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Professional Event Coordination



Synopsis

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.

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Customer Reviews

This is a good resource if you want to get into Event Planning, or have found yourself in an Event Planning job, and want to learn about the core process, and get some tips for managing the process and increasing your professionalism. There aren't many event coordinating books out there that aren't totally outdated, but this is a good one. If you're looking at it, you should probably get it.

Professional Event Coordination was far more comprehensive than I could have imagined. It gets to the nitty gritty of every aspect of an event, even those one wouldn't think about. Probably the only event planning book one would need!

Being an professional event planner with over 6 years experience and having never gone to an official school for it, this gave me the base I needed to my career. I cannot recommend this book enough for someone already in the industry or someone really wanting to pursue a career in this exciting, demanding and ever changing field.

Thorough and comprehensive discussion of the event management business. The supporting web page also contributes to one's understanding of the problems and potential of this career field.

We use this book for our college's Event Management program. Great all inclusive book that covers all major event logistics.

Lots of great ideas. Gave this to my daughter who wants to be an events planner and she has really loved it.

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