



Special Event Production: The Process

Doug Matthews

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This must-have guide to special event production looks deep the behind-the-scene of an event, and dissects what it is that creates success. It analyses the process - the planning and business aspects to provide a unique guide to producing events. It explains thoroughly, budgeting and resource concerns, planning and cost projections and the role of the well-crafted proposal.

Incorporating pedagogical features, this easy-to-read book is packed with photographs, diagrams, flow charts, checklists, sample forms, and real-life examples. It steps through the whole process from the creativity and proposal at the outset, to budgeting, the contract and risk management with event follow up to conclude.

This text is Part one of a two book set - also available is Special Events Production: the resources (isbn 987 07506 85238).'

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