

JUDY ALLEN

# event planning

**ETHICS AND ETIQUETTE**

**A Principled Approach  
to the Business of**

**Special Event Management**



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A Principled Approach  
to the Business of  
Special Event Management

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***This book is dedicated to***

Addie  
Cheryl  
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Jennifer  
Katie  
Leeron  
Louise  
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Patricia  
Shane  
Sherry  
Tanya  
Taryn  
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Todd  
Tracy

... and all the other readers who have contacted me with questions, comments and information they would like to see in a future book, or have taken the time to post reviews online to help others. I value your thoughts and suggestions a great deal.

This book is also dedicated to my parents—Walter (Bennie) and Ruth—who have lived their lives both personally and in business with the highest standards of ethics and integrity, and to others who have crossed my path and shown me what a difference choosing to live a life with ethics can make to you, those closest to you, the people you do business with and others you may not know but who experience the ripple effect in their lives from the choices you have made. What we do and how we conduct ourselves out in the world matters. If we get to a place in our lives where we must justify our actions or the actions of others to ourselves, take time to listen to what you are saying and what is being said. Justification is often a quiet warning sign that the road you are heading down in life may be the road best not taken. The best business advice I have received—that can be applied to life in general—is to always put your cards on the table and be prepared to walk away from anything that does not feel morally or ethically right.





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