

SECOND EDITION

EVENT PLANNING

THE ULTIMATE GUIDE TO SUCCESSFUL
MEETINGS, CORPORATE EVENTS,
FUNDRAISING GALAS, CONFERENCES,
CONVENTIONS, INCENTIVES AND
OTHER SPECIAL EVENTS

JUDY ALLEN

WILEY

PRAISE FOR OTHER BOOKS BY JUDY ALLEN

EVENT PLANNING

The Ultimate Guide to Successful Meetings, Corporate Events, Fund-Raising Galas, Conferences, Conventions, Incentives and Other Events

(ISBN: 978-0-470-15574-5)

“Allen is a good teacher. Wise planners will add *Event Planning* to their personal reference library as a useful working guide.”

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(ISBN: 978-0-470-83260-8)

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“Judy Allen strikes again. The veteran event planner . . . writes with the voice of experience and offers readers guidelines for establishing ethical policies in the office and on-site at events . . . a good refresher, and excellent reading for novices who need to know how to keep personal and professional boundaries from being crossed.”

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“This book contains invaluable information for anyone who handles events for their organization. A host of real-world stories from the field—the good, the bad, and the ugly—serve as examples of codes of conduct (or lack thereof) as well as cautionary tales of what can happen when ethics and etiquette fall to the wayside. Allen thoroughly examines many scenarios and provides practical advice that any planner would be foolish not to heed.”

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MARKETING YOUR EVENT PLANNING BUSINESS

A Creative Approach to Gaining the Competitive Edge

(ISBN: 978-0-470-83387-2)

“For event planners who are tired of being a well-kept secret, *Marketing Your Event Planning Business* offers invaluable advice on targeting talents and targeting clients. It’s a wonderful boost for event planners looking to expand their client base.”

—Lisa Hurley, Editor, Special Events Magazine

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—Richard Aaron, CMP, CSEP, President of BiZBash Media, NYC

“Judy Allen has given us the ultimate resource guide to event planning. It’s everything you need to know to launch a successful company.”

—Ramey Warren Black, Partner, Media-Savvy

TIME MANAGEMENT FOR EVENT PLANNERS

***Expert Techniques and Time-Saving Tips for Organizing Your Workload,
Prioritizing Your Day, and Taking Control of Your Schedule***

(ISBN: 978-0-470-83626-2)

“She has done it again! Judy Allen has written an excellent, educational and user-friendly book, which is a priceless resource for planners worldwide. *Time Management* is an essential book for all planners, new or seasoned. Judy has provided the tools for managing your time which is one of the *most* important skills for event planners and all professionals.”

—Ysabelle Allard, Meetings & Incentives Planner, Bilingual Meetings & Incentives

“At last, a time management book written by someone who knows what it is to juggle three programs, six clients, eighteen suppliers and a family in a pear tree! Using Judy Allen’s tips have really made a difference!”

—Brigitte Mondor, CMP, Event Leader, Microsoft—Maritz Canada Inc.

“A very no-nonsense approach to the real problem of time management. Some excellent tips and strategies for the busy professional.”

—Deborah Breiter, Associate Professor, Rosen College of Hospitality, Orlando, Florida

“As all experienced and inexperienced event managers will know, time is one of the main resources that has to be managed effectively for successful events. In this practical skills-based text, Judy Allen explores time management and provides techniques for event professionals to learn and apply to your work. From exploring your current use of time, through prioritising and action planning, to multi tasking, project management and balancing your personal and professional life, Judy provides hints and tips for making better, and the best, use of time, based on her years of experience in the events industry.”

—Glenn A. J. Bowdin, *Principal Lecturer, UK Centre for Events Management, Leeds Metropolitan University*

THE EXECUTIVE’S GUIDE TO CORPORATE EVENTS AND BUSINESS ENTERTAINING

***How to Choose and Use Corporate Functions to Increase Brand Awareness,
Develop New Business, Nurture Customer Loyalty
and Drive Growth***

(ISBN: 978-0-470-83848-8)

“As usual, Judy Allen has written a valuable book filled with important information. She adds depth and breadth to the body of practical knowledge about the nuts and bolts of event strategy and tactics. This volume should at all times be on the desk of every planner and every business executive charged with planning an event.”

—David Sorin, *Esq., CEO, Management Mpowerment Associates, and Author of The Special Events Advisor: A Business and Legal Guide for Event Professionals*

“Intelligent planning and thorough execution are the keys to success for any corporate function. Judy Allen outlines a succinct, practical methodology that will ensure your next event achieves its stated business objectives and creates a positive lasting impression.”

—Zeke Adkins, *Co-founder, Luggage Forward*

“In today’s competitive business climate, a ‘business as usual’ approach to corporate events and functions simply does not work. Judy Allen has compiled in one comprehensive guide everything today’s successful executive needs to know to take this strategic function to the next level.”

—Evans Gebhardt, *Executive Vice President, Eos Airlines, Inc.*

Event Planning

Second Edition

Event Planning

the ultimate guide to successful meetings, corporate
events, fund-raising galas, conferences, incentives and
other special events

Second Edition

Judy Allen



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Dedication

*T*his book is dedicated with much love to a very important person in my life, my 2jproductions business partner, mentor, dearest friend and so much more, Joe Thomas Shane, whose brilliant mind challenges me and whose incredible, continually growing and evolving spirit inspires me daily—personally, physically and professionally—to become my best (mind, body and soul) in order to do more, give more and be more; whose business acumen I hold in the greatest of respect; whose creativity sparks mine to greater heights; whose quick wit makes me smile and who is one of the very few people in the world who can easily make me laugh. Thank you for bringing new energy, purpose, passion and play into my life. I believe that our exciting new ventures, which will take event planning and special events in a very fresh and unique direction and add new dimensions, will have tremendous value in the world and I look forward to taking this step together with you. Meeting you—through the first edition of this book—has been life changing and I will always consider you one of my life’s greatest blessings from God/the Universe.

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