

THE EXECUTIVE'S GUIDE TO CORPORATE EVENTS & BUSINESS ENTERTAINING

— HOW TO CHOOSE AND USE COMPANY FUNCTIONS TO —
INCREASE BRAND AWARENESS,
DEVELOP NEW BUSINESS,
NURTURE CUSTOMER LOYALTY
AND DRIVE GROWTH

JUDY ALLEN

PRAISE FOR OTHER BOOKS BY JUDY ALLEN

EVENT PLANNING

***The Ultimate Guide to Successful Meetings, Corporate Events,
Fundraising Galas, Conferences, Conventions, Incentives and
Other Special Events***

(ISBN: 978-0-471-64412-5)

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

—Meeting Professional Magazine

“A blueprint for executing events for 50 or 2,000, with budgets of a few thousand dollars to hundreds of thousands.”

—Success Magazine

“*Event Planning* will save beginning event planners from plenty of heart-break and headaches.”

—Lisa Hurley, Editor, Special Events Magazine

“*Event Planning* gives readers a blueprint for planning and executing special events with flair. Consider the book as preventative maintenance.”

—Sales Promotion Magazine

“A guide to well planned events. *Event Planning* is a must for any PR maven.”

—Marketing Magazine

“This book will be a help to all event planners, from rank beginners to seasoned professionals. It provides excellent guidelines as well as helpful details.”

—Katherine Kossuth, Director of Operations and Special Events,
Canadian Film Center

THE BUSINESS OF EVENT PLANNING
Behind-the-Scenes Secrets of Successful Special Events
(ISBN: 978-0-470-83188-5)

“*The Business of Event Planning* is a must-read for those in the event planning business. Strategic in thought and design and user-friendly in presentation, it literally tells you the paths to follow and the pitfalls to avoid. Well told, with examples to follow and stories to relate to, it’s the ‘how-to’ that’s a ‘must-do’ for the meetings, incentive, and event planning industry.”

—Peggy Whitman, *President, Society of Incentive & Travel Executives; and Western Regional Sales Director, Marriott Incentive Awards*

“Written for anyone who has to prepare dynamite meetings and special events, *The Business of Event Planning* is your bible and a must-have desktop reference. Thanks, Judy Allen! You saved the day!”

—Susan Fenner Ph.D., *Manager, Education and Professional Development, International Association of Administrative Professionals (IAAP)*

“Guidance for new planners, reminders for experienced ones, and useful tips for everyone. This book has it all! It’s the key that unlocks the mystery behind event planning, and should be mandatory reading for planners everywhere.”

—Leslie McNabb, *Senior Manager Event Planning, Scotia Capital*

EVENT PLANNING ETHICS AND ETIQUETTE
A Principled Approach to the Business of Special Event Management
(ISBN: 978-0-470-83260-8)

“This is a must-read not only for event professionals, but also for small-business people conceiving product introductions and conference appearances.”

—*Harvard Business School, Working Knowledge*

“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.”

—Corporate Meetings & Incentives Magazine

“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.”

—Charity Village

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

“Judy Allen has crafted another meaningful book in her series on event practices. Every business owner must immediately add this treasure chest of useful ideas to their bookshelf.”

—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.

“Time is money, and organizing your time is the key to planning a successful event. Judy Allen’s new book gives event planners all the tools they need to manage their time most efficiently.”

—Luis R. Rodriguez, *Executive President (CEO), International Standardization, for the Meeting Industry Institute (ISMI), Isla Margarita, Venezuela*

“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*

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Judy Allen



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This book is dedicated to the memory of Daniel (DJMatt) and Bobbie Jo (Beejay), who lived their lives with passion and purpose. Each, in their own way, managed to deeply touch the lives of those who knew and loved them, as well as others who were simply woven into the everyday fabric of their lives. Knowing Daniel and Bobbie Jo, even slightly, enriched my life in ways that have been life changing and continue to have the most wonderful ripple effects. I will always be truly grateful that our lives crossed.

I feel blessed to have had the opportunity to know them. Their so sudden passings brought into my life a heightened awareness of the joy that comes from doing what matters most to you each day, following your passions and taking time to play, and the importance of never leaving anything unsaid. It is important as we go about our days to remember that those who come into our lives—as we come together at work or casually in our day-to-day activities—have the ability to touch our lives and hearts in unexpected ways. Daniel and Bobbie Jo, you touched the lives of all who knew you and more than you probably ever imagined. You are remembered with love and affection.

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PREFACE

SO, YOU'VE BEEN CHARGED with organizing the big event to launch a new product, you have to plan a party to wow new clients or you've been told to pull off a certain strategy and you think a great event would accomplish that. Now what do you do? Executing an event flawlessly is hard enough, but how do you make sure it accomplishes corporate objectives and strategy and, just as importantly, how do you make sure you don't screw up?

Most of my books have been aimed at professional event planners, but this book is for you, the business executive who has to plan a (successful) event for the first time, and has been written expressly to address these key issues.

The meeting and special event industry is a \$96.4 billion a year industry and it continues to grow in leaps and bounds as more and more businesses, both large and small, tap into the proven success of utilizing events as a sales and marketing tool to produce extraordinary corporate results. Successful execution of corporate events requires mastery of event design, event development and event marketing strategy, all of which will be covered in this book in great detail (don't forget to review the useful material in the Appendix!).