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Event Planning: Management & Marketing For Successful Events: Become An Event Planning Pro & Create A Successful Event Series



Synopsis

In this book you will learn how to put on a successful event series that can generate revenue, and become either your main business, or generate leads and exposure to your main business. In this book I walk you through event planning and management fundamentals, and then explain how you can get significant growth in attendance. By the end of this book you will understand the best ways to make money from your events, and how to grow attendance. I welcome you to get this book, and I look forward to helping you create the best event series possible.

Book Information

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Customer Reviews

"The power of story, his story, and stories he uses of others to give examples beyond his own can motivate you to making changes in your own life." - Steven R. McEvoy,

BookReviewsAndMore.ca "Despite having a "day job," Stawicki became a "consistency machine" writing every single day; [...] The result? He now makes more money from his books than 75% of all published authors. [...] The secret is to realize that great results--lasting results--take time. And consistency has nothing to do with external factors like time or ability, and everything to do with mindset." - Kevin Kruse (New York Times best-selling author and speaker), a review on Forbes

"This book was like speaking to a good friend. After reading the book my sporadic gym routine turned into an ongoing thing. I have been going everyday for the past 2 weeks and continuing on strong. I went 3 times all last year." - Maria Martins (reader, .ca) "It's not sexy advice but it works like nothing else. It gave me a much-needed kick up the backside to do the things important to my success even if they're unpleasant." - Jakeone (reader,

.com)"This book had the strategies I needed to be able to promote my local events more successfully. Now I am happy with my attendance"- Steve RÃ  (reader, iTunes)"I enjoyed the author sharing his journey of how hard it was for him to start a successful event series, and every step of the way until it became a success. Inspiring."- RickÃ  (reader, Fiverr)"Found this incredibly useful. Really gives good step-by-step directions and I was able to follow it and it made my event more successful . Easy to use and follow- really good guideline. I highly recommend it to anyone looking to amp up their game and party planning or throw their first big party"-Ã  Customer name withheld for privacyÃ  (verified reader, .com)"Fun & simple but very useful book for any event manager. Be it a small two hour event or a multiple day festival. I like the honesty of the author and her very practical advice based on her own experience."Ã  -Ã  Customer name withheld for privacyÃ  (verified reader, .com)"Helpful to understand how to promote and make money from events. Short, sweet and very to the point"Ã  -Ã  EdgarÃ  (reader, Fiverr.com)

Dear potential reader or current reader, this book is a labor of love for me. In this book I share what I did to go from someone who was new to the game to having a successful and profitable event series. By sharing my journey and all the strategies and insights I've learned along the way, my hope is that your journey will be more successful and more enjoyable. Best of luck to you!

This is exactly what I was looking for: great gift to learn about event planning lots of really good info if you want to learn how to get started easy to read and engaging course

I do marketing for a SaaS company, and we have just started doing some promotional events. I've read some of Alex's other marketing books, and have had great success implementing things like his marketing templates, so thought I'd see if he had something for event planning, and sure enough he does! Love this book. This has really helped me successfully plan, manage, and market two events now and the second went better than the first. Highly recommend this book.

Very thin and flaky in content. Did not in any way increase my understanding and knowledge in Event Planning: Management and Marketing from what I already knew, which was very general in nature, to say the least. An unwise investment in time and money! Would NOT recommend this book at all to anyone. A complete waste of time would be an honest review! Credit should be given, however, to the marketing of the book, the cover, especially, as it was packaged in such a way that it met the business goal: It made a Sale!

Book has been very helpful to my new event planning service. Thanks for great book

If you ever wanted to create an event, for a conference, for speakers, for business and have no experience this is a great first book! Planning an event is a huge undertaking and a logistical problem. Determining your venue, whether to price your event, how many people you need to plan your event, can you charge a fee for your event and how ill you market the event you plan are all discussed in this book.

I am starting an event series to raise awareness for my business, and this book really cleared it up for me

If you want to do events prompting your mobile APP this book has a lot good ideas

Great overview of how to run the Event Planning business. I liked how Alex takes the reader through real life scenarios to better prepare the reader. Found it extremely helpful.

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