



## Event Planning Made Easy (Business Books)

*By Paulette Wolf, Jodi Wolf, Danielle Levine*

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**Event Planning Made Easy (Business Books)** By Paulette Wolf, Jodi Wolf, Danielle Levine

**America's premier corporate event planners reveal the seven secrets of successful planning for every occasion, on any budget**

Whether it's the company's annual party, a product launch, or a fund-raising gala, planning a major event is a daunting task. Now the industry leaders who organized major events for the 1996 Olympics and for several Fortune 500 corporations make it easy for you. In seven simple steps, they share the proven secrets behind any successful function--and show you how to:

- Choose the right venue at the best price
- Create an organized event book
- Book entertainment, staff, and caterers
- Develop an ideal menu and theme
- Manage behind-the-scenes operations and security
- Make every event a smashing success

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### Editorial Review

#### Review

"The team of Paulette and Jodi Wolf represents the very best in the special event business. Readers are in for a treat." - Lisa Hurley, Editor, Special Events Magazine  
"This book will provide great insight as to how to organize your important events." - Deloris Jordan, President, Michael Jordan's Family Foundation

#### From the Back Cover

### MAKE EVERY EVENT A SMASHING SUCCESS...IN SEVEN SIMPLE STEPS

Whether you're organizing a company party, a product launch, or a fund-raising gala, planning a major event can be a daunting task. Now the industry leaders who've organized major events for the 1996 Olympics and for several Fortune 500 companies make it easy for anyone to plan a successful function--in seven timesaving steps:

- 1. Determine the Five "W"s and, Always, "How"...**Who, What, Where, When, Why, and "How big is your budget?"
- 2. Take Care of the Nuts and Bolts...**A surefire system to choose the perfect time and place
- 3. Create a Project Blueprint...**The smart way to keep track of contacts, guest lists, menus, staff, sound, décor, security, etc. in one book
- 4. Design Your Event...**Harness your creativity with looks and ideas to suit any venue
- 5. Envision Your Event...**Hints to achieve an overall look, sound, and feel
- 6. Finish the Unseen Details...**Tips and techniques to help pull off the event as smoothly as possible
- 7. Post Event Follow-Up...**Following through with cleanup, expenses, and thank you notes

"My experience working with Paulette and Jodi Wolf has been an incredible one."--Preston Bailey, author of *Preston Bailey's Design for Entertaining*

"The team of Paulette and Jodi Wolf represents the very best in the special event business."--Lisa Hurley, Editor, *Special Events Magazine*

"This book will provide great insight as to how to organize your important events."--Deloris Jordan, President, Michael Jordan's Family Foundation

[insert sidebar:]

*Event Planning Made Easy*

is perfect for:

Corporate parties

Fund-raising galas

Product launches

Weddings and receptions

Destination conventions

Family reunions

Award banquets

Holiday parties

Church events

Fashion shows

Athletic events

Dedications and Groundbreakings

And much more

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### **Planning an event for your company, club, charity group, or family?**

#### **Learn the secrets of the pros.**

No matter what the scale, budget or occasion, event planning can be an immense challenge. There's a reason why companies often hire outside specialists to handle the task. These specialists know what they're doing. But there's no reason *you* can't use the proven secrets of professionals to plan your own successful events.

Written by Paulette Wolf and Jodi Wolf--the industry's top leaders in corporate event production--this simple comprehensive guide takes you through every step of the party-planning process, from early conceptualization, sourcing and contracting, to last-minute details and follow-ups. By taking advantage of their years of experience, you can easily sidestep stress, balance the budget, anticipate problems--and create a smoothly run event that makes a positive, lasting impression. These time-tested tricks of the trade will help you to:

- Choose the right venue at the best price
- Create an organized event book
- Develop an ideal menu and theme
- Book entertainment, staff, and caterers
- Manage behind-the-scenes operations and security
- Make every event a smashing success

*Event Planning Made Easy* takes the guesswork out of party organization--so you have more time to focus on the creative and social aspects of the job. The book even includes all the fill-in sheets and forms you'll need to keep track of everything. Event production may be work, but when you know the secrets of the pros, you'll be surprised at how fun and rewarding it can be.

**[Add author photo] [credit: John Reilly Photographay] Paulette Wolf and Jodi Wolf** are founders and presidents of Paulette Wolf Events & Entertainment (PWEE). Nationally recognized as industry leaders in corporate event planning, they have provided services for the 1996 Atlanta Olympics, Fortune 500 corporate launches, McDonald's, Disney, American Red Cross, Cirque du Soleil, VH1, *USA Today*, and many others. Their talent list includes Tom Brokaw, Hillary Rodham Clinton, Bill Cosby, and Oprah Winfrey, and they were recently featured in *Ladies' Home Journal*.

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