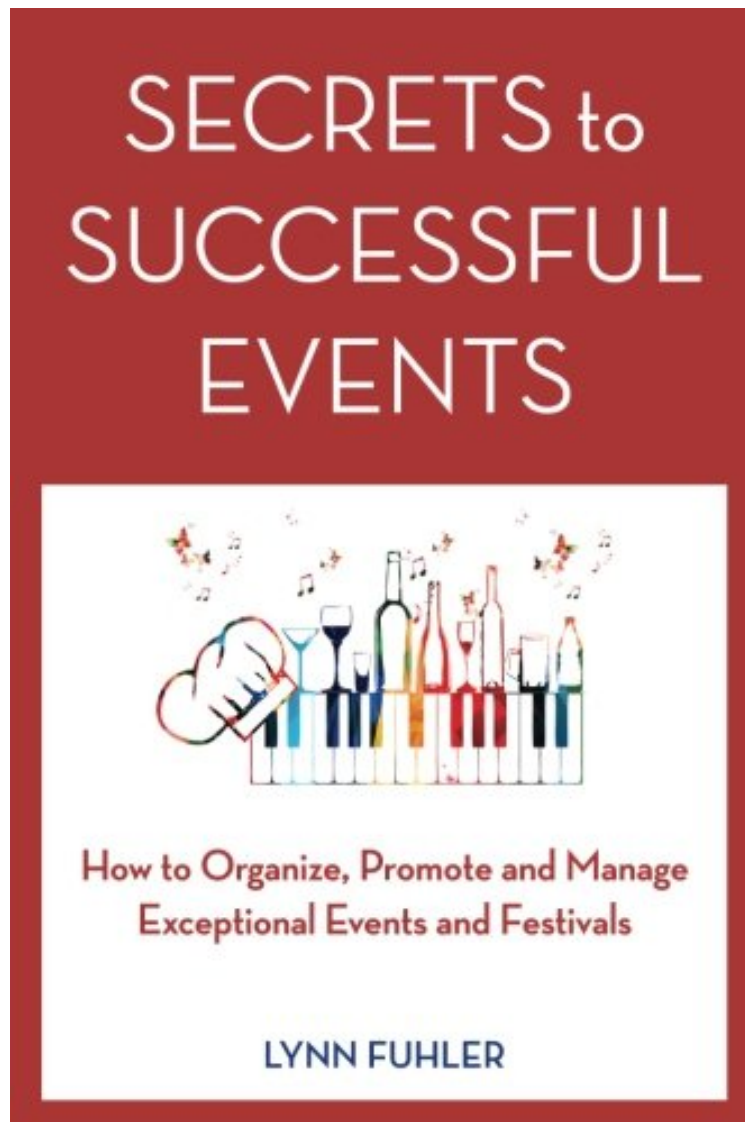


(Free and download) Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals

Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals

Lynn Fuhler

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Lynn Fuhler : Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals:

0 of 0 people found the following review helpful. It's easy to follow and get insight information on key topicsBy

Anthony Exactly what I expected to get. A guide book for all aspect of organizing events. It's easy to follow and get insight information on key topics. I'm just starting my way at holding events and this book is my handbook now. 1 of 1 people found the following review helpful. Excellent Go-To Manual! By Jill Cody I was the special events coordinator for twelve Earth Day events in the tenth largest city in the country. Each year the planning started the day after the event was over. I would have loved a book such as this to walk me through every step of the way. I especially liked Lynn's description of the types of committee members one needs and might find on a planning committee. In addition, I found that there are volunteers who are working with an event who are there for service or self-service. An event coordinator needs to find the people who are there to serve towards achieving the event's purpose and goals and weed out the ones who are there to serve themselves with a private agenda or feeding an ego. Having done my events on behalf of a city, I was especially impressed that Lynn included how to work with a city and to value the in-kind activities that city staff might provide. Excellent manual for a small or large event! 0 of 0 people found the following review helpful. Start to Finish, It's All Here By Dale H. A tour de force to be sure, Ms. Fuhler has pulled all the stops. Written in the author's characteristic horse sense style, this tome neatly balances depth with breadth, humor with pragmatism. While someone new to event planning might consider this a must-have playbook, it is also loaded with value for a seasoned veteran as well - a roadmap to continuous event improvement. Secrets has something for everyone, regardless of event size. A variety of event types are covered. Ms. Fuhler's years of experience in travel, PR, and entertainment shine through. Particularly impressive, however, is her understanding - and nuanced exploitation - of digital media. How many event organizers even consider the role that a bloggers "casual energy" could play? Probably unlike most reviewers, I've heard the author speak on more than one occasion. This book reads like she speaks - clear and to the point. It is logically organized, efficiently cross-referenced, and very thorough, yet neither heavy-handed nor pretentious.

Whether you're a first-time event organizer or a seasoned pro, you'll learn how to plan, implement, promote and manage festivals and community events of all sizes. This essential handbook walks you through each step of running a successful event in a logical progression. Discover how to find your organizing committee and on-site volunteers. Explore event themes for music, food, wine, beer, books, film and air shows. Find out what sponsors need and want, and how budgets, money handling and online ticket sales work. Master the key components of marketing a festival, and social media and publicity strategies to use before, during and after your event. Learn the steps to book talent - headliners, artists, speakers, musicians, pilots, performers, winemakers, authors, chefs, entertainers and brewmasters. Review revenue generating options and what's needed to sell food, drinks and merchandise. You'll find a wealth of insights, tips, tools and resources based on the author's years of hands-on experience.

"Drag out the sticky notes, highlighters and note pads and prepare to be immersed in a comprehensive crash course as the author takes you step-by-step through the dynamics necessary to plan successful events. Every page contains tips and suggestions that will lead you on the path to success. Use this as a resource guide time-after-time for yourself and your organizing committees. This book would also be good for those involved with assisting and promoting events including chambers of commerce, convention and visitors bureaus and PR agencies." - Nancy Foster, Foster Tourism Marketing "I want to thank you for this book's clarity of communication style and perceptive analysis of how to avoid the many pitfalls of what is often a fraught endeavour by a community of volunteers. I consider it as an excellent resource tool and a valuable guiding blueprint for future community events. It's a very thorough, logical and practical guide; its coverage is certainly comprehensive but its presentation is concise, methodical and accessible to anyone at any level. And, although it was written from your American perspective, its coverage has universal application and is entirely relevant to other situations and communities, including those in my rural Australia." - JL Australia From the Back Cover "Lynn Fuhler learned from the best ... and became a leader in the field. She has been where you are headed and knows how to guide you. It's all here in her detailed roadmap." -- Bob Andelman, host/producer, Mr. Media Interviews, mrmedia.com, and co-author of Built From Scratch, Fans Not Customers and The WaWa Way "I know firsthand, having attended events all over the world, that they are one of the key reasons people travel. This book offers a comprehensive look at how to organize a festival or to make a great event even better, providing more reasons to make travel plans." -- Kendra Thornton, owner and president of Royal-Travel.com "Required reading for any event planners who seek to grow attendance from anyone beyond the reach of their local market." -- Erik Wolf, Executive Director, World Food Travel Association "Lynn Fuhler is an expert in event planning, and she has put all of her knowledge into this must-read book." -- Dr. Steven V. Cates, Graduate Professor About the Author Lynn Fuhler is a consultant, speaker and author who has successfully organized festivals and events throughout her career. The former tourism director of Clearwater Beach, FL, she has worked extensively in hospitality marketing. She is the former chairman of the all-volunteer Clearwater Jazz Holiday, then the largest free jazz festival in the Southeast U.S. An Illinois native, Fuhler holds a travel and tourism degree from St. Louis University. Now based in North Carolina, she is co-founder of Flying Compass.