

Planning and Managing a Corporate Event (Paperback)



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(Jeanette Kreiger)

PLANNING AND MANAGING A CORPORATE EVENT (PAPERBACK)



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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 to plan - avoid time-consuming and frustrating pitfalls.Contents: About the Author; Preface; Introduction; The step-by-step process; Chapter 1: Innovation; Chapter 2: Organisation; Chapter 3: Overall Event Design; Chapter 4: Concluding Organisation; Chapter 5: On Site; Chapter 6: Post Event; Chapter 7: Health and Safety; Chapter 8: Components and Considerations; - Help is at Hand!; Chapter 9: Fifty Top Tick Tricks; Chapter 10: The A-Z survival Guide; Chapter 11: Your tool box; Chapter 12: The Ultimate Tick List; Chapter 13: Complete Itinerary; Chapter 14: Complete Benchmark Schedule; Helpful Contact Details; Acknowledgements; General Index.



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