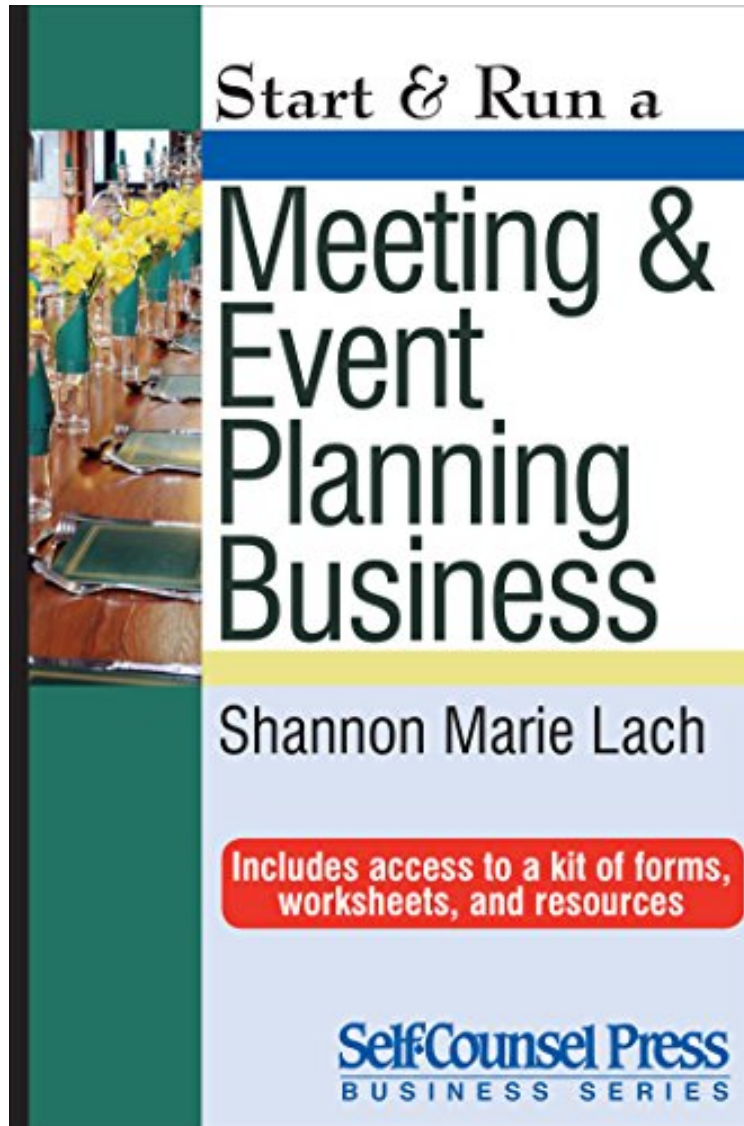


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Start Run a Meeting and Event Planning Business (Start Run Business)

Shannon Marie Lach

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Shannon Marie Lach : Start Run a Meeting and Event Planning Business (Start Run Business) before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Run a Meeting and Event Planning Business (Start Run Business):

2 of 2 people found the following review helpful. I was most disappointed in this bookBy Dan CormanyThe title of this book is most misleading. If you are not starting a wedding planning business, you will find little of value here. All examples are related to wedding planning. Weddings are an unique portion of event planning, requiring different

marketing, different skill sets (you have a client with virtually no knowledge of event planning, as contrasted to meeting or corporate/association events) timetables and the type of vendors are different. If you are considering a career in weddings, I'd still suggest other books, as the handling of most topics in this book is shallow and incomplete. As a professor in events management, I was most disappointed in this book. 0 of 0 people found the following review helpful. Learned something new finally! By My girl Interesting read. Loved the unique outlook of using weddings in comparison to all events. Much different perspective than most event planning books I read. Which I didn't like at first but then understood the author was looking for a new approach. Worth reading and learning something new for once that isn't in every other event book !!

Make money planning events with style and impress your clients. 'Start Run a Meeting and Event Planning Business' shows would-be business owners how to start and run a successful enterprise planning events of all kinds—from weddings and private parties to corporate events, meetings, conferences, and sporting events. This book will show you not only how to organize events, but also how to run the business itself. Keeping track of all the many details involved in putting on a successful event is easy when you have the checklists, schedules, tips, and experts' advice you need. Written in the step-by-step style that has made the Start Run series the best of its kind, this indispensable guide will help readers to make any event—and event planning business—a resounding success.

About the Author Shannon Marie Lach has been creating and planning events since 2002 and has been hired for event consultation and planning throughout Western New York for businesses, corporations, non-profits, universities, celebrities, and more. Shannon is the Owner/Principal Planner of PEAR, her New York based event planning company. A born innovator and a natural teacher, Shannon embraces social media as the avenue to build a comprehensive voice across multiple platforms for her company. With the continued support of dedicated partnerships, PEAR has grown into the ripe, collaborative event enterprise it is today.