



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

By Judy Allen

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

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Bibliography

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Editorial Review

Review

For those tired of being a well-kept secret, this book offers invaluable advice on targeting talents and targeting clients. -- *Lisa Hurley, Editor, Special Events Magazine*

Judy Allen's tips, provided with the insight of experience, allow the reader to look differently at the opportunities available. -- *Joan L. Eisenstodt, Chief Strategist, Eisenstodt Associates, LLC, Conference Consulting, Facilitation & Training*

Judy's crafted another meaningful book. Every business owner must immediately add this treasure chest of useful ideas to their bookshelf. -- *Richard Aaron, CMP, CSEP, President of BiZBash Media, NYC*

The ultimate resource guide to event planning. It's everything you need to know to launch a successful company. -- *Ramey Warren Black, Partner, Media-Savvy*

Review

Praise for

Marketing Your Event Planning Business

"For event planners who are tired of being a well-kept secret, marketing Your Event Planning Business offers invaluable advice on targeting talents and targeting clients. It's a wonderful boost for event planners looking to expand their client base."

—Lisa Hurley, Editor, Special Events Magazine

"Judy Allen has crafted another meaningful book in her series on event practices. Every business owner must immediately add this treasure chest of useful ideas to their bookshelf."

—Richard Aaron, CMP, CSEP, President of BiZBash Media, NYC

"In an ever-competitive marketplace, a meeting practitioner must know the niche in which she or he wants to establish credibility. Once established, marketing oneself and one's services becomes an exciting challenge. Judy Allen's tips, provided with the insight of experience, and with humor, allow the reader to look differently at the opportunities available."

—Joan L. Eisenstodt, Chief Strategist, Eisenstodt associates, LLC, Conference Consulting, Facilitation & Training; and 2004 CIC Hall of Leaders Inductee

"Judy Allen has given us the ultimate resource guide to event planning. It's everything you need to know to launch a successful company."

—Ramey Warren Black, Partner, Media-Savvy

From the Inside Flap

Recent years have been tough on event planners and the special events industry. September 11, major economic downturns, wars and SARS have all hit the event planning industry hard. There are fewer corporate dollars than ever to go around for travel budgets and special events.

In what was already a highly competitive industry, many planners and companies are struggling for their business survival. This book tells you all you need to know about how to market your event planning business and build a client base—in good times or in bad.

Marketing Your Event Planning Business shows event planners and event management companies how to gain the competitive edge by setting themselves apart, 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 and areas of expertise
- Define and customize your customer service
- Establish a back-up plan for use during downturns
- Solicit sales and develop new business
- Market yourself within your company and in the industry
- Set up your own event planning business

Marketing Your Event Planning Business is loaded with practical tips and examples, offering everyone in the event management business creative new ways to showcase their talents, build their business and bring added value to their clients. An indispensable tool for:

- event planners
- event planning management companies
- suppliers
- public relations, communications, and administrative professionals
- professionals in the hospitality, culinary, and travel industries

Users Review

From reader reviews:

Jackie Lafond:

As people who live in the actual modest era should be upgrade about what going on or info even knowledge to make these people keep up with the era that is always change and progress. Some of you maybe may update themselves by looking at books. It is a good choice for you but the problems coming to anyone is you don't know which you should start with. This *Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge* is our recommendation to help you keep up with the world. Why, because this book serves what you want and wish in this era.

Ramona Wrenn:

Nowadays reading books be than want or need but also get a life style. This reading habit give you lot of advantages. Advantages you got of course the knowledge the particular information inside the book that improve your knowledge and information. The info you get based on what kind of book you read, if you want drive more knowledge just go with training books but if you want sense happy read one having theme for entertaining including comic or novel. Often the *Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge* is kind of publication which is giving the reader unstable experience.

Alan Robert:

The guide with title Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge contains a lot of information that you can discover it. You can get a lot of help after read this book. This kind of book exist new expertise the information that exist in this guide represented the condition of the world right now. That is important to yo7u to know how the improvement of the world. This particular book will bring you inside new era of the syndication. You can read the e-book on your own smart phone, so you can read the item anywhere you want.

Samantha Smith:

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