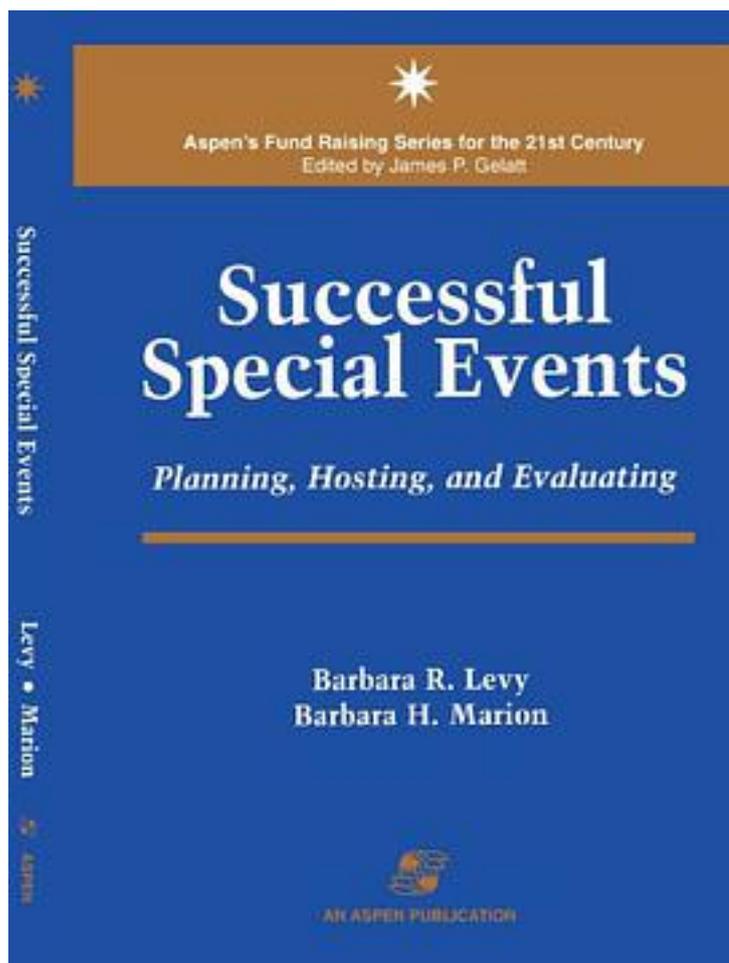


# Successful Special Events



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出版者:

出版时间:1997-1

装帧:

isbn:9780834209350

Special events can be the backbone of a nonprofit fund-raising program; they're also very hard work. A successful and cost-effective event takes a great deal of planning,

coordination, and effort. Successful Special Events: Planning, Hosting and Evaluating provides the guidance necessary to efficiently plan, implement, and evaluate such an event. You'll discover how to establish your primary goal, the importance of market identification, special event opportunity ratings, setting goals, and the barriers to planning a successful special event.

作者介绍:

目录:

[Successful Special Events\\_下载链接1](#)

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