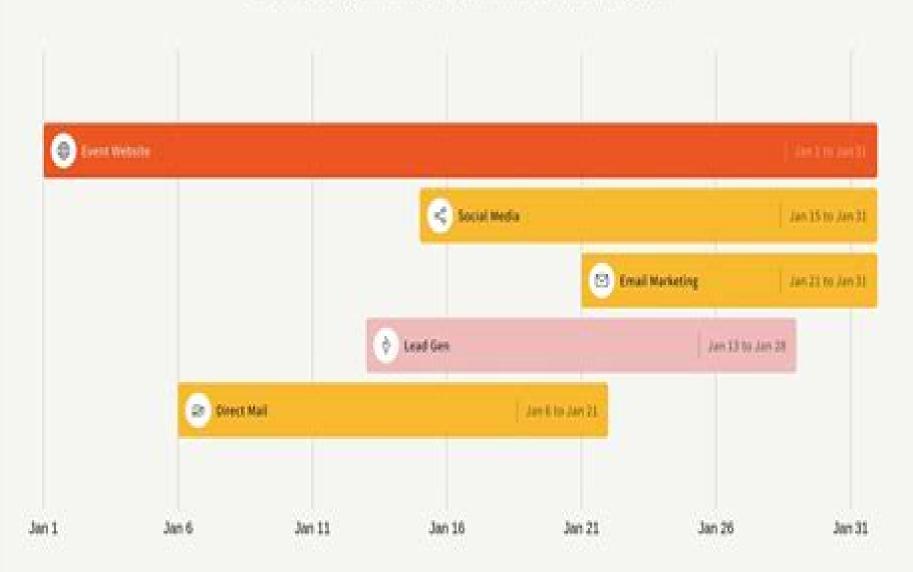
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planning events for a nightclub conference trade show executive retreat golf outing corporate or customer appreciation events company dinner holiday party fundraising gala team building events or even product launch events this book will teach you how to create events that attract new customers referrals and a consistent flow of sales that you can rely on This book will teach you the importance of event marketing reveal 26 ideas on how to get paid more money and best practice examples and templates for the event planning process If you want to learn everything you ll ever need to know about event marketing this is the book for you What is inside of this book Event Marketing Basics Benefits of Event Marketing 26 Ideas for Getting Paid More Event Marketing Goal Guide Examples of the Event Planning Process Sample Event Action Plan 3 Month Event Marketing Timeline Top 10 Ways to Generate Sales at the Event 5 Social Media Strategies for Event Promotion Top 3 Event Management Ticketing Systems 10 Questions You Need to Ask Venues 21 Types of Venues Who Will Accommodate How to Attract Corporate Sponsors 15 Types of Staff You Need to Hire 11 Reasons Sponsors Will Give You Money 8 Strategies to Generate Massive Exposure Where to Hire Temporary Event Staff Top Revenue Generation Strategies 10 Ways to Increase Revenue on Event Day Over 15 Event Marketing Resources with Links FAQ s on Events and Getting The Event Marketing Handbook Allison Saget, 2012 Industry expert Allison Saget shows marketing Started professionals how to maximize return on investment for the dollars their companies spend on events Features case studies planning templates sample time frames event programs and names of associations Progressive Marketing Plan for a Concert and Event Promoter Nat Chiaffarano MBA, 2017-12-09 The Ultimate Affordable Custom Designed Marketing Plan for a Very Specific Type of Business This book contains the detailed content and out of the box ideas to market and grow a successful Concert and Event Promoter Company This marketing and growth plan book provides the content needed to become smarter about targeting customers to build a profitable promoter firm The fill in the blank format makes it very easy to write the marketing and growth plan but it is the out of the box strategic growth and innovative marketing ideas that will put you on the road to success It features in depth descriptions of a wide range of creative products and services and a comprehensive marketing plan It also contains an extensive list of Keys to Success Creative Differentiation Strategies Competitive Advantages to seize upon Industry Trends and Best Practices to exploit Helpful Resources Actual Business Examples and Marketing Worksheets If your goal is to obtain the marketing knowledge education and original ideas that will improve your chances for profitability and success in a concert and event promoter business then this book was specifically written for you **Event Planning** Sebrina Berringer, 2021-09-03 Event strategy is the overall plan of the event It will include all tasks from concept to wrap up and everything in between It should have a template or defined process for each step It s a complicated beast but like anything once it is broken down into bitesize pieces it can be much easier to digest This book tells you event strategy and budgeting content planning and marketing recruiting and managing teams sponsorship and exhibition sales venues and geo adaptation crisis management Event Marketing C. A. Preston, 2012-10-16 event

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extensive experience in organizing events of all sizes this book offers a detailed overview of every aspect of event planning from conceptualization to execution and post event evaluation. The book begins with an introduction to event planning including the importance of understanding your audience and setting clear objectives. From there it delves into the practical details of event planning such as budgeting selecting the right venue coordinating vendors and staff and managing event day logistics. But this book goes beyond the logistical aspects of event planning. It also covers topics such as event marketing and promotion post event evaluation sustainability in event planning navigating challenges in event planning and integrating technology into event planning. Additionally it includes a section on legal and ethical considerations providing a comprehensive view of all aspects of the industry. In addition to offering a step by step guide this book also includes a variety of templates and practical examples to help you apply what you we learned From budget templates to sample event planning timelines these practical resources will help you organize your ideas and plan your events more efficiently. Whether you re planning your first event or you re an industry expert looking for new ideas and strategies Master the Art of Event Planning A Complete Guide is a must read With its practical and detailed approach this book will provide you with the tools and confidence you need to create unforgettable events

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