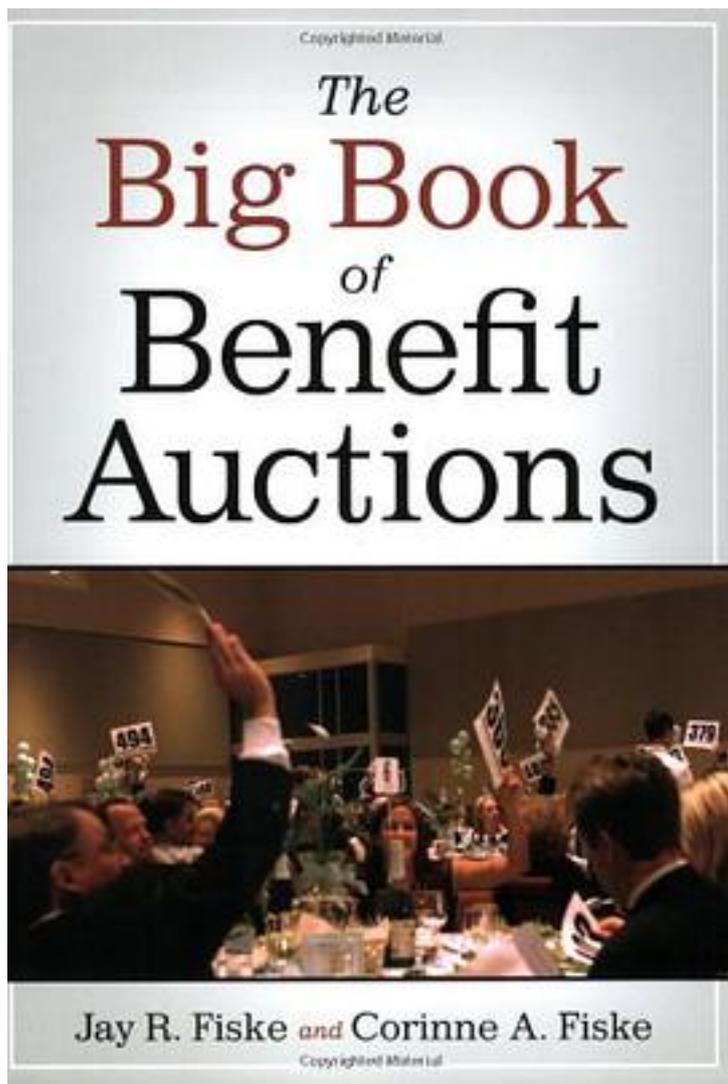


The Big Book of Benefit Auctions



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The Big Book of Benefit Auctions is the ultimate step-by-step handbook on how to plan and have a successful and effective auction. Auction committees will find it an invaluable reference as it provides all the tools they will need for complete auction planning and management. From setting the goal for the event, to organizing the committee, procuring auction items, building the audience, preparing the catalog and through auction night cashing (check out) services, everything you will want to know about the auction process is readily at your fingertips in this resource guide. The book will not only contain important "how to" information, it will also explain why some decisions and activities are not only good practices, they are essential to having a well-run and efficient event. Also, the book will discuss important strategies for maximizing revenue at your event, and will cover common pitfalls and how to avoid them.

作者介绍:

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