



Events Exposed: Managing and Designing Special Events

Lena Malouf

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From business essentials to design inspiration, the secrets to events industry success

Author Lena Malouf is a renowned expert in the special events industry. She has won countless accolades for her work, including a recent Lifetime Achievement Award from The Special Event, and has served in major leadership positions in several industry organizations, including as International President of the International Special Events Society and an advisory board member for The Special Event. The book features straightforward advice on operating a successful special events business, gleaned from Malouf's more than 40 years in the event planning industry. It includes guidance on developing a strategy, identifying potential clients, developing proposals, building an event budget, coordinating with contractors, and much more. And beyond the business components, readers will also find a section on designing successful events, including tabletop, ceiling, and wall decor, while a chapter on developing thematic concepts will illustrate how an event planner can successfully bring a theme to life. With full-color photos in two 8-page inserts and practical checklists throughout, this is a must-have reference for industry professionals, special events students, and aspiring event planning professionals everywhere.

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