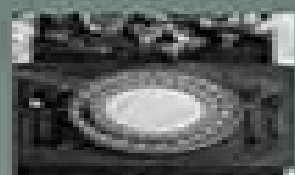


THE SPECIAL EVENTS ADVISOR

A BUSINESS AND
LEGAL GUIDE FOR
EVENT PROFESSIONALS

DAVID SORIN, JD, CSEP



The Special Events Advisor A Business And Legal Guide For Event Professionals

Judy Allen



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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

Marketing Your Event Planning Business Judy Allen,2013-02-06 Practical prescriptive advice on successfully marketing your event planning business Recent years have been tough on the event planning industry The terrorist attacks of September 11 2001 economic downturns wars and SARS have all negatively impacted the business There are fewer corporate dollars dedicated to travel budgets and special events creating even more pressure on businesses in an already highly competitive industry This book tells you all you need to know to market your business and build your client base in good times and bad *Marketing Your Event Planning Business* shows you how to gain a competitive advantage by setting yourself apart from the competition pursuing new markets and soliciting sales It covers all the vital topics in event planning marketing including how to diversify your client base develop niche markets improve your customer service establish emergency business plans and much more Ideal for event planners marketing managers in the industry and professionals in the hospitality culinary or travel industries Includes actionable advice on successfully marketing an event planning business Features illustrative examples practical tips and useful checklists and other resources *Marketing Your Event Planning Business* is packed with practical tips and examples giving you creative new ways to showcase your talents build your business and bring added value to your clients

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has been revised and updated to include New case studies and examples from a wide range of international destinations and different types of events Updated statistics and data throughout New content on emergent risk on site decision making terrorism and public health including the COVID 19 pandemic and corruption within events Updated online material including a case study archive and weblinks to useful resources This will be an invaluable resource for all those studying events management *Event Solutions*, 2003

Business Events Susheel Dutta, 2025-02-20 Business Events A Comprehensive Guide is a detailed handbook designed to offer invaluable insights strategies and best practices for successfully organizing and managing business events Tailored for event planners organizers marketers and industry professionals this guide covers essential topics for creating impactful and memorable events Discover comprehensive information on event planning from conceptualization to post event evaluation Key areas such as venue selection budgeting logistics marketing registration program development and speaker management are thoroughly explored providing actionable tips to achieve event objectives effectively The guide delves into technology and innovation highlighting how businesses can leverage digital tools software apps and cutting edge solutions to enhance event experiences Topics include technology integration audio visual services virtual and hybrid event models data analytics AI driven insights and interactive features to drive attendee engagement and maximize ROI Addressing sustainability and social responsibility the handbook covers eco friendly practices waste reduction efforts ethical sourcing and community engagement strategies emphasizing the role of businesses in promoting environmental stewardship Additionally the guide provides legal and compliance considerations including navigating legal requirements risk management insurance contracts permits safety standards and contingency planning Readers gain valuable insights into mitigating liabilities and ensuring event success while adhering to regulatory frameworks Emphasizing evaluation and continuous improvement this handbook is an essential resource for anyone involved in event management

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