



Event Planning Made Easy

Paulette Wolf, Jodi Wolf, Danielle Levine

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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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