



Behind the Scenes at Special Events: Flowers, Props, and Design

By *Lena Malouf*

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"A much-needed, comprehensive, and essential reference for special events professionals throughout the world. My copy will always be at arm's reach as I use this to research, design, coordinate, and plan world class events such as those provided by Ms. Malouf's extraordinary book." --Dr. Joe Jeff Goldblatt, CSEP Founding Director, The Event Management Program The George Washington University

"From how you start planning the event, to how you create beautiful designs, to running an effective and profitable event office, to themed events --this book is an all-inclusive event designer's 'How To!'." --Tim Lundy, CSEP Distinctive Design Events, Atlanta, Georgia

"This book is a must on the bookshelf of every event practitioner who wants to be the consummate event designer." --Richard Aaron, CMP, CSEP President, Mallory Factor, Inc.

Lena Malouf, CSEP, is recognized as an international authority in the special events, party, and floral industries. She gives you an arsenal of proven techniques to administer, coordinate, and create a special event that will leave your clients and their guests with a truly memorable experience. Lavishly illustrated, this valuable guide is packed with inspirational and imaginative examples of Malouf's most successful corporate events, theme parties, flower arrangements, table designs, and much more. Packed with checklists, forms, and double-checking methods, this book helps you feel confident that even the tiniest detail will not be missed.

This practical how-to book covers:

- * Inspirational concept and theme ideas
- * What to include in contracts and agreements
- * Setting a budget and sticking to it
- * Creating a more efficient work schedule
- * Using the power of color to its fullest potential
- * The endless possibilities of design, decor, and sets

* Exquisite flower arrangements and beautiful linens

For the newcomer, student, or professional planner, this step-by-step book walks you through the entire event process.

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Editorial Review

From the Back Cover

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About the Author

Lena Malouf is a Certified Special Events Professional who is considered one of the most talented events designers and professionals in the world. Based in Sydney, Australia, she regularly travels to the United States and throughout the world to conduct industry seminars, speak at professional meetings, and consult. Her background is eclectic, and covers years of study, teaching, appearing on television, and writing articles for trade magazines.

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David Brouwer:

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Virginia Hughes:

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