



FabJob Guide to Become an Event Planner, 4th edition

Jan L. Riddell, Carol Palmatier, Tag Goulet, Peter J. Gallanis

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Event planners have an exciting, high-paying job that allows them to use their creativity to organize fun and important events such as fairs and festivals, charity fundraisers, parties, conferences, meetings, grand openings, political events, trade shows, reunions and more. In this book, successful event planners share insider tips and expert advice on how to break into event planning. You will learn step-by-step how to plan an event (including how to get sponsors and celebrities for the event). The book includes information about more than a dozen types of organizations that hire event planners and the best ways to contact them, where event planning jobs are advertised, what employers look for, how to prepare a resume that stands out, plus other ways to find a job. You will learn how to get practical experience, and create an impressive portfolio even with no previous experience. The book also explains how to start an event planning business for little or no money. It covers: potential clients, marketing, pricing, and where to get creative ideas for events. Also included are valuable resources for event planners, information to become certified as a professional event planner, and more. The CD-ROM that comes with the book includes many helpful samples and checklists that can be used to plan events.

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