

The book was found

Event Planning: Management & Marketing For Successful Events: Become An Event Planning Pro & Create A Successful Event Series



Synopsis

In this book you will learn how to put on a successful event series that can generate revenue, and become either your main business, or generate leads and exposure to your main business. In this book I walk you through event planning and management fundamentals, and then explain how you can get significant growth in attendance. By the end of this book you will understand the best ways to make money from your events, and how to grow attendance. I welcome you to get this book, and I look forward to helping you create the best event series possible.

Book Information

Paperback: 68 pages

Publisher: CreateSpace Independent Publishing Platform; 1 edition (November 7, 2015)

Language: English

ISBN-10: 1519178204

ISBN-13: 978-1519178206

Product Dimensions: 6 x 0.2 x 9 inches

Shipping Weight: 5.4 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (35 customer reviews)

Best Sellers Rank: #68,026 in Books (See Top 100 in Books) #8 in Â Books > Business & Money > Economics > Interest #67 in Â Books > Politics & Social Sciences > Social Sciences > Customs & Traditions

Customer Reviews

This is an extremely helpful book for all first time event planners. Alex has walked the walk and know what he's talking about. There's a lot to learn from his real life experiences listed in the book. It also helps us avoid a lot of pitfalls too. Very gld I read the book.

I liked that the author gave advice through clear and concise lists. This is a very short read and is produced to give you a quick overview of how to start and manage an event series. The author also offers many free or low cost tools at the end of the book, which is helpful.

Found this incredibly useful. Really gives good step-by-step directions and I was able to follow it and it made my event more successful . East to use and follow- really good guideline. I highly recommend it to anyone looking to amp up their game and party planning or throw their first big party

This product was a gift. I'm not too fond of the build quality, but the content was 4 star worthy. I have to take a star for the cheap quality and shipping method (made it creased and bent) This book was also shorter than my mom expected. I think it could have been longer.

I do marketing for a SaaS company, and we have just started doing some promotional events. I've read some of Alex's other marketing books, and have had great success implementing things like his marketing templates, so thought I'd see if he had something for event planning, and sure enough he does! Love this book. This has really helped me successfully plan, manage, and market two events now and the second went better than the first. Highly recommend this book.

Cheap print. Looks like a pamphlet you get at a local fair. Printed on an Dell printer. I prefer books to digital versions but this is one case you can definitely go with the kindle version. And \$10 for very little information is too much. Could find this info online for free.

Great stuff once again! Simply practical, and very usable information, and how to apply it. This actually shows and teaches the most important factor of any book of this nature...How to actually make money. I found his ongoing personal case study, and examples quite inspiring. All in all, I'm just impressed by the author's style, and the way he breaks things down. His info is not long-winded, and it makes sense...Honestly, when I first saw the title: I thought; how could this be relevant to my business? but after delving into it for a while, it began to show me alternate ways in which I can monetize certain aspects of my business, and integrate them with events...pretty cool...Namaste, LVirtue

This is exactly what I was looking great gift to learn about event planning lots of really good info if you want to learn how to get started easy to read and engaging course

[Download to continue reading...](#)

Event Planning: Management & Marketing For Successful Events: Become an event planning pro & create a successful event series Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) Event Planning: Event Planning and Management - How to Start Successful Event Planning Business! Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy,

network marketing, ... marketing analytics, marketing books 1) Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events Event Planning: Plan Events Like a Professional, Impress Your Clients and be Your Own Boss in 12 Simple Steps (event planning, experience, organise, manage, ... be your own boss, work from home Book 4) How to Become an Event Planner: The Ultimate Guide to a Successful Career in Event Planning Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Risk Management for Meetings and Events (Events Management) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing The Wow Factor: Creating Your Event and Designing Your Career in Event Planning Event Planning Law for Small Businesses: A No-nonsense Guide for Startup Event Planners Agile Product Management: (Box Set) Agile Estimating & Planning Your Sprint with Scrum and Release Planning 21 Steps (agile project management, agile software ... agile scrum, agile estimating and planning) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5)