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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

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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.

Here's what you should know to manage data records efficiently With proper electronic data management, your business can lower costs, improve efficiency, eliminate duplication, and be protected in the event of a lawsuit. This book provides an overview of records management solutions and implementation strategies in plain, non-technical English. Step-by-step instructions show you how to begin managing records and information and how to maintain the program

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once you have it established. Sample forms for inventory, scheduling, and necessary documentation are also available on the companion website. Electronic records management offers cost savings, greater efficiency, and protection in case of legal action; this book gets you started on an effective data management system This plain-English guide helps you determine what constitutes a record, shows you how to inventory records and create an efficient way to file both electronic and paper copies, and explains how to create a retention schedule Walks you through switching to electronic record-keeping, what to look for in a records management system, implementing best practices, ensuring that your system will stay current, and using the system effectively Helps you assure that the destruction of any sensitive

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Event Planning and Management, second edition, is an ideal resource for those seeking a step by step formula to plan and deliver a successful event. With the vital balance of professional experience behind them, the authors teach the next generation of event planners with unrivalled knowledge, ensuring an effective event process from start to finish. This book delivers practical understanding of the theory and practice needed to activate each stage of planning, from initial venue selection, budgeting and programme content, to

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managing stakeholders and sponsors, promotion, risk assessment, safety and post-event evaluation. Fully revised, the second edition of Event Planning and Management expands on managing events on the day, and explores the PR and experiential marketing boom for live brand experiences. Including updated real-world case studies from around the globe, it also features an invaluable toolkit of templates, planning checklists and budget sheets.

Accompanied by a host of downloadable resources, this book is the ideal end to end resource for both event planning modules and certifications, plus busy marketing and PR professionals facing the new wave of live brand and customer experiences.

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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;

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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.

Become an event planning pro & create a successful event series

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Score your highest in Operations Management Operations management is an important skill for current and aspiring business leaders to develop and master. It deals with the design and management of products, processes, services, and supply chains. Operations management is a growing field and a required course for most undergraduate business majors and MBA candidates. Now, Operations Management For Dummies serves as an extremely resourceful aid for this difficult subject. Tracks to a typical course in operations management or operations strategy, and covers topics such as evaluating and measuring existing systems' performance and efficiency, materials management and product

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Wedding Planning and Management: Consultancy for Diverse Clients, 2nd Edition provides students, consultants, vendors, scholars and engaged couples with a comprehensive

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introduction to the business of weddings. Looking through an event management lens, this is the only book to thoroughly explore the fundamentals of weddings, including historical and cultural foundations, practice, and the business of wedding planning in one volume. An emphasis on diversity, traditions from cultures around the globe are integrated throughout with over 80 international case studies that inspire and set standards for best practice. Since the first edition, there have been many changes in the business of weddings and this second edition has been updated in the following ways: Updated content to reflect recent issues and trends in areas such as family dynamics, media influences, impacts of technology, legislation and the global economy. Every chapter is updated with the most recent research, statistics,

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vendor information and consultant guidelines. New international case studies explore current research, cultural traditions, vendor relations and consulting best practice. New companion website for instructors that includes PowerPoint slides, case study solutions, additional discussion ideas and assignments. The book is illustrated in full color and contains over 150 images by top wedding photojournalist Rodney Bailey end-of-chapter checklists, practical scenarios and review questions to test readers' knowledge as they progress. Maggie Daniels and Carrie Loveless bring a combination of over 40 years of industry practice and teaching experience, and have written a book that is the ideal guide to successful wedding planning and management.

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