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# Meeting And Event Planning For Dummies



## Synopsis

Expert advice on how to stage the perfect event every time "A terrific resource of information for anyone in the event-planning business." --James Spellos, CMP, President, Meeting U. Meeting & Event Planning For Dummies is a practical step-by-step guide to the strategies and techniques event-planning professionals use to bring people together. This comprehensive resource covers all the angles from the little details to the big picture to make sure your business meetings and special events come off without a hitch! Praise for Meeting & Event Planning For Dummies "Packed with valuable information in an easy-to-use format. [It] covers all the basics for the meeting planning novice." --Diane Silberstein, President, Diane Silberstein & Associates "A great resource book every event professional should have.... Checklist heaven! We all love our checklists, and this book is full of them!" --Cathy Breden, CAE, CMP

## Book Information

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## Customer Reviews

"An excellent book" "a useful addition to any firm's bookshelf" "This comprehensive resource is suitable for even the most novice planner and is written with Pas firmly in mind" (PA Life, January 2013)

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Was really a help in learning all the facets of Event Planning.

Arrived promptly. As described.

I wish I had this book years ago. However, it's still beneficial for me to use today.

Great book. I graduated from as an Event Planner and the book has been a great help in my planning of events.

I purchased "Meeting & Event Planning for Dummies" by Susan Friedmann because I am researching ways of marketing and attracting people to such public events as fan conventions. Unfortunately, Friedmann's book has little to say about such matters. It does contain a lot of information for businesses who wish to schedule more specifically targeted events (such as consortium meetings) for clients or potential clients. One particularly interesting section discusses methods of identifying and scheduling appropriate speakers for such events. The book also contains information on how a business' representatives can optimize the effectiveness of their appearances at trade shows. I found the book a good starting place for such information. It is current enough to have a variety of references to useful Websites, most of which appear current. (I have not reviewed them all.) But it is most appropriate for specialized types of events (such as businesses who have a targeted and/or more or less captive audience) rather than for groups attempting to schedule more general public events.

I liked this book because I didn't want to pay to take a class on this topic, but I wanted to learn the tricks of the biz. I love the helpful tidbits this book offers. a great start to my collection!

Great resource for my event planning class

It worked

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