

## Start Your Own Event Planning Business Your Step By Step Guide To Success Startup Series

Step-by-step guide to organising any event, function, gala or fund-raiser. It covers determining who, what, where, when and how, working out timing and location, creating a project timeline and budget, designing your event, sorting out the last minute details and finally, post-event follow-up.

**PMBOK® Guide** is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the **PMBOK® Guide – Seventh Edition** is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the **PMBOK® Guide**: • Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.); • Provides an entire section devoted to tailoring the development approach and processes; • Includes an expanded list of models, methods, and artifacts; • Focuses on not just delivering project outputs but also enabling outcomes; and • Integrates with PMI standards™ for information and standards application content based on project type, development approach, and industry sector.

**Start Your Own Event Planning Business Your Step-By-Step Guide to Success** Entrepreneur Press

Authorred by internationally recognized event designer Sasha Souza, **Weddings & Celebrations to Inspire**, is Souza's much anticipated second event design book. Featuring images from many of Souza's beautiful events, **Weddings & Celebrations to Inspire** offers event inspiration, practical advice, design ideas, design-your-own suggestions and directions, color palettes, real wedding and celebration images and descriptions, and other party tips for both the party throwing layman and event industry professionals. **Weddings & Celebrations to Inspire** provides helpful commentary and visual aid to help you design your next small to large, casual to formal, or simple to sophisticated celebration.

**The Business of Event Planning**

**Marketing Your Event Planning Business**

**Book Yourself Solid**

**You Should Become an EVENT PLANNER**

**Start Your Own Florist Shop and Other Floral Businesses**

**Wedding Planning and Management**

**START YOUR OWN EVENT PLANNING BUSINESS AND CELEBRATE ALL THE WAY TO THE BANK!** Weddings, graduations, birthday parties, anniversaries, and conferences—what do these all have in common? Everyone would rather hire someone else to plan and run them! That someone can be you. Take your passion for event planning to the next level with in-the-trenches advice and tools you need to start, run, and grow a successful business. From writing a solid contract to finding reliable vendors, our experts help you identify your niche, teach you how to scout potential clients, evaluate the competition, market your business, and more. Discover how to: Identify a niche and establish yourself within the industry Build a loyal customer base for large and small events Implement targeted strategies for planning commercial, political, civic, social events, and more Promote your business, events, and yourself with Pinterest, Instagram, and other social and online marketing tools Develop proposals, vendor agreements, contracts, and manage day-to-day operations and costs Keep within budget using money-saving tips and industry-tested ideas Plus, gain valuable insights from interviews with practicing event planners, and stay on track with checklists, worksheets, and other resources. Everything you need to make your event planning business a successful reality is right here—get the party started today!

**Practical tools and expert advice for professional event planners Before planning an event, there is much that must be done behind the scenes to make the event successful. Before any thought is given to timing or location of the event, before the menus are selected and the decor designed, there are proposals to be written, fees and contracts to be negotiated, and safety issues to be considered. This book takes you behind the scenes of event planning and explains every aspect of organizing and strategic planning. This book will be of value to both the professional event planner and to clients who are dealing with planners. Its comprehensive coverage includes: how to prepare winning proposals, and how to understand them if you are the client; how to determine management fees, negotiating contracts; selecting venues; designing events in multicultural settings; and new technology that makes operations more efficient (such as online registration and response management, database project management tools). The book also includes practical tools such as sample letters of agreement, sample layouts for client proposals, forms, and checklists. Professional event planner Judy Allen offers first-time or professional event planners all the top-class advice they need to make their special events come off without a hitch.**

**Start Your Own Event Planner and Chief Creative Officer of David Gaundini** Do you want to create live or virtual events that are memorable, engaging and impactful? Do you want to take your career in event planning to the next level? Then, read on... Amazon best-seller, *Art of Event Planning*, will forever alter the way you look at your next corporate event, gala, conference, dinner party, and virtual event—and create better engagement and success. This book is both an enjoyable journey and tactical guide with exciting ideas and real-world applications. It's time to learn how to make a lasting impact for your company, your attendees, and most importantly -- your professional identity. The *Art of Event Planning: Pro Tips from an Industry Insider*, currently included in the California State School hospitality and tourism management course curriculum is a valuable and insightful guide for event planners. Gianna Gaundini, former Event leader for Google, Vision Fund, and currently Head of Events, Training and Certification for Amazon Web Services, reveals her secrets for event planning and career success. Whether you're a well-seasoned veteran, just starting out, or anywhere in between, you'll benefit from her case studies, advice and lessons learned through years of experience. Gianna is passionate about helping event planners create events that are memorable, meaningful, impactful and most of all successful. She is a sought-after writer and speaker and holds certifications in interior design and as a court master sommelier. You can learn more by visiting [www.giannagaundini.com/press](http://www.giannagaundini.com/press) for press, podcasts, and webinars by Gianna. The *Art of Event Planning* will help you: Guarantee event planning success using her pro-tips and secret sauce formula Build a career in event planning and establish your unique niche Create unforgettable experiences at live or virtual events Surprise And Delight Your Audience Build your rockstar event team Develop successful and win RFP's Define your target audience Find the perfect venue Measure and create ROI Learn best practices for working with clients and stakeholders Market your event Navigate contracts and negotiation like a pro Incorporate diversity and inclusion practices at your event Personalize your event experience at scale Identify and acquire your target audience Create a winning event strategy Execute flawless events

**Book Yourself Solid**—a paperback—is a complete instructional guide for starting and growing a successful service business. It includes more than 200 proven marketing strategies for attracting new clients, earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and **Book Yourself Solid**.

**The Event Planning Toolkit**

**Principles, Planning and Practice**

**The Art of Event Planning**

**How to Start a Home-based Event Planning Business**

**The Best Book On Event Planning Careers**

**Step-by-Step Startup Guide**

This bestselling all-in-one guide to the event planning business is back and better than ever, fully updated and revised to reflect the very latest trends and best practices in the industry. This handy, comprehensive guide includes forms, checklists, and tips for managing events, as well as examples and case studies of both successful and unsuccessful events. Judy Allen (Toronto, ON, Canada) is founder and President of Judy Allen Productions, a full-service event planning production company.

"In *The Art of Event Planning*, Gianna Gaundini demystifies the process, challenges and joys of event planning at the highest level. She comes to the table as a highly seasoned professional, but she delivers incredible information that can be applied to a large event or the most intimate dinner at home, interchangeably. She is so generous with her experience and has so clearly outlined an effective work flow and process that her words will truly inspire even the novice. This book is also an empowering guide to leadership, communication, partnership and visionary thinking. Whether interested in an events career or simply a leadership role in any kind of organization, Gianna provides inspiration and clarity for the most basic and effective interpersonal skills that are central to any great working relationship. That's a truly unexpected bonus, and I recommend this book whole heartedly. BRAVO!" -- David Smith, *Entrepreneur* magazine's Founder and Chief Creative Officer of David Gaundini Do you want to create live or virtual events that are memorable, engaging and impactful? Do you want to take your career in event planning to the next level? Then, read on... Amazon best-seller, *Art of Event Planning*, will forever alter the way you look at your next corporate event, gala, conference, dinner party, and virtual event—and create better engagement and success. This book is both an enjoyable journey and tactical guide with exciting ideas and real-world applications. It's time to learn how to make a lasting impact for your company, your attendees, and most importantly -- your professional identity. The *Art of Event Planning: Pro Tips from an Industry Insider*, currently included in the California State School hospitality and tourism management course curriculum is a valuable and insightful guide for event planners. Gianna Gaundini, former Event leader for Google, Vision Fund, and currently Head of Events, Training and Certification for Amazon Web Services, reveals her secrets for event planning and career success. Whether you're a well-seasoned veteran, just starting out, or anywhere in between, you'll benefit from her case studies, advice and lessons learned through years of experience. Gianna is passionate about helping event planners create events that are memorable, meaningful, impactful and most of all successful. She is a sought-after writer and speaker and holds certifications in interior design and as a court master sommelier. You can learn more by visiting [www.giannagaundini.com/press](http://www.giannagaundini.com/press) for press, podcasts, and webinars by Gianna. The *Art of Event Planning* will help you: Guarantee event planning success using her pro-tips and secret sauce formula Build a career in event planning and establish your unique niche Create unforgettable experiences at live or virtual events Surprise And Delight Your Audience Build your rockstar event team Develop successful and win RFP's Define your target audience Find the perfect venue Measure and create ROI Learn best practices for working with clients and stakeholders Market your event Navigate contracts and negotiation like a pro Incorporate diversity and inclusion practices at your event Personalize your event experience at scale Identify and acquire your target audience Create a winning event strategy Execute flawless events

**Book Yourself Solid**—a paperback—is a complete instructional guide for starting and growing a successful service business. It includes more than 200 proven marketing strategies for attracting new clients, earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and **Book Yourself Solid**.

**Practical, prescriptive advice on successfully marketing your event planning business Recent years have been tough on the event planning industry. The terrorist attacks of September 11, 2001, economic downturns, wars, and SARS have all negatively impacted the business. There are fewer corporate dollars dedicated to fund budgets and special events, creating even more pressure on businesses in an already highly competitive industry. This book tells you all you need to know to market your business and build your client base in good times and bad. Marketing Your Event Planning Business shows you how to gain a competitive advantage by setting yourself apart from the competition, pursuing new markets, and soliciting sales. It covers all the vital topics in event planning marketing, including how to diversify your client base, develop niche markets, improve your customer service, establish emergency business plans, and much more. Ideal for event planners, marketing managers in the industry, and professionals in the hospitality, culinary, or travel industries Includes actionable advice on successfully marketing an event planning business Features illustrative examples, practical tips, and useful checklists and other resources Marketing Your Event Planning Business is packed with practical tips and examples, giving you creative new ways to showcase your talents, build your business, and bring added value to your clients.**

**Valentine's Day, Mother's Day, Birthdays... with so many occasions appropriate for flowers, a florist shop is an enticing business to start. If you have a love for everything green and a desire to forge your own path, starting a floral business is ideal for you. Perfect your floral-arranging and customer service skills with a traditional florist shop; brighten others' days with an office plant-care service; or encourage creativity with a pick-your-own-flowers establishment. This guide gives you advice on everything you need to start out right, including: • Selecting the right type of floral business • Finding flower wholesalers and growers • Anticipating demand and stocking the most popular flowers • Caring for your flowers • Stocking profitable sidelines, like greeting cards and balloons • And more! With the essential information inside, you'll be turning greenery into greenbacks in no time.**

**Book Yourself Solid**—a paperback—is a complete instructional guide for starting and growing a successful service business. It gives you simple, yet effective techniques for creating relentless demand and endless leads. It includes more than 200 proven marketing strategies for attracting new clients, earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and **Book Yourself Solid**.

**A Great Party**

**New York Times Bestseller Stop—and even reverse!—age-related weight gain and muscle loss with the first-ever weight-loss plan specifically designed to shrink your belly, extend your life, and create your healthiest self at mid-life and beyond. You don't have to gain weight as you age. That's the simple yet revolutionary promise of *The Whole Body Reset*, which uncovers why standard diet and exercise advice stops working for us as we approach midlife—and reveals how simple changes to the way we eat can halt, and even reverse, age-related weight gain and muscle loss. *The Whole Body Reset* presents stunning new evidence about the power of "protein timing" for people at midlife—research that blows away current government guidelines, refutes the myth of slowing metabolisms and "inevitable" weight gain, and changes the way people in their mid-forties and older should think about food. *The Whole Body Reset* explains in simple, inspiring terms exactly how our bodies change with age, and how eating to accommodate those changes can make us respond to exercise as if we were twenty to thirty years younger. Developed by AARP, tested by a panel of more than 100 AARP employees, and approved by an international board of doctors, nutritionists, and fitness experts, *The Whole Body Reset* doesn't use diet phases, eating windows, or other restrictive rules, and offers recipes are easy to follow, designed for real people living in the real world. A dining guide even shows how to follow this program in popular restaurants from McDonald's to Starbucks to Olive Garden. And best of all: It works!**

**Practical, prescriptive advice on successfully marketing your event planning business Recent years have been tough on the event planning industry. The terrorist attacks of September 11, 2001, economic downturns, wars, and SARS have all negatively impacted the business. There are fewer corporate dollars dedicated to fund budgets and special events, creating even more pressure on businesses in an already highly competitive industry. This book tells you all you need to know to market your business and build your client base in good times and bad. Marketing Your Event Planning Business shows you how to gain a competitive advantage by setting yourself apart from the competition, pursuing new markets, and soliciting sales. It covers all the vital topics in event planning marketing, including how to diversify your client base, develop niche markets, improve your customer service, establish emergency business plans, and much more. Ideal for event planners, marketing managers in the industry, and professionals in the hospitality, culinary, or travel industries Includes actionable advice on successfully marketing an event planning business Features illustrative examples, practical tips, and useful checklists and other resources Marketing Your Event Planning Business is packed with practical tips and examples, giving you creative new ways to showcase your talents, build your business, and bring added value to your clients.**

**Valentine's Day, Mother's Day, Birthdays... with so many occasions appropriate for flowers, a florist shop is an enticing business to start. If you have a love for everything green and a desire to forge your own path, starting a floral business is ideal for you. Perfect your floral-arranging and customer service skills with a traditional florist shop; brighten others' days with an office plant-care service; or encourage creativity with a pick-your-own-flowers establishment. This guide gives you advice on everything you need to start out right, including: • Selecting the right type of floral business • Finding flower wholesalers and growers • Anticipating demand and stocking the most popular flowers • Caring for your flowers • Stocking profitable sidelines, like greeting cards and balloons • And more! With the essential information inside, you'll be turning greenery into greenbacks in no time.**

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**Consultancy for Diverse Clients**

**Fabjob Guide to Become an Event Planner**

**Travel Hosting Business**

**Management of Event Operations**

**A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (RUSSIAN)**

**Event Management For Dummies**

In his debut book, acclaimed event designer Bryan Rafanelli shares his secrets for creating unforgettable parties. Voted one of the top wedding designers in the world by *Vogue*, Bryan Rafanelli has designed and produced some of the nation's most exclusive and high-profile events, including many for President Obama at the White House as well as Chelsea Clinton's wedding. In his first book, Rafanelli shares his philosophy for creating artful celebrations that convey beauty and elegance while telling a story unique to its hosts. From a seaside destination wedding to a stylish masquerade fete, Rafanelli's work is marked by stunning statements and clever everyday details. The book opens with key Rafanelli principles to hosting great celebrations, from considering a room's surfaces--the floor, walls, and ceiling--to how adding guests will change what you see. He shares his thoughts on the importance of enhancing what's already part of a space rather than obscuring it, as when he enclosed the gilded mirrors of the East Room in the White House in twelve-foot frames of fresh flowers for a state dinner under President Obama. Part two of the book explores dozens of events in greater detail. Rafanelli takes readers behind the scenes in sections such as Weddings, showcasing both the main event and the welcome and after parties; Charity Events,

highlighting what makes one unique and successful; and the White House, featuring state dinners and holiday decor.

**Professional Wedding Planners MUST HAVE THIS Book!** Whether you're just getting started or need to improve your business.Used by the most premier industry educators, "How to Start a Wedding Planning Business" is unlike any other instruction manual for the business of planning weddings.

**Event Planning and Management, second edition, is an ideal resource for those seeking a step by step formula to plan and deliver a successful event. With the vital balance of professional experience behind them, the authors teach the next generation of event planners with unrivalled knowledge, ensuring an effective event process from start to finish. This book delivers practical understanding of the theory and practice needed to activate each stage of planning, from initial venue selection, budgeting and programme content, to managing stakeholders and sponsors, promotion, risk assessment, safety and post-event evaluation. Fully revised, the second edition of Event Planning and Management expands on managing events on the day, and explores the PR and experiential marketing boom for live brand experiences. Including updated real-world case studies from around the globe, it also features an invaluable toolkit of templates, planning checklists and budget sheets. Accompanied by a host of downloadable resources, this book is the ideal end to end resource for both event planning modules and certifications, plus busy marketing and PR professionals facing the new wave of live brand and customer experiences.**

**Become an event planning pro & create a successful event series**

**Behind-the-Scenes Secrets of Successful Special Events**

**Signature Sasha: Weddings and Celebrations to Inspire**

**The Accidental Entrepreneur**

**A Creative Approach to Gaining the Competitive Edge**

**Become an Event Planning Pro and Create a Successful Event Series**

**Event Planning Made Easy**

The U.S. Bureau Of Labor Statistics predicts that event planning employment will grow faster than the average career -- 16% between 2008-2018. With 56,950 jobs held by event planners in 2010, it's an exciting time to get into the industry. Whether you are a student in college or an event planner's intern, you can learn the organizational and communication skills to make your own name as an event planner. Le Concierge SF founder, Silvia Oppenheim, shows you how she started a successful full-service hospitality service in the San Francisco Bay Area. She offers her top tips on building your resume, networking, and finding jobs as an event planner. In this eBook, you'll find a step-to-step guide to conceptualizing and building your own event planning business.

Are you a passionate about planning events? Have you ever wanted to be your own boss and set your own schedule while pursuing something you enjoy? Now you can make your dreams a reality. Using plain language and easy-to-follow worksheets, Jill Moran takes you through every aspect of setting up and running a thriving home-based event planning business. She shares her professional experience and expert advice on everything from estimating start-up costs and finding clients to marketing and customer service. This book is a step-by-step guide to creating a successful home-based business. Includes: Sample Cash Flow Projections Sample Business Plan Sample Event Budgets Sample Contract Essentials and Event Ethics The Event Tool Kit Celebrate All the Way to the Bank Weddings, parades, fairs, graduations, conferences, political rallies, fashion shows, what do they have in common? Answer: Everyone would rather have someone else plan and conduct them. That someone else can be you, if you're a professional event planner who knows how to design an event, find a location, arrange entertainment, plan transportation, and do the myriad things needed to bring it off successfully. Start Your Own Event Planning Business, part of Entrepreneur magazine's highly regarded Startup Series, provides all the tools you need to start, run, and grow one of today's most profitable businesses. Why should you buy this book? If you're a highly creative person who likes working with people, event planning is a natural outlet. With gross profits in the 30-to-40 percent range, you can easily earn \$50,000 to \$100,000 per year planning and conducting events. You can specialize in a variety of areas, including commercial, political, civic, social and personal events. Start Your Own Event Planning Business shows you how to handle everything--conducting market research, choosing a location, financing, buying equipment, finding customers, hiring employees, and much more. It also includes useful sample forms, checklists, and worksheets to guide you through every aspect of the startup process. If you're good at planning and conducting celebrations, conferences and other events, if you like a flexible schedule, a wide variety of responsibilities and new adventures every week; and you'd like to make a living doing what you enjoy, Start Your Own Event Planning Business is a must-read.

The Event Planning Toolkit will help you rise to the occasion to plan and execute extraordinary meetings and events by getting organized, reducing time-wasting mistakes, and inspiring creativity. The Event Planning Toolkit provides the information you need to prepare and execute each aspect of your event with precision and enjoy the big day with less stress and fewer unpleasant surprises. It provides the assistance you need to make your event a real hit. Many people find the thought of planning an event to be an intimidating prospect. They think they're not organized enough, or they don't have the experience required to pull it off. But whatever the occasion, the path to success is straightforward; it's a matter of thinking through the details and using a proven strategy to create an action plan and execute that plan on time and on budget. In this book, you will not only learn how to manage your scope, time, and resources, but also identify goals, create a budget, find the right venue, assemble an effective team, and much more. Use The Event Planning Toolkit to uncover some juicy nuggets of information that you can apply to your next event and give you the courage and confidence take on any new project or assignment that comes your way.

**Event Planning**

**How to Build a Lucrative Wedding Planning Business by Designing the Most Incredible Weddings for Your Clients**

**Pro Tips from an Industry Insider**

**The 50 Things I Wish Someone Had Told Me About Starting a Business**

**How to Start a Wedding Planning Business**

**The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling**

**Like many business owners, Susan-Urquhart Brown never expected to end up as an entrepreneur. Launching her own business spoke to her passions, but she soon realized there was much more to being a successful owner than she ever expected. In *The Accidental Entrepreneur*, she takes all the mystery out of going solo. For those who are just beginning to consider starting a venture as well as those who want to take their organization to the next level, she offers advice on what works and what doesn't. With hard-won wisdom and empathy, she shows readers: • The 8 questions everyone should ask up front • the top 10 traits of the successful entrepreneur • how to obtain a license and sellers permit • the best way to create a business plan • 10 simple ways to get referrals • the 6 secrets of marketing a business • smart tips for investing and finance • ways to avoid burnout • how to avoid the 7 biggest pitfalls in business Starting one's own business should be exciting, not scary. This is the one book that will show readers how to create a successful and fulfilling venture they can be proud of.**

**Is this book more valuable than a business degree? Most people enter their professional careers not understanding how to grow a business. At times, this makes them feel lost, or worse, like a fraud pretending to know what they're doing. It's hard to be successful without a clear understanding of how business works. These 60 daily readings are crucial for any professional or business owner who wants to take their career to the next level. *New York Times* and *Wall Street Journal* bestselling author, Donald Miller knows that business is more than just a good idea made profitable – it's a system of ongoing and rarely taught, highly profitable skills. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Even if you had the time, access, or money to attend a Top 20 business school, you would still be missing the practical knowledge that propels the best and brightest forward. However, there is another way to achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals. Donald Miller learned how to rise to the top using the principles he shares in this book. *How to Grow a Business Made Simple* to teach others what it takes to grow your career and create a company that is healthy and profitable. These short, daily entries and accompanying videos will add enormous value to your business and the organization you work for. In this sixty-day guide, readers will be introduced to the nine areas where truly successful leaders and their businesses excel: Character: What kind of person succeeds in business? Leadership: How do you unite a team around a mission? Personal Productivity: How can you get more done in less time? Messaging: Why aren't customers paying more attention? Marketing: How do I build a sales funnel? Business Strategy: How does a business really work? Execution: How can we get things done? Sales: How do I close more sales? Management: What does a good manager do? *Business Made Simple* is the must-have guide for anyone who feels lost or overwhelmed by the modern business climate, even if they attended business school. Learn what the most successful business leaders have known for years through the simple but effective secrets shared in these pages. Take things further: If you want to be worth more as a business professional, read each daily entry and follow along with the free videos that will be sent to you after you buy the book.**

**America's premier corporate event planners reveal the seven secrets of successful planning for every occasion, on any budget** Whether it's the company's annual party, a product launch, or a fund-raising gala, planning a major event is a daunting task. Now the industry leaders who organized major events for the 1996 Olympics and for several Fortune 500 corporations make it easy for you. In seven simple steps, they share the proven secrets behind any successful function—and show you how to: Choose the right venue at the best price Create an organized event book Entertainment, staff, and caterers Develop an ideal menu and theme Manage behind-the-scenes operations and security Make every event a smashing success

**Celebrate All the Way to the Bank** Weddings, parades, fairs, graduations, conferences, political rallies, fashion shows—what do they have in common? Everyone would rather have someone else plan and conduct them! That someone else can be you! If you're a professional event planner who knows how to develop a theme, find a location, arrange entertainment, plan transportation and do the myriad things needed to pull an event off successfully, learn everything you need to know to get started in one of today's hottest and most lucrative businesses: How to stay abreast of the newest entertainment, food and decoration options; Hot new industry trends; from environmentally friendly parties to extravagant first birthday parties and more How to build a loyal customer base for large and small events Targeted strategies for planning commercial events, political events, civic events, social events and more The latest information on the use of technology in event planning With gross profits averaging 30 to 40 percent, you can easily earn six figures a year planning and conducting events—and have a blast in the process. If you're looking for a flexible schedule, a wide variety of responsibilities and new adventures every week, event planning is the business for you.

**Event Planning: Management and Marketing for Successful Events**

**Reinventing Live**

**Start Your Own Event Planning Business**

**Meeting and Event Planning For Dummies**

**Event Planning and Management**

**Business Made Simple**

Expert advice on how to stage the perfect event every time "A terrific resource of information for anyone in the event-planning business." --James Spellos, CMP, President, Meeting U. Meeting & Event Planning For Dummies is a practical step-by-step guide to the strategies and techniques event-planning professionals use to bring people together. This comprehensive resource covers all the angles from the little details to the big picture to make sure your business meetings and special events come off without a hitch! Praise for Meeting & Event Planning For Dummies "Packed with valuable information in an easy-to-use format. [It] covers all the basics for the meeting planning novice." --Diane Silberstein, President, Diane Silberstein & Associates "A great resource book every event professional should have.... Checklist heaven! We all love our checklists, and this book is full of them!" --Cathy Breiden, CAE, CMP

The experts at Entrepreneur provide a two-part guide to success. First, learn the nuts and bolts of starting a travel hosting business, including everything from writing your portfolio listing to dealing with guests who break the rules. Then, master the fundamentals of business startup including defining your business structure, funding, staffing and more. This kit includes: • Essential industry and business-specific startup steps with worksheets, calculators, checklists and more • Entrepreneur Editors' Start Your Own Business, a guide to starting any business and surviving the first three years • Interviews and advice from successful entrepreneurs in the industry • Worksheets, brainstorming sections, and checklists • Entrepreneur's Startup Resource Kit (downloadable) More about Entrepreneur's Startup Resource Kit Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more -- all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

**Forget the traditions of an in-person event. Welcome to a new world, where event organizers no longer see themselves as pure organizers; rather their role is to facilitate - business, connections, education and advocacy. Events are fast-becoming catalysts for building communities and nurturing customer relationships all year round! - with the use of event technology at its core. The authors Deniz Rankine and Marco Giberti have seen it all in their 30 years of consulting, operating and investing across the global exhibitions and events industry. Based on dozens of their interviews with senior executives, entrepreneurs and investors this book is packed full of practical case studies that will equip readers with new strategies, tools and insights they can apply back into their day-to-day roles. This book is a must-read for C-Level management, marketing and event professionals, or anyone looking to participate in the events industry.**

You've likely heard about the gig economy but might be wondering exactly what it entails. It's easy to assume that driving for Uber or renting your house through Airbnb are the extent of your options, but the gig economy actually offers a much wider slate of opportunities. Whether you have a 9-to-5 job and are looking to pick up some extra income, or you're a recent graduate who's eager to earn as much as you want on your own time, the gig economy can offer the freedom and flexibility you're seeking. "In Gigworker, Brett Helling provides the essential primer on the gig economy: how it evolved to where it's at now, and where it's headed in the future. He'll show you that it's possible to replace your full-time income with multiple gigs, or balance 9-to-5 work with a 5-to-9 side gig. You'll come away with a new zeal for the gig economy, ready to dive into the options at your fingertips and make money doing what you love."

**Step-By-Step Startup Guide**

**60 Days to Master Leadership, Sales, Marketing, Execution, Management, Personal Productivity and More**

**Start Your Own Wedding Consultant Business**

**Designing the Perfect Celebration**

**Wedding Consultant Business**

**Being a florist is not a way to get over that unemployment slump? Make the plunge in a field that is constantly full of opportunities and only continues to grow. Starting your own wedding planner business doesn't have to be just a dream. This book reveals just how you can make that happen. This is the wedding planning business self-starter 101. Learn how to start making connections to create the most spectacular weddings. Find out how to listen to the individual needs of each unique client. Discover how easy it can be to start getting the word out about your fabulous wedding business. Best of all, see firsthand how rewarding and lucrative your wedding planner venture can be. Make money, work for yourself, and be the behind-the-scenes person making sure your clients have the best memories for the most important day of their lives.**

**Event Planning Business Startup** Are your friends and family always looking for you to plan the perfect party? Are you detail-oriented? Do you thrive on knowing what's going on and making it happen? Do you take pride in providing the best experience for your guests? You should become an **EVENT PLANNER!** You can start an event planning business from home with little startup funds. Yes, you really can! This book shows you exactly how to do just that, step-by-step, even if you have little to no business experience. People observe special events all the time - weddings, graduations, birthdays, bachelorette parties, baby showers - there's always something to celebrate. Each of these events requires someone to plan them. If you have what it takes, maybe they should be paying you to plan them! The event planning industry is on the rise, with the average salary of an event planner in the United States topping over \$50K a year. If you have a laptop, cell phone, and have access to the internet, you can start this lucrative career from the comfort of your home. This book is meant to serve as a step-by-step guide and navigation tool for opening an event planning

business. We will cover everything from the paperwork involved in establishing a business to startup costs management, and much, much more. In this book, I will show you exactly how to go about starting, running, and growing your new event planning company. We'll discuss topics such as: What this business really is like Examine the pros and cons of starting an event planning business How much event planners can actually make What certifications and education would be helpful to you How to find a niche in the industry Defining your ideal client How to determine your market How to compete well in that market Tips for how to conduct sound market research Advice for naming your business How to create your business entity What your startup costs look like Conditions to consider when starting your business Extensive advice about crafting a cunning business plan How to keep your finances in order How to set your pricing How to be a keen negotiator PLUS- an extensive appendix of resources for you to use The research is already done for you in this book!

Offers a unique approach that connects concepts in communication to practical even planning ideas. With a solid basis in communication theory, along with two new chapters that cover best practices in hospitality and even tourism, this text will enable students to manage each aspect of the planning cycle--Cover.

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

Your Guide to Organizing Extraordinary Meetings and Events

The Always-On Future of Events

Lessons from 20 Years of Event Planning

Your Weight-Loss Plan for a Flat Belly, Optimum Health & a Body You'll Love at Midlife and Beyond

Start Your Own Event Planning Business: Your Step by Step Guide to Success

Start & Run an Event-Planning Business

*The Management of Event Operations: project management, planning and customer satisfaction provides an introduction to the management of operations for the event planner and venue provider. Taking an holistic view of an event enterprise, it links the traditional topics within operations management to present a coherent and hands-on approach specifically for the events manager. The approach is pragmatic and is dictated by practical consequences and considerations, which are so important to an event manager who balances many views and needs from diverse stakeholders.*

*Wedding Planning and Management: Consultancy for Diverse Clients, 2nd Edition provides students, consultants, vendors, scholars and engaged couples with a comprehensive introduction to the business of weddings. Looking through an event management lens, this is the only book to thoroughly explore the fundamentals of weddings, including historical and cultural foundations, practice, and the business of wedding planning in one volume. An emphasis on diversity, traditions from cultures around the globe are integrated throughout with over 80 international case studies that inspire and set standards for best practice. Since the first edition, there have been many changes in the business of weddings and this second edition has been updated in the following ways: Updated content to reflect recent issues and trends in areas such as family dynamics, media influences, impacts of technology, legislation and the global economy. Every chapter is updated with the most recent research, statistics, vendor information and consultant guidelines. New international case studies explore current research, cultural traditions, vendor relations and consulting best practice. New companion website for instructors that includes PowerPoint slides, case study solutions, additional discussion ideas and assignments. The book is illustrated in full color and contains over 150 images by top wedding photojournalist Rodney Bailey end-of-chapter checklists, practical scenarios and review questions to test readers' knowledge as they progress. Maggie Daniels and Carrie Loveless bring a combination of over 40 years of industry practice and teaching experience, and have written a book that is the ideal guide to successful wedding planning and management.*

*This fabulous book explains how to break into a career in event planning. It gives step-by-step advice on how to plan a party, conference, or other event. Job opportunities with corporations, convention centers, country clubs, and other employers are covered, with advice on finding job openings, preparing a portfolio and resume, and interview skills. It also explains how to start an event planning business, including finding clients, preparing proposals, and pricing. Includes CD-ROM.*

*The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*

*The Business of Being a Wedding Planner*

*How to Start a Home-Based Event Planning Business Step-By-Step from Scratch - Get Paid to Plan Weddings, Birthdays, Parties and Gatherings*

*The Power of Events*

*Your Step-By-Step Guide to Success*