



Event Management For Dummies

By Laura Capell

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Event Management For Dummies By Laura Capell

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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