

Professional Event Coordination (Wiley Event Management)

By Julia Rutherford Silvers

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Introducing a clear path toward event excellence

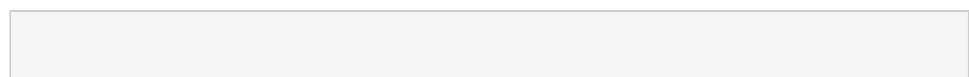
A comprehensive guide to essential competencies for event coordinators, *Professional Event Coordination* examines the full event planning process and provides the tools and strategies to effectively procure, organize, implement, and monitor all the products, services, and service providers that will bring an event to life.

After establishing each layer of the anatomy of an event, this in-depth guide covers:

- Event design
- Project management techniques
- Site selection and development
- Infrastructure services
- Entertainment possibilities
- Food and beverage options
- Safety and security
- Inviting attendees

In addition to dozens of checklists, tables, and figures, this complete guidebook is enhanced with On-Site Insights (real-world examples), Technology Tips, and Exercises in Professional Event Coordination (reinforcement exercises that help in preparation for the CSEP certification exam).

A versatile tool that is effective for all types of events-for small functions with ten guests to major festivals with 10,000 attendees - *Professional Event Coordination* is a valuable book for every professional who works events, including event managers, caterers, event planners, and hotel and food and beverage managers.



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Bibliography

- Sales Rank: #1121836 in Books
- Published on: 2003-11-10
- Original language: English
- Number of items: 1
- Dimensions: 9.55" h x 1.18" w x 7.80" l, 1.10 pounds
- Binding: Hardcover
- 496 pages

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Editorial Review

From the Back Cover

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The Wiley Event Management Series—Series Editor, Dr. Joe Goldblatt, CSEP

The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

About the Author

JULIA RUTHERFORD SILVERS, CSEP, is an adjunct faculty member in the Tourism and Convention Administration Department of the University of Nevada in Las Vegas, and has served as curriculum consultant and lecturer for The George Washington University Event Management Program in Washington, D.C. She has authored numerous books, magazine articles, and event management programs. A three-time International Special Events Society Esprit Award winner, she lectures all over the world on professional event management practices and has served on the Board of Governors and the Certification Committee of ISES.

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