



Successful Event Management

By Anton Shone, Bryn Parry

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This is the essential guide for anyone who needs to know how to organize a special event-a festival, a celebration party, a media launch or an annual fete. The text contains:

- A clear, step-by-step guide including planning, budgeting, marketing and organization;
- A wide range of informative case studies from around Europe, including suggested websites and sources of reference material to consult;
- A set of useful planning forms to assist those new to events organization;
- A helpful glossary together with a useful directory of organizations which can give further advice.

The authors' combination of industry experience, expertise and a lively approach makes this an ideal textbook for students of Events Management and related courses, as well as providing a valuable handbook for those new to organizing events.

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Successful Event Management By Anton Shone, Bryn Parry Bibliography

- Sales Rank: #2620579 in Books
- Published on: 2004-04-22
- Original language: English
- Number of items: 1
- Dimensions: .57" h x 7.50" w x 9.67" l, 1.11 pounds
- Binding: Paperback
- 256 pages

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Felicia Sharpton:

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