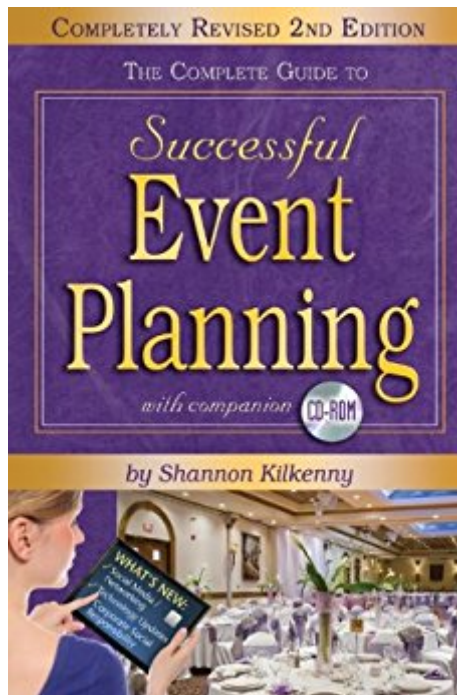


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# The Complete Guide To Successful Event Planning - Completely Revised 2nd Edition



## Synopsis

Gathering people together for a special event is always a challenge. Even for the experienced planner, each event is unique. The revised second edition of this award-winning book is designed to assist any planner with meeting all the challenges that surround a production. Whether you find yourself in charge of one important event or you have chosen event planning as a career, you want your events to be incredibly successful and remembered for years to come. A memorable event is one that flows smoothly with every detail carefully orchestrated and meticulously produced with the participant in mind. Successful events do not just fall together; they are the result of hard work, creativity, awareness, and careful attention to detail – every detail. The Complete Guide to Successful Event Planning with Companion CD-ROM – REVISED 2nd Edition is the most thorough, concise, and easy-to-follow event planning book available. From the initial concept of the event to ongoing management, this book provides techniques to increase your chances of success and systems to avoid many common mistakes. It shows you dozens of ways to save time and money and introduces you to every facet of the planning process. This ultimate guidebook equips readers with new ideas, support, and creative problem-solving skills. The chapters follow the dynamics of the actual event planning process and are supported by extensive checklists and timelines. As readers undertake the complexities of daily responsibilities and tasks, The Complete Guide to Successful Event Planning inspires efficiency and confidence and makes it possible to stay on track. The revised second edition includes information on timely practices such as planning environmentally friendly parties, using technology applications and gadgets to orchestrate a modern event, and generating enthusiasm for your events using social media and social networking. The companion CD-ROM included with the book contains helpful checklists, worksheets, and contracts and agreements to help you coordinate an organized event. On the CD-ROM, you will find sample speaker agreements, timelines for planning your event, status reports, budget sheets, site selection checklists, and much more. The information found in this book is suitable for creating events for any theme, size, location, or budget. Both professionals and novices alike will find this guidebook a must-have. Whether you are planning the Academy Awards or your daughter's wedding, allow this newly revised book to show you everything you need to know to make your next event a success. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com). Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles

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## **Customer Reviews**

Are you an event coordinator? Me neither! Or at least that's what I thought until the day I had to plan a seminar for a client as part of my "your gal Friday" business. How hard could it be, right? Three days later I was hovering close to a nervous breakdown - so I purchased this book. A week and a half later I put on a professional seminar, didn't have a nervous breakdown, and now have so many

referrals I'm actually considering adding event planning to my portfolio! Whether you're planning a surprise birthday party, a conference, a tournament of some sort, or even the biggie - a wedding - this book is for you. Shannon Kilkenny provides checklists, timelines, and money saving tips that anyone can use in any circumstance whether it's a social event or a business event. The author also discusses those situations that most of us have nightmares about and gives tips and ideas on what to do when something goes wrong, as it invariably will. The book is filled with creative insight, step-by-step walkthroughs, and a lively sense of humor. In addition, the book comes with a CD packed with templates, guides, certifications, evaluations, room design, and numerous other guidelines and resources. So, if you're planning Grandma's 90th birthday - this book is for you. If you're planning the yearly conference for your company - this book is for you. And if you're planning a seminar with expected attendance of 30,000 - this book is for you!

I have thrown a few large events together in the past, and I must admit that none of them were very successful. Since I decided against hiring an event planner, I had to rely on myself for all of the details - and you never really notice how many details need to be worked out until you realize how many details you forgot. No matter how much food you prepare and how many people you invite, something is bound to go wrong. As Shannon Kilkenny's 'The Complete Guide to Successful Event Planning' explains, Murphy's Law will always make sure that something will go wrong. But with this book at my disposal, I feel like a lot more things are bound to go right. This book explains all of the things that you tend to forget when you plan a large event. It teaches you everything you need to know to put together an unforgettable event, from where to host it, to how to protect your guests, to how to market it. Kilkenny's book also explains how you can save money without compromising the quality of your event, what to do in case of an unforeseen problem, and what to do when the event is over. Simply put, this book really is a complete guide that will teach you everything you need to know about event planning. I found all of the information in the book to be highly helpful and I greatly enjoyed the personable tone of the book. Another great feature is the CD-ROM that comes with the book. The book will teach you everything that you need to do to make your event a success; the CD will help you utilize everything that you learned. All of the CD's checklists, timeline guides, and ideas on how to set up your event will ensure that everything you learned will be put to good use. Between this book and the CD, it is doubtful that you could ever throw even a remotely unmemorable event ever again!

Having to plan an event? First time or old pros needing a refresher go no further than this book.

Shannon Kilkenny has outdone herself here with step by step instructions and tips to walk you through the whole process of planning and executing even the most difficult event you've ever faced. I found the charts, lists and forms both in the text and the copies on the CD ROM for easy print out to be the most beneficial. I think the best thing about this book is that you can take away something from reading the whole book cover to cover. But you can also take away information from individual chapters if the whole book doesn't apply to you. The best example of this I can give is that my mother was panicked last week over trying to plan my little sister's 16th birthday. I told mom that while I'd only read this book last week for a friends baby shower that I thought she might want to take a peek at it. When I came over the day before my sister's party to help with setup my mom said that the book had more than paid for itself. It had shown her a much less stressful way to do what she was trying to do. She said that she skipped the chapters aimed at event planners but that a lot of the later chapters helped her immensely in avoiding disaster or over planning for the party. This is a definite read for anyone trying to plan an event from the smallest birthday party to a large banquet or conference.

Let's face it. When you're in charge of planning an event--any event--you're the one with the reputation on the line. If the event succeeds or flops, people who were there will remember you. So you can't afford to overlook even the smallest planning detail. You need insurance against failure--and that's where this book comes in! Anyone who's on the hot seat for planning an event can't afford to be more than an arm's length away from Shannon Kilkenny's unmatched expertise. No matter what the occasion or how many people will be at your event, this guide covers everything you must know to ensure its success. And I'm not just talking about the obvious checklist of to-do's most planners have to deal with--things like location, timeline, budget, and agenda. You'll also get invaluable insight on orchestrating the event's end-to-end "intangibles" like mood, vision, and take-away memories that most of us overlook or don't even know about. These are the make-or-break elements of the event! It doesn't matter whether you're talking about a small birthday party for a family member or a Fortune 100 black-tie social for hundreds of VIPs, this book delivers the can't-miss wisdom from a planner who's "been there, done that." And there's even a companion CD with sample agreements, forms, and templates you can use in your upcoming planning efforts! So don't even think about bringing your next event to the drawing board without this book.-- Robert Gardner, Ph.D.

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