

## Exhibitor List Company Name Booth Number Bianky

Creating special events may look easy to those who attend, but to do it well requires a great deal of knowledge, creativity and organizational skill. Event Management Simplified contains a wealth of information and how-to knowledge that can be used by both seasoned event planners and those just learning the ropes. Contained within these pages is information about:

- Skills needed to be an event professional and where to find jobs
- Insider tips and strategies for "thinking outside of the box"
- Identifying event demographics and laying a strong foundation
- Examples, systems, timelines and worksheets for all event elements
- Determining if committees are needed and how to keep them on track
- Ideas for recruiting sponsors, donors, exhibitors and attendees
- Risk management, obtaining permits, and working with jurisdictions
- Elements of negotiating contracts with venues, vendors and others
- Food and beverage tactics for menu planning, service and contracting
- Ways to market and promote your event
- Creating site plans and logistics schedules
- Contracting for stage, sound, lighting, electronic media, entertainment
- Using volunteers for maximum effect
- Pre- and post-event activities

The easy-to-read format and systems in Event Management Simplified have been successfully used by event planners of all skill levels and by academic institutions as a teaching tool. We guarantee this book will pay for itself many times over in time and financial gain.

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 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.

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