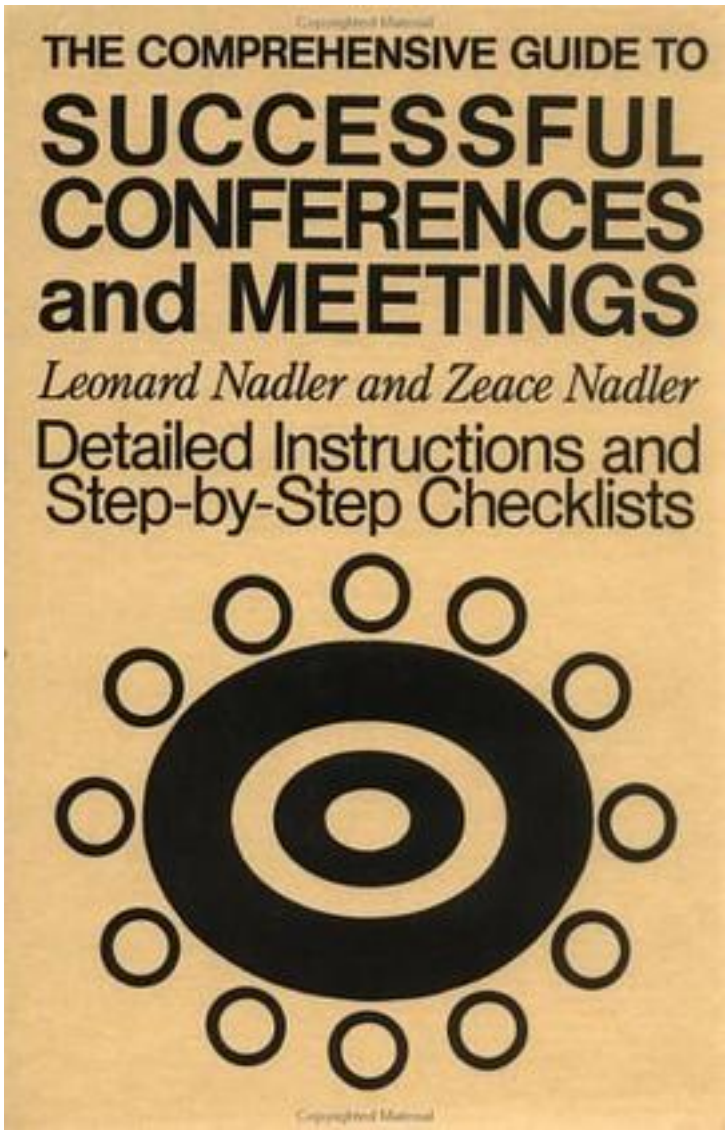
The Comprehensive Guide to Successful Conferences and Meetings



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Plan Your Meeting or Conference with Confidence

From creating the program book to making special arrangements for VIPs, this celebrated resource contains all the guidance, tools and inspiration you need to organize, manage and conduct a truly outstanding meeting or conference. The detailed advice--from authors with more than fifty years of planning experience--can be applied to most any type of gathering, from events for twenty-five to an extravaganza for thousands. A sampling of subjects includes site and function room selection, activity coordination, accommodating handicapped participants, public relations, audio/video equipment, booking entertainment, budgeting, and conducting evaluation and follow-up. Extensive checklists and charts ensure total success.

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