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THE BUSINESS OF EVENT PLANNING: BEHIND-THE-SCENES SECRETS OF SUCCESSFUL SPECIAL EVENTS



John Wiley and Sons Ltd. Mixed media product. Book Condition: new. BRAND NEW, The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events, Judy Allen, Practical tools and expert advice for professional event planners Before planning an event, there is much that must be done behind the scenes to make the event successful. Before any thought is even given to timing or location of the event, before the menus are selected and the decor designed, there are proposals to...

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- Authored by Judy Allen
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