

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge PDF



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Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge
by Judy Allen ISBN 1118514459

Practical, prescriptive advice on successfully marketing your event planning business

Recent years have been tough on the event planning industry. The terrorist attacks of September 11, 2001, economic downturns, wars, and SARS have all negatively impacted the business. There are fewer corporate dollars dedicated to travel budgets and special events, creating even more pressure on businesses in an already highly competitive industry. This book tells you all you need to know to market your business and build your client base in good times and bad.

Marketing Your Event Planning Business shows you how to gain a competitive advantage by setting yourself apart from the competition, pursuing new markets, and soliciting sales. It covers all the vital topics in event planning marketing, including how to diversify your client base, develop niche markets, improve your customer service, establish emergency business plans, and much more.

- Ideal for event planners, marketing managers in the industry, and professionals in the hospitality, culinary, or travel industries
- Includes actionable advice on successfully marketing an event planning business
- Features illustrative examples, practical tips, and useful checklists and other resources

Marketing Your Event Planning Business is packed with practical tips and examples, giving you creative new ways to showcase your talents, build your business, and bring added value to your clients.

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge Review

This Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge having great arrangement in word and layout, so you will not really feel uninterested in reading.