



Event Management For Dummies

By Laura Capell

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Whether you want to break into this burgeoning industry, or you simply need to plan an event and don't know where to start, there's something for all would-be event planners in *Event Management For Dummies*. Packed with tips, hints and checklists, it covers all aspects of planning and running an event – from budgeting, scheduling and promotion, to finding the location, sorting security, health and safety, and much more.

Open the book and find:

- Planning, budgeting and strategy
- Guests and target audience
- Promoting and marketing events
- Location, venue and travel logistics
- Food, drink, entertainment and themes
- Security, health and safety, permissions, insurance and the like
- Tips for building a career in event management

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