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Event Planning: Management & Marketing For Successful Events: Become An Event Planning Pro & Create A Successful Event Series



Synopsis

In this book you will learn how to put on a successful event series that can generate revenue, and become either your main business, or generate leads and exposure to your main business. In this book I walk you through event planning and management fundamentals, and then explain how you can get significant growth in attendance. By the end of this book you will understand the best ways to make money from your events, and how to grow attendance. I welcome you to get this book, and I look forward to helping you create the best event series possible.

Book Information

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Customer Reviews

This is an extremely helpful book for all first time event planners. Alex has walked the walk and know what he's talking about. There's a lot to learn from his real life experiences listed in the book. It also helps us avoid a lot of pitfalls too. Very glad I read the book.

I liked that the author gave advice through clear and concise lists. This is a very short read and is produced to give you a quick overview of how to start and manage an event series. The author also offers many free or low cost tools at the end of the book, which is helpful.

Found this incredibly useful. Really gives good step-by-step directions and I was able to follow it and it made my event more successful. Easy to use and follow- really good guideline. I highly recommend it to anyone looking to amp up their game and party planning or throw their first big party

This product was a gift. I'm not too fond of the build quality, but the content was 4 star worthy. I have to take a star for the cheap quality and shipping method (made it creased and bent) This book was also shorter than my mom expected. I think it could have been longer.

I do marketing for a SaaS company, and we have just started doing some promotional events. I've read some of Alex's other marketing books, and have had great success implementing things like his marketing templates, so thought I'd see if he had something for event planning, and sure enough he does! Love this book. This has really helped me successfully plan, manage, and market two events now and the second went better than the first. Highly recommend this book.

Cheap print. Looks like a pamphlet you get at a local fair. Printed on an Dell printer. I prefer books to digital versions but this is one case you can definitely go with the kindle version. And \$10 for very little information is too much. Could find this info online for free.

Great stuff once again! Simply practical, and very usable information, and how to apply it. This actually shows and teaches the most important factor of any book of this nature...How to actually make money. I found his ongoing personal case study, and examples quite inspiring. All in all, I'm just impressed by the author's style, and the way he breaks things down. His info is not long-winded, and it makes sense...Honestly, when I first saw the title: I thought; how could this be relevant to my business? but after delving into it for a while, it began to show me alternate ways in which I can monetize certain aspects of my business, and integrate them with events...pretty cool...Namaste,LVirtue

This is exactly what I was looking great gift to learn about event planning lots of really good info if you want to learn how to get started easy to read and engaging course

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