



Professional Event Coordination (Wiley Event Management)

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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