learned through decades of success. Event planning is all about making it memorable. The secrets in this book make it easy.

For anyone planning events—student, novice, or experienced professional—Confessions of an Event Planner is an “apprenticeship in a book.” This insider’s guide takes you on a narrative journey, following a fictional event planning company that stages various types of events around the world for many different clients. While other books, college courses, and training programs give you the theory and how-to of the profession, Confessions of an Event Planner reveals the real world of event planning and what can happen—usually the unexpected—on an event program when actual participants are added to the event planning design and execution mix. In a climate of media scrutiny and corporate scandals, event planners must be masters of discretion, knowing how to avoid and deal with everything from sexual romps to financial shenanigans, to chainsaw wielding salesmen dead set on “re-landscaping” the grounds of the resort they’re staying at. From an event planner who’s seen it all and knows how to deal with it all, comes practical first-hand advice delivered in an entertaining and accessible format. Each chapter is set in a unique location, with a cast of characters, and a host of challenges and problems to overcome—from the boardroom to the resort guest bedrooms. Readers learn what they can come up against, how to problem solve creatively on the fly, get ideas for staging spectacular events, and see the principles of event planning in action. The scenario in each chapter is introduced by an

outline of what will be covered in the chapter, and each chapter concludes with a series of review questions to explore key issues and stimulate reflection or discussion for individuals or groups. Ideal as a companion to Judy Allen's six other event planning books, as a textbook in event planning courses, or as a professional training tool *Confessions of an Event Planner* prepares planners for what they can expect once they start working in the world of corporate and social event planning, and will help decision-makers set company policies, procedures and protocol and promote discussion about codes of conduct in the office and offsite.

There is space for seven attendees and the note-taker and facilitator of the meeting can both be named. On this template, there is space for ten agenda items and the initials of the person presenting each item. There is also space to keep track of deliverables that are due at the meeting. 110 meeting and wide ruled line pages 6" x 9" Uniquely designed matte cover High quality, heavy paper

**From Trade Shows to Conventions, Fundraisers to Galas, Everything You Need for a Successful Business Event**  
A fully updated guide to the state-of-the-art guidelines, strategies, and new technologies in modern event planning 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.

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.

Planners find the Event Resource Guide to be invaluable whether planning a meeting for 10, a holiday party for 100 or a conference for 1,000. The Guide provides details on more than 450 meeting and event sites, caterers, audio visual and rental equipment, attractions and activities, and more. The pages are full of current information covering everything from costs and terms to what's included and what's not. This is the book planners rely on.

Market\_Desc: · Event planners: corporate, consultants, not-for-profit, fundraising· Meeting planners· Marketing professionals· Corporate communications professionals· Public relations firms and incentive houses· Industry associations (e.g., Meeting Planners International, Society of Government Meeting Professionals, Society of Incentive and Travel Executives) Special Features: · The book provides readers with a detailed blueprint for planning and executing special events with flair and without unexpected surprises and expenses.· It is loaded with practical advice on every aspect of organizing and managing special events: how to choose the best venue; preparing and managing the budget; scheduling; coordinating food and beverage, decor, themes, entertainment, media, staffing; working with professionals, such as public relations firms and creative directors.· It includes many forms, checklists, and tips to help you plan and manage successful events.· The book Features examples of events where things went right and where things went wrong.· It gives you techniques to maximize savings and avoid unexpected surprises. About The Book: Any event you plan and stage is a reflection of your organization's image--from the initial invitation to onsite operations. Whether you're planning a product launch, conference, sales meeting, an incentive event, or a gala fund-raiser, remember that the magic of a truly memorable event is in the detail, but so is the devil. Special events are fraught with thousands of details, and have to come off without a hitch. Whether your event is for 50 or 2,000 people, whether it has a budget of a few thousand dollars, or hundreds of thousands, planning and executing the project is like a high-wire act without the safety nets. Event Planning gives readers a blueprint for planning and executing special events with flair and without unexpected surprises and expenses. Whether you want to break into this burgeoning industry, or you simply need to plan an event and don't know where to start, there's something for all would-be event planners in Event Management For Dummies. Packed with tips, hints and checklists, it covers all aspects of planning and running an event – from budgeting, scheduling and promotion, to finding the location, sorting security, health and safety, and much more. Open the book and find: Planning, budgeting and strategy Guests and target audience Promoting and marketing events Location, venue and travel logistics Food, drink, entertainment and themes Security, health and safety, permissions, insurance and the like Tips for building a career in event management Based on meeting industry standards supported by the Convention Industry Council, Event Planning Basics is a great tool for professionals new-to-the-industry looking for a great reference tool for a leg-up on the career ladder. It is also a great reference tool for planners who have been in the industry a few years to have "at the ready and within close reach" when they need to "refresh" on industry topics.

This bestselling all-in-one guide to the event planning business is back and better than ever, fully updated and revised to reflect the very latest trends and best practices in the industry. This handy, comprehensive guide includes forms, checklists, and tips for managing events, as well as examples and case studies of both successful and unsuccessful events. Judy Allen (Toronto, ON, Canada) is founder and President of Judy Allen Productions, a full-service event planning production company.

A revised handbook on how to plan a meeting or conference addresses site selection, contract negotiation, publicity, entertainment, scheduling, setting up and breaking down, event logistics, menus, A/V requirements, budgeting and expenses, and emergencies. Original.

Events of all types are produced every day for all manner of purposes, attracting all sorts of people. Creating and managing the environment in which these people will gather carries with it awesome responsibilities — legal, ethical, and financial. To provide a safe and secure setting and to operate in a manner that ensures the hosting organizations or individuals achieve their objectives in a proper and profitable way, event risk management must be fully integrated into all event plans and throughout the event management process. Risk Management for Meetings and Events examines the practices, procedures, and safeguards associated with the identification, analysis, response planning, and control of the risks surrounding events of all types. Written by an experienced author it:

- \* Provides a solid, easy-to-read conceptual foundation based on proven risk management techniques
- \* Includes ready-to-use templates designed specifically as learning exercises for students and professionals
- \* Comprehensively discusses effective strategies for managing the risks associated with design, planning and production of public and private events

Risk Management for Meetings and Events is a comprehensive and practical guide which supports academic and professional development programs that prepare individuals for entering or advancement in the meeting and event management industry.

Event Planning is an exciting option for individuals who desire to work as event managers. Individuals can work as an organisation's primary event planner or they can freelance as an event planning entrepreneur. Their primary responsibility in either case would be to successfully plan and organise events. Event planning can involve time consuming, detailed work that will require dedication on the part of the event planner to plan and execute the staging of an event. It can be rewarding and satisfying to see the results of your planning efforts, coming together in a successful event. This book is dedicated to explaining the practical skills required for event planning in a simple format. The goal is to allow readers to have a greater understanding of what it takes to successfully plan and manage an event and to help them put their knowledge into practical use.

Here is the first book to specifically and comprehensively address the rapid changes and advances in technology in the planning, management, and marketing of meetings and events. The multigenerational trio of authors, including Joe Goldblatt and two of his former students, Seungwon "Shawn" Lee and Dessislava Boshnakova, cover the most important aspects of using technology for today's meetings and events, such as

- How to harness the power of social media
- How to use crowdsourcing effectively
- How to choose appropriate room layout design software
- How to manage and use guest-generated content
- How to measure and evaluate your success
- How to choose meeting registration software
- How to promote your meeting with blogs, websites, podcasts, and more

## Read Book Meeting And Event Planning For Dummies

How to hold virtual meetings and events How to use search engine optimization to advantage The area of meeting and event technology is a fast-growing component of the meetings, incentives, conventions and exhibition (MICE) industry. With a foreword by Corbin Ball, an internationally renowned speaker, consultant and writer in the meetings and events technology field, *The 21st Century Meeting and Event Technologies* will be an essential resource for hospitality students and business professionals. Faculty may request an examination copy from [info@appleacademicpress.com](mailto:info@appleacademicpress.com). Please provide your name and title, course title, course start date, current text, number of students, and your institution address.

Food and beverage is the largest portion of a meeting budget, but most meeting and event planners have no formal background in purchasing and managing this expense. This guide helps event, meeting, and convention planners save money, negotiate contracts, deal with catering managers, and successfully manage the food and beverage aspect of their event. Covering everything from styles of service to on-premise and off-premise considerations to food and beverage contract negotiation, this book is a comprehensive and accessible reference for event planners and students.

Meeting and Event Planning For Dummies John Wiley & Sons

Takes meetings and conferences to the next level

Make money planning events with style and impress your clients. 'Start & Run a Meeting and Event Planning Business' shows would-be business owners how to start and run a successful enterprise planning events of all kinds—from weddings and private parties to corporate events, meetings, conferences, and sporting events. This book will show you not only how to organize events, but also how to run the business itself. Keeping track of all the many details involved in putting on a successful event is easy when you have the checklists, schedules, tips, and experts' advice you need. Written in the step-by-step style that has made the Start & Run series the best of its kind, this indispensable guide will help readers to make any event—and event planning business—a resounding success.

Event Planning Learn How To Start Event Planning Business - Planning, Promoting, And Running A Successful Event Business! The meetings and events industry, like so many other industries, is on the threshold of some major changes. Fluctuations in the world economy (which affect budgets) travel safety issues, the technology revolution, and people's time restrictions are forcing meeting and event planners to reexamine what they do and how they do it. The need to hold meetings and events remains strong because getting together with other people continues to be an effective way to accomplish goals and exchange ideas. But the way meetings and events take place is changing. This book addresses both conventional and nonconventional methods of holding meetings and events. Let it be your guide to mastering successful strategies and tactics, as well as your source for insider secrets from the pros. Savvy meeting and event planners recognize that every event they arrange will be different. They also know the importance of constantly staying abreast of new and emerging trends, in addition to fully understanding the ongoing wants and needs of their participants. The key to success in meeting and event planning is being organized and detail-oriented. During the planning process, you encounter a countless number of specifics that demand your constant attention, and this book helps you stay on top of each one. It contains tons of practical advice for getting through the challenges you might face. It also shows you how to skillfully put together a well-designed and flawlessly orchestrated program, even on a shoestring budget, that will earn glowing reviews and make you proud.

## Read Book Meeting And Event Planning For Dummies

The Event Planning Toolkit will help you rise to the occasion to plan and execute extraordinary meetings and events by getting organized, reducing time-wasting mistakes, and inspiring creativity. The Event Planning Toolkit provides the information you need to prepare and execute each aspect of your event with precision and enjoy the big day with less stress and fewer unpleasant surprises. It provides the assistance you need to make your event a real hit. Many people find the thought of planning an event to be an intimidating prospect. They think they're not organized enough, or they don't have the experience required to pull it off. But whatever the occasion, the path to success is straightforward; it's a matter of thinking through the details and using a proven strategy to create an action plan and execute that plan on time and on budget. In this book, you will not only learn how to manage your scope, time, and resources, but also identify goals, create a budget, find the right venue, assemble an effective team, and much more. Use The Event Planning Toolkit to uncover some juicy nuggets of information that you can apply to your next event and give you the courage and confidence take on any new project or assignment that comes your way.

Everything you need to know about event planning is included in this book: Key Ideas to Make your Event Successful What you Need to Know to Make your Event Entertaining and Memorable How to Inexpensively Incorporate Entertainment What to Look out for in Planning an Offsite Event Event Logistics Easy and Hassle Free Meeting Planning Tips I leave absolutely nothing out! Everything that I learned about successful event planning, I share with you. This is the most comprehensive report on event planning you will ever read! This comprehensive guide covers the following topics: 5 Pitfalls to Avoid When Planning your Next Event How to Generate Fun Ideas How to Attract the Right People to your Event How to Work with Event Suppliers How to Be an Excellent Event Planner How to Market your Event Organization Tips No stone is left unturned!

For courses in meeting, event, and convention planning. Current, concise, and insightful—a modern guide to planning successful events Planning and Management of Meetings, Events, Expositions and Conventions, 1e is the first text of its kind to focus on planning (in addition to event management), and incorporates the Meeting and Business Events Competency Standards (MBECS). It is the most up-to-date book on planning and management in the meetings, expositions, events, and conventions (MEEC) industry and covers a wide range of topics dealing with these two crucial functions. The text follows a practical, hands-on approach and is an excellent resource for college courses, employee training, and professional reference. Developed as a collaborative work, the text features contributions from some of the best and most notable practitioners and educators in the field. Teaching and Learning Experience This text will provide a better teaching and learning experience—for you and your students. It provides: Preparation for careers in event planning: The text follows a practical, career-focused approach. Professional insight: Chapters include advice and best practices from numerous industry insiders. Effective review tools: Learning and review tools facilitate understanding and promote skill mastery.

Many careers are enjoyable, but few can boast being part of a party quite like an event coordinator. This book highlights many creative outlets inherent to the work, but it also offers a realistic appraisal of the long hours, demanding clients, and other hard work involved. Stories about real-life event planners offer readers a genuine description of a day in the life of an event coordinator. The book also includes information about how to get the training and experience needed to prepare for this demanding, but imaginative, field of work.

Event planning never stops. This industry goes 24/7, 365 days a year. Planners work evenings, weekends, and holidays, often far away from their home base, organizing and running events that simply must go on, and go smoothly. Missing a critical deadline is not an option in the event planning field. Time management errors can cost a company a potential sale, lose them an existing customer, and damage their

## Read Book Meeting And Event Planning For Dummies

professional reputation. Burnout and chaos are real risks in this hectic world of deadlines and multiple projects. Planners often find themselves working down to the wire against crushing deadlines and a mountain of obstacles that impede their progress. Too frequently, there is not enough time to get the job done properly, let alone to spend on personal or professional pursuits. And for many involved in the event planning field, there is the extra dimension of travel to factor in, juggling multiple projects on a daily basis across a multitude of time zones. For smooth event implementation, and for business success, it is essential that planners know how to manage their own time as well as they manage an event. *Time Management for Event Planners* teaches readers how to successfully manage their workload, and do what matters most, when it matters most: Analyze and prioritize tasks. Structure your workload and your day for maximum performance. Identify red-flag activities that hinder productivity. Reduce stress-producing time crunches. Identify when extra help is needed, as well as how to delegate, outsource, and even partner with suppliers in crunch periods. Work with rather than against deadlines. Save time using technology. Manage multiple projects, even in multiple time zones. Balance your personal and professional life. Whether you are an event planner, a hospitality professional, in public relations or other related fields, *Time Management for Event Planners* offers time-saving tips, techniques, examples, and expert insight that will help you get time on your side.

[Copyright: ce1c7194663743e0a38d0bf59df14dd4](#)