



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

By Judy Allen

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge, Judy Allen, 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...

DOWNLOAD



READ ONLINE

[7.21 MB]

Reviews

Absolutely essential study book. It normally is not going to charge excessive. I am delighted to inform you that this is basically the finest ebook we have study during my very own lifestyle and can be he greatest publication for at any time.

-- **Dr. Willis Paucek II**

These types of publication is the greatest publication available. It really is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Prof. Lenna Beatty III**

Other Kindle Books



Cloverleaf Kids: Kids and adults alike will enjoy these hilarious stories and antics of me, my siblings and our friends growing up in a small town in . over & over and always got a good laugh.

CreateSpace Independent Publishing Platform. PAPERBACK. Book Condition: New. 1482737256 Special order direct from the distributor.



When Gifted Kids Don t Have All the Answers

Free Spirit Publishing Inc., U.S., United States, 2015. Paperback. Book Condition: New. Revised, Updated. 231 x 183 mm. Language: English . Brand New Book. Gifted kids are so much more than test scores and grades. Still, it s sometimes difficult to see past...



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The ultimate learn-by-doing approachWritten for beginners, useful for experienced developers who want to sharpen their skills and don t mind...



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.



Applied Undergraduate Business English family planning materials: business knowledge REVIEW (English) (Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: 2012 Pages: 240 Language: English Publisher: Foreign Economic and Trade University Press national application the Undergraduate Business English...