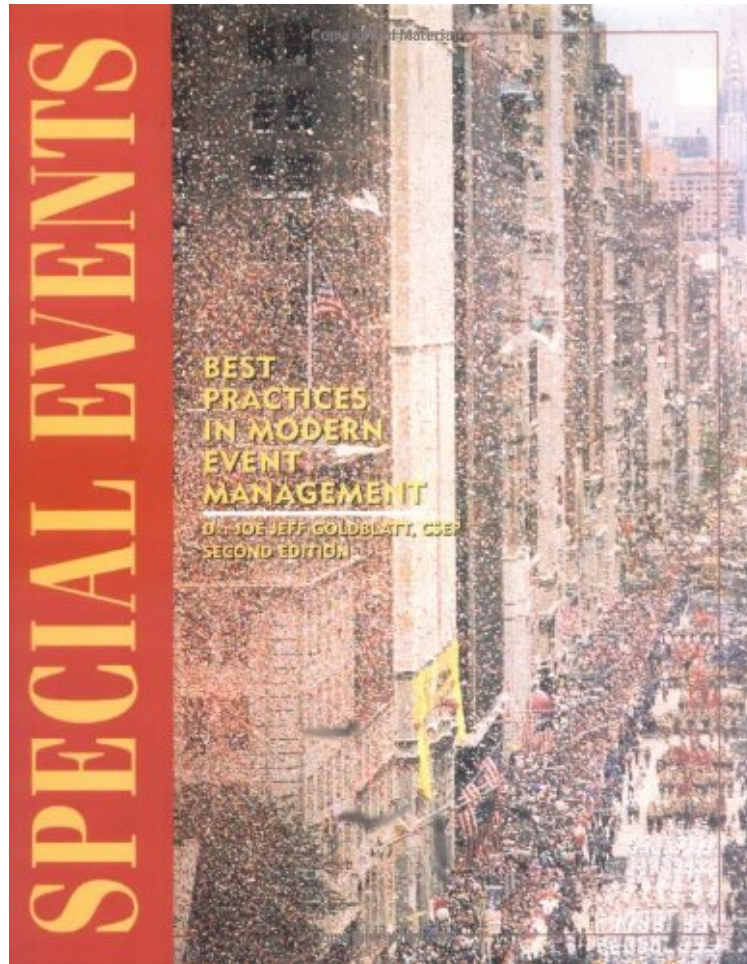


(Free) Special Events: Best Practices in Modern Event Management

## Special Events: Best Practices in Modern Event Management

*Joe Goldblatt*

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**Joe Goldblatt : Special Events: Best Practices in Modern Event Management** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Special Events: Best Practices in Modern Event Management:

25 of 25 people found the following review helpful. Great book for a comprehensive review of event management. By A Customer This is a thorough review of the various aspects of event management. It deals with administrative and financial issues, production considerations, marketing issues, and legal and risk management procedures. The use of examples and "war stories" are very helpful in illustrating the author's points. For anybody interested in getting into the event management industry, this is a good book to begin with. 15 of 15 people found the following review helpful. Fantastic so accurate By A Customer I first discovered this book at the Mitchel Library in Sydney, and had to have it. It gives practical advice, a true insight to running a Special Events Business. Grab this great book for a great read

This revised guide instructs and inspires by learning from the masters in an emerging field. Discover how to achieve success through professional relationships and how to avoid the pitfalls that sometimes lead to disaster.

From the Inside Flap **Special Events Best Practices in Modern Event Management** The Special Events drum beats on and Dr. Goldblatts book keeps pace with and even serves to define this ever changing industry. Close scrutiny of the trends in Special Events Management over the past six years signaled Goldblatt that the time was ripe to launch this Second Edition of his book. This decision was dictated by vast economic and technological developments as well as a growing competitiveness in the industry. He is driven forward by the awareness that those taking up the Special Events Management gauntlet, now more than ever, need extensive training and knowledge in this multi-disciplinary field in order to sustain success. This unique text offers a comprehensive study of the special events field, which is burgeoning over into many management sub-fields. Widely varied types of events are spawning a demand for new and innovative thinking and definitive management styles, and Goldblatt paints a clear perspective on how the industry has developed and keeps an ear to the ground as to the future picture. Real-life case studies ("war stories"), carefully interwoven into the text to strengthen and expand concepts, are followed by a concise authors comment called "lesson learned." The progression of each chapter is guided by highlighted boxes, clearly illustrated figures, and color photographs (lending clarity and inspiration in a field where presentation is key). A summary section at the end of each chapter reemphasizes critical points and provides the reader with an invaluable "big picture" perspective. This enlightening text is organized into four broad sections, which address: 1) The stages intrinsic in every successful event, and the linkage between competencies that form each events core. At the heart of these issues is the assurance of a satisfied guest in each unique environment, existing hand-in-hand with the proper management of financial matters. Synchronicity of these factors is bolstered by team building and leadership skills. 2) Scheduling and organizational elements of events: how best to select and implement effective catering, technology, music, entertainment, etc. 3) Marketing tools, from the "invitation," to promotion, to sponsorship opportunities and implications. 4) Legal aspects and risk management, as methods of cost control and ensuring a safe celebratory environment. A professional code of ethics is also discussed in this section. Throughout the text you will find interesting and helpful learning devices to enhance the speed and ease of comprehension, such as: Numbered priority lists Personal "war stories" and lessons learned from them Diagrammatic representations of key concepts Planning and preparation checklists Chapter previews and summaries Model situations with common challenges and solutions in chart format Samples and examples of function agreements, licenses, reports, and forms From start to finish Goldblatt has created a text that celebrates this newly respected profession. As a text or reference, these pages reflect Goldblatts assertion that, "The paradigm has shifted from an unformed group of professionals known as special events into an emerging discipline encompassing many professions known as Event Management." **From the Back Cover** "Once again, Joe Goldblatt leads the way. Special Events is a masterwork of practical advice and professional practice. But it is more than a "how-to" book: it distinguishes Special Event Management as a unique discipline worthy of study and research. A must-read for every meeting planner!" Gary A. LaBranche, CAE. Vice President, Education and Convention Services, The American Society of Association Executives "My copy of the first edition has become dog-eared from extensive use. I think that (this) will be another very successful and highly useful edition that will inspire and enlighten students and professional event planners alike in the creation of successful special events." Hugh Wakeham, Vice President, Sponsorship and Promotions, Livent Inc. "Dr. Goldblatt is a pioneer and the definitive authority in special events management. His book leaves nothing out it is the most complete treatise on the subject available today. As a specialist and consultant in the equipment rental segment, I recommend that anyone with interests in the industry study this text and keep it on hand for continued reference." Keith W. Klarin, Publisher, Party Equipment Rental Letter, and Columnist, "Party Perfect," Rental Management Magazine "Without a doubt, Dr. Goldblatt is one of the most experienced professionals in the growing field of Special Event Management, and this book wonderfully illustrates, for newcomers and veterans alike, the aspects of running a truly flawless event. I will certainly keep a copy of this book close at hand for reference." Stedman Graham, President CEO, Gregory Bozell **About the Author** About the Author Dr. Goldblatt, CSEP is the founding director of The Event Management Program at The George Washington University, where he has created a one-of-a-kind Event Management Certificate Program and Masters Concentration that has been eagerly embraced by students nationally and internationally. Goldblatt was founding president of the International Special Events Society (ISES), a vital organization composed of the top professionals in special events. He has authored several field related books, including The Dictionary of Event Management with Carol F. McKibben, CSEP (VNR), and was executive producer of his own special events firm in Washington, D.C. where he created such events as presidential inaugurations and galas for foreign governments.