

[Download] Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals

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Whether you're a first-time event organizer or a seasoned pro, you'll learn how to plan, implement, promote and manage festivals and community events of all sizes. This essential handbook walks you through each step of running a successful event in a logical progression. Discover how to find your organizing committee and on-site volunteers. Explore event themes for music, food, wine, beer, books, film and air shows. Find out what sponsors need and want, and how budgets, money handling and online ticket sales work. Master the key components of marketing a festival, and social media and publicity strategies to use before, during and after your event. Learn the steps to book talent - headliners, artists, speakers, musicians, pilots, performers, winemakers, authors, chefs, entertainers and brewmasters. Review revenue generating options and what's needed to sell food, drinks and merchandise. You'll find a wealth of insights, tips, tools and resources based on the author's years of hands-on experience.

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