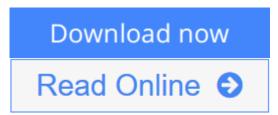


Successful Event Management

By Anton Shone, Bryn Parry



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This is the essential guide for anyone who needs to know how to organize a special event-a festival, a celebration party, a media launch or an annual fete. The text contains: $\hat{A} \cdot A$ clear, step-by-step guide including planning, budgeting, marketing and organization; $\hat{A} \cdot A$ wide range of informative case studies from around Europe, including suggeste websites and sources of reference material to consult; $\hat{A} \cdot A$ set of useful planning forms to assist hose new to events organization; $\hat{A} \cdot A$ helpful glossary together with a useful directory of organizations which can give further advice. The authors \hat{A} combination of industry experience, expertise and a lvively approach makes this an ideal textbook for students of Events Management and related courses, as well as providing a valuable handbook for those new to organizing events.



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