



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

By Judy Allen

Download now

Read Online 

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.

 [Download Marketing Your Event Planning Business: A Creative ...pdf](#)

 [Read Online Marketing Your Event Planning Business: A Creati ...pdf](#)

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

By Judy Allen

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.

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen **Bibliography**

- Sales Rank: #1913265 in Books
- Published on: 2013-02-06
- Released on: 2012-10-05
- Original language: English
- Number of items: 1
- Dimensions: 8.78" h x .59" w x 5.91" l, .70 pounds
- Binding: Paperback
- 246 pages

 [Download Marketing Your Event Planning Business: A Creative ...pdf](#)

 [Read Online Marketing Your Event Planning Business: A Creati ...pdf](#)

Download and Read Free Online Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen

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:

Melvin Belknap:

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

Mona Savoy:

The publication untitled *Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge* is the book that recommended to you to read. You can see the quality of the publication content that will be shown to you. The language that author use to explained their way of doing something is easily to understand. The writer was did a lot of research when write the book, to ensure the information that they share for you is absolutely accurate. You also could get the e-book of *Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge* from the publisher to make you a lot more enjoy free time.

Elaine Rochelle:

You can spend your free time to learn this book this e-book. This Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge is simple to develop you can read it in the park, in the beach, train in addition to soon. If you did not get much space to bring typically the printed book, you can buy often the e-book. It is make you easier to read it. You can save typically the book in your smart phone. Consequently there are a lot of benefits that you will get when you buy this book.

Rosemary Perez:

You can obtain this Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge by go to the bookstore or Mall. Merely viewing or reviewing it may to be your solve problem if you get difficulties for the knowledge. Kinds of this publication are various. Not only through written or printed but can you enjoy this book through e-book. In the modern era including now, you just looking of your mobile phone and searching what their problem. Right now, choose your own ways to get more information about your publication. It is most important to arrange yourself to make your knowledge are still change. Let's try to choose correct ways for you.

**Download and Read Online Marketing Your Event Planning
Business: A Creative Approach to Gaining the Competitive Edge By
Judy Allen #GFR8IP1NU5M**

Read Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen for online ebook

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen books to read online.

Online Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen ebook PDF download

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen Doc

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen Mobipocket

Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen EPub

GFR8IP1NU5M: Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge By Judy Allen