



Planning and Managing a Corporate Event (Paperback)

By Karen Lindsey

Little, Brown Book Group, United Kingdom, 2011. Paperback. Condition: New. UK ed.. Language: English . Brand New Book. Includes the Ultimate Tick List, A-Z Survival Guide, 50 Top Tips and Useful Contacts. This book provides comprehensive and expert guidance on planning and managing a corporate event. It is written as a support text for students studying event management and to provide a practical guide for aspiring event organisers along with administrators, secretaries and personal assistants who are required to organise events as part of their job role. Within this book and its numerous check lists you will discover how to: - become a proficient event organiser and consistently achieve excellent results with the least amount of fuss, stress and worry - consider the step-by-step process from beginning to end for a wide range of events including conferences, award ceremonies, parties, team building, activities, family fun days and press and product launches. - deliberate all aspects of an event including the event brief, location, costing, theming and logistics - apply Health Safety standards without the headache and take Sustainability measures in your stride - competently manage the event on site including tips on what to do when things don't go...



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Reviews

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-- **Lexie Paucek PhD**

Merely no phrases to describe. Better than never, though i am quite late in start reading this one. Its been written in an extremely easy way which is merely following i finished reading this publication through which in fact transformed me, change the way in my opinion.

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