

MARKETING YOUR EVENT PLANNING BUSINESS ALLEN JUDY%0A

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Marketing Your Event Planning Business: Judy Allen: Books ...

The book title is so much tempting to read specially for those who are in the event planning business. I thought it would give specifics about marketing the events which we plan but unfortunately it is just "another" book of marketing following the tradationalcontents.

Marketing Your Event Planning Business: A Creative ...

Marketing Your Event Planning Business is loaded with practical tips and examples, offering everyone in the event management business creative new ways to showcase their talents, build their business and bring added value to their clients. Read more. About the Author: Judy Allen is one of the world's leading authorities on staging, event and lifestyle design and the bestselling author of ten

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Marketing Your Event Planning Business has 11 ratings and 0 reviews. Recent years have been tough on event planners and the special events industry. Sept Recent years have been tough on event planners and the special events industry.

Event Planning :: About the Author :: Judy Allen

Judy Allen is one of the world's leading authorities on staging, event and lifestyle design and the bestselling author of ten books for the professional, business and consumer markets.

Marketing Your Event Planning Business: A Creative ...

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge by Judy Allen (2013-02-06): Books - Amazon.ca

Editions of Marketing Your Event Planning Business: A ...

Edinons for Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge: 0470833874 (Hardcover published in 2004). (Kind

Marketing Your Event Planning Business: A Creative ...

Practical, prescriptive advice on successfully marketing your event planning business Recent years have been tough on the event planning industry. The terrorist attacks of September 11, 2001, economic downturns, wars, and SARS have all negatively impacted the business.

Event Planning: The Ultimate Guide To Successful Meetings ...

Judy Allen is one of the world's leading authorities on

staging, event and lifestyle design and the bestselling author of ten books for the professional, business and consumer markets. Allen, a master of creative design, has flawlessly executed successful special events corporate, social, and

Marketing Your Event Planning Business: A Creative
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Marketing Your Event Planning Business shows you how to gain a competitive advantage by setting yourself apart from the competition, pursuing new markets, and soliciting sales. It covers all the vital topics in event planning marketing, including how to diversify your client base, develop niche markets, improve your customer service, establish emergency business plans, and much more.

5 most effective marketing tactics for an event planning
...

This is the first in a series of posts on marketing tips for the events industry. _____ Building a service-based business like an event planning business is no easy task, mainly because you are essentially marketing and selling yourself and your ability to do what you say you can do.

Marketing Your Event Planning Business: A Creative
...

Marketing Your Event Planning Business is Allen's fourth book about the event industry and it comes at a time when the business of event planning is more competitive than ever. The book shows event planners, event planning management companies, and suppliers how to gain a competitive edge by showcasing their talents, building their business, and bringing added value to clients.

Download PDF: Marketing Your Event Planning Business: A ...

Description of the book "Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge": Practical, prescriptive advice on successfully marketing your event planning business. Recent years have been tough on the event planning industry.

Free Ways to Market Your Event Planning Business ...

If articles like this are helpful to your event planning, you will enjoy our full "Become an Event Planner" course. For a limited time you can try the full course for only \$7 (regular price \$295).

Marketing Your Event Planning Business : Judy Allen
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Marketing Your Event Planning Business is loaded with practical tips and examples, offering everyone in the event management business creative new ways to showcase their

talents, build their business and bring added value to their clients.