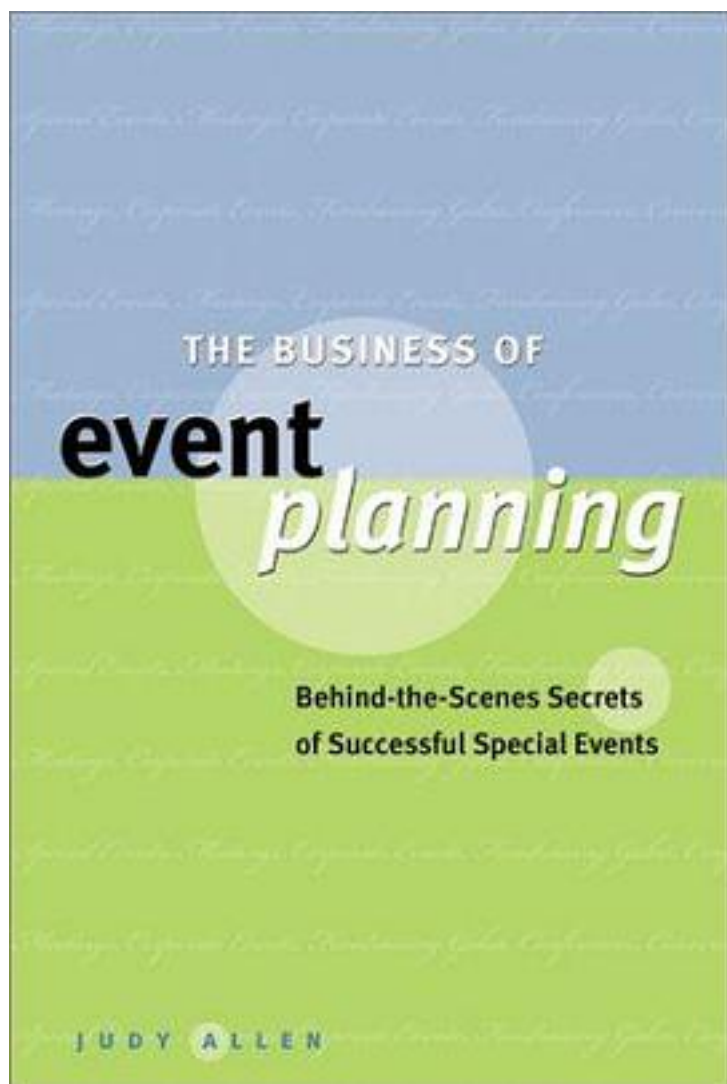


The Business of Event Planning



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Practical tools and expert advice for professional event planners Before planning an event, there is much to be done behind the scenes. Proposals must be written, fees and contracts negotiated, and safety issues considered. This book goes behind the scenes to explain every aspect of organizing and strategic planning for events. Comprehensive coverage includes: preparing proposals, setting fees, designing multicultural events, and using efficient new technologies. Also included are practical tools such as sample letters of agreement, sample layouts for client proposals, forms, and checklists. Professional event planner Judy Allen offers first-time or professional event planners all the top-class advice they need to make their special events come off without a hitch.

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