

Finding articles to review in *Special Events Galore*

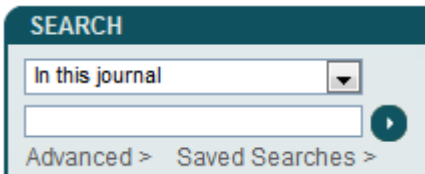
Instructions created in December 2015 by Jasmine Cieszynski

Connecting

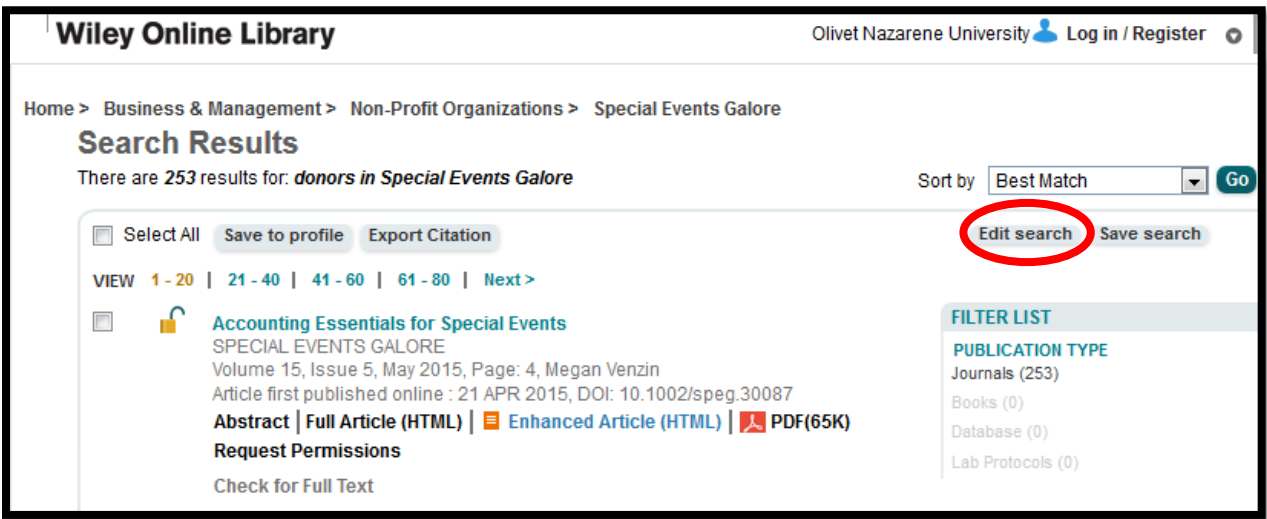
1. From the class page, <http://library.olivet.edu/subject-guides/communication/comm325/index.php>
2. Click on the link for *Special Events Galore*
 - a. Benner Library provides the fulltext of this trade magazine
 - b. Dates available 2001-present

Searching

3. Use the search box in the upper right corner of the journal home page to search for a keyword that describes your topic. Be sure the first to search “In this journal.”



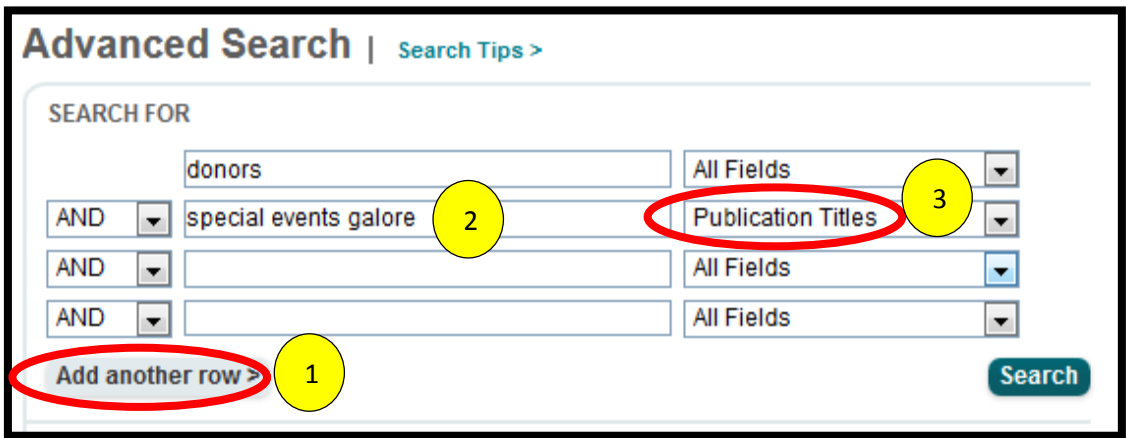
4. If your first choice doesn’t yield the results you desire, try several different search words. For example, if I’m interested in articles which describe fundraising events, I could search for:
 - fundraiser
 - fundraising
 - donors
5. To modify your search, use the browser’s back button or click on “edit search”



NOTE: If you use the “edit search” option, be sure that you’re only searching within *Special Events Galore*. By default, the database will change your search to all journals from this publisher.

To limit to *Special Events Galore*:

- 1) Add another row
- 2) Type the journal name
- 3) Change the drop down box to “Publication titles”



Getting to the articles

Table of Contents

SPECIAL EVENTS GALORE

Volume 14, Issue 12, December 2014, Pages: 1–8,

Article first published online : 14 NOV 2014, DOI: 10.1002/speg.20024

Abstract | PDF(428K) | Request Permissions

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Accounting Essentials for Special Events

SPECIAL EVENTS GALORE

Volume 15, Issue 5, May 2015, Page: 4, Megan Venzin

Article first published online : 21 APR 2015, DOI: 10.1002/speg.30087

Abstract | Full Article (HTML) | Enhanced Article (HTML) | PDF(65K)

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If you choose a result that says “Table of Contents” you’ll be taken to the full issue and will need to look through it to find the article you want.

If you choose a result with a specific title, you’ll be taken directly to a single article within an issue

What’s the difference?

PDF Article appears as in original magazine

Special Events

GALORE!

MONTHLY IDEAS FOR THOSE WHO PLAN, ORGANIZE AND MANAGE EVENTS OF ALL KINDS

EVENT PROMOTION IDEAS

Benefits of Hosting a Social Media Contest

Few people finish their average day without posting to Facebook, sending an Instagram photo or tweeting at least once. Why not use this to your advantage? Promote your cause or event with a social media contest.

Amy Veiders, assistant director of special events at the University of Buffalo (Buffalo, NY), saw an opportunity and seized it. When Comedian John Oliver visited the campus, he autographed several items for the university. After his visit, the special events staff held a social media contest to win these items. The goal was to get more followers on all sites for future event promotions.

How did the contest work? Veiders posted a promotional message on Facebook, tweeted and shared a photo on

RECORD KEEPING

Accounting Essentials for Special Events

By Megan Venzin

Tax season can quickly become a nightmarish time for nonprofits that have failed to keep proper records of special event-related income and expenses throughout the year. While hiring a licensed CPA is a smart idea for any organization that raises significant funds by way of special events, even a professional will still need access to well-organized bookkeeping to ensure the nonprofit files correctly. Here Dan Weaver, vice president at Councilor, Buchanan and Mitchell, P.C. and nonprofit accounting expert, shares the most common mistakes regarding special events accounting and tips for avoiding a mess when it comes time to file taxes.

.pdf is the best choice!

Enhanced Article (HTML) Re-typed and formatted with headers. Easy to read.

Special Events

GALORE!

MONTHLY IDEAS FOR THOSE WHO PLAN, ORGANIZE AND MANAGE EVENTS OF ALL KINDS

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Record Keeping

Accounting Essentials for Special Events

Megan Venzin

First published: 21 April 2015 Full publication history

DOI: 10.1002/speg.30087 View/save citation

Cited by: 0 articles Check for new citations

Am score

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Full Article (HTML) Re-typed. Smallest file size; loads quickly.

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