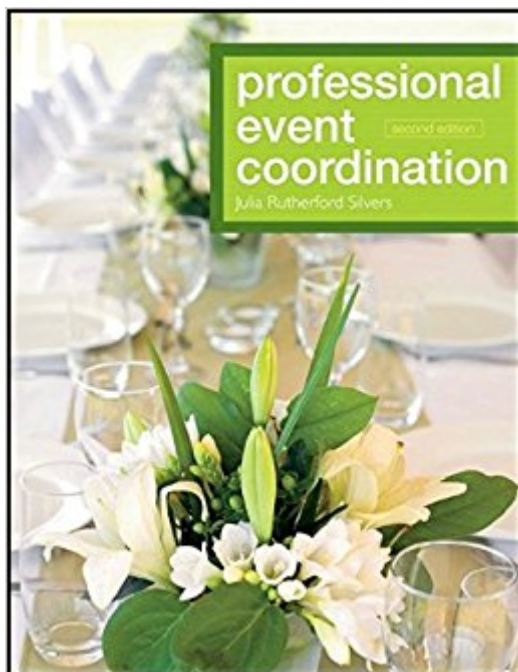


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# Professional Event Coordination



## Synopsis

A fully updated guide to the state-of-the-art guidelines, strategies, and new technologies in modern event planning. A must-have resource for every event planner, manager, caterer, and student, this in-depth guide covers all aspects of the event planning process. Written by expert event manager Julia Rutherford Silvers, the book outlines the tools and strategies to effectively procure, organize, implement, and monitor all the products, vendors, and services needed to bring an event to life. Enhanced throughout with useful checklists, tables, and sample forms, the book includes chapters on everything from Developing the Event Site and Providing the Event Infrastructure to Ancillary Programs, Food and Beverage Operations, and Vendors and Volunteers. The practical information is supplemented throughout the book by "On-Site Insights" featuring real-world examples from successful event planners, as well as chapter objectives, discussion questions, and exercises in professional event coordination to help readers build key skills and test their knowledge. From weddings to corporate conferences and from intimate events to huge festivals, *Professional Event Coordination* is a versatile guide to planning events of all kinds.

## Book Information

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## Customer Reviews

The State of The Art in Modern Professional Event Coordination This completely up-to-date new edition of *Professional Event Coordination* includes everything the special events professional needs to manage events of all kinds—from small parties to big corporate events, for ten guests or 10,000. Written by experienced event manager Julia Rutherford Silvers, this comprehensive resource covers every technique and tactic in the event coordinator's skill set, including design,

project management, site selection and development, safety and security, food and beverage service, and entertainment. The book is ideal as a working shelf reference for practitioners or as a study aid for anyone preparing for event industry certifications. It features modern, real-world examples, sample forms and checklists, discussion questions, and online resources that will thoroughly prepare students while keeping experienced practitioners completely apprised of the latest industry best practices. Fully updated to cover new technological changes in the business, it includes the very latest on virtual meetings and events, social media, and sustainable practices. With advice on procuring and organizing all the products, vendors, and services needed to bring any event to life, Professional Event Coordination is a must-have guide to the subject for modern event professionals.

Julia Rutherford Silvers, CSEP, a former adjunct faculty member at the University of Nevada, Las Vegas, and UNLV Singapore Ltd., has served as an industry consultant for The George Washington University Event Management Certificate Program, the Professional Convention Management Association, and the Canadian Tourism Human Resource Council. A four-time International Special Events Society Esprit Award winner, she lectures all over the world on professional event management practices, is a founding director of the International Event Management Body of Knowledge (EMBOK) Executive, and is an advisor to the Event Management International Competency Standards.

Being an professional event planner with over 6 years experience and having never gone to an official school for it, this gave me the base I needed to my career. I cannot recommend this book enough for someone already in the industry or someone really wanting to pursue a career in this exciting, demanding and ever changing field.

This is a good resource if you want to get into Event Planning, or have found yourself in an Event Planning job, and want to learn about the core process, and get some tips for managing the process and increasing your professionalism. There aren't many event coordinating books out there that aren't totally outdated, but this is a good one. If you're looking at it, you should probably get it.

Book was whT I needed for class.

I needed this book for my Events Management Class in George Mason University. I got it within a

week. It was cheap and new. So grateful for !!!

Thorough and comprehensive discussion of the event management business. The supporting web page also contributes to one's understanding of the problems and potential of this career field.

Professional Event Coordination was far more comprehensive than I could have imagined. It gets to the nitty gritty of every aspect of an event, even those one wouldn't think about. Probably the only event planning book one would need!

Well thought out...covers everything!

The book arrived quicker than quoted and is of very good quality!

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