

The Complete Guide to Successful Event Planning with Companion CD-ROM REVISED 2nd Edition

By Shannon Kilkenny

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Gathering people together for a special event is always a challenge. Even for the experienced planner, each event is unique. The revised second edition of this award-winning book is designed to assist any planner with meeting all the challenges that surround a production. Whether you find yourself in charge of one important event or you have chosen event planning as a career, you want your events to be incredibly successful and remembered for years to come. A memorable event is one that flows smoothly with every detail carefully orchestrated and meticulously produced with the participant in mind. Successful events do not just fall together; they are the result of hard work, creativity, awareness, and careful attention to detail — every detail.

The Complete Guide to Successful Event Planning with Companion CD-ROM — REVISED 2nd Edition is the most thorough, concise, and easy-to-follow event planning book available. From the initial concept of the event to ongoing management, this book provides techniques to increase your chances of success and systems to avoid many common mistakes. It shows you dozens of ways to save time and money and introduces you to every facet of the planning process. This ultimate guidebook equips readers with new ideas, support, and creative problem-solving skills. The chapters follow the dynamics of the actual event planning process and are supported by extensive checklists and timelines. As readers undertake the complexities of daily responsibilities and tasks, *The Complete Guide to Successful Event Planning* inspires efficiency and confidence and makes it possible to stay on track.

The revised second edition includes information on timely practices such as planning environmentally friendly parties, using technology applications and gadgets to orchestrate a modern event, and generating enthusiasm for your events using social media and social networking. The companion CD-ROM included with the book contains helpful checklists, worksheets, and contracts and agreements to help you coordinate an organized event. On the CD-ROM, you will find sample speaker agreements, timelines for planning your event, status

reports, budget sheets, site selection checklists, and much more. The information found in this book is suitable for creating events for any theme, size, location, or budget. Both professionals and novices alike will find this guidebook a must-have. Whether you are planning the Academy Awards or your daughter's wedding, allow this newly revised book to show you everything you need to know to make your next event a success. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com

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Editorial Review

Review

A successful event or seminar takes a clear vision and an enormous amount of planning, details and follow up. Successful Event Planning is a valuable resource and a must have for any department or organization that puts on events or seminars regardless of size. --Karen R. McLaughlin, APR, CEO, QB Comm, Inc., Fremont, Winner - 2007 Eric Hoffer Awards --Book Award

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Silver Medal Winner 2011 Florida Publishers Association President's Award --Florida Publishers Association

About the Author

At an early age Shannon Kilkenny began what would become her career in event planning by gathering her neighborhood friends on a regular basis. Throughout high school and college she volunteered for committees and headed organizations allowing her to bring people together for a variety of reasons. Concurrently, she began a writing career with newsletters, articles, copy for marketing material, and later writing and editing guidebooks, user manuals, and how to books. These two careers continue in concert for more than 25 years. Her expertise and good humor created successful business relationships with clients in the banking industry, hospitality trade, educational and non-profit organizations, professional associations, athletic clubs and the environmental community. Having participated with these diverse groups, Ms. Kilkenny is familiar with multiple segments of the business and social world. With the writing and event planning skills strongly embedded and using her multilayered experiences, the book, Successful Event Planning, was born. She is currently teaching event planning classes, workshops and seminars, and doing public speaking. She developed a curriculum for all levels of commitment. She has mentored beginners through their first event and assisted seasoned professionals seeking new heights of proficiency. Her latest endeavor for event planning is to help the industry create new Environmental Standards. She is in the process of writing her next book dedicated to greening the hospitality and event planning business. In her leisure time you will find her in her garden, in her kayak, or in the clutches of a good book. Ms. Kilkenny lives by the ocean North of San Francisco.

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