



# Essential Tips for Organizing Conferences & Events

*By Sally Brown, Fiona Campbell, Phil Race, Alison Robinson*

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Many conferences and training events are organised by individuals who have little experience of doing so. Some have had the task thrust upon them without being offered adequate training, and have little idea of the time, experience and care needed to plan and manage events effectively. Each conference is different, and each can present a new problem to the unprepared, even to the most experienced conference organiser.

This book provides immediate, accessible advice on how to run an effective event, featuring a wealth of practical tips, guidelines, case studies, action checklists, and useful sample material and templates. All areas of organisation are covered, including: managing, planning, contingency planning, targeting, costing and budgeting, housekeeping, administering, assuring the quality of content, evaluating, disseminating and ensuring continuity.

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**Essential Tips for Organizing Conferences & Events** By Sally Brown, Fiona Campbell, Phil Race, Alison Robinson **Bibliography**

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"An invaluable reference!" -- *Meetings Industry Association*

#### **About the Author**

Fiona Campbell, Alison Robinson, Sally Brown and Phil Race have extensive experience of organizing all kinds of events and conferences around the world, and all are actively involved in staff development. Sally Brown and Phil Race are established authors on staff development, and have written many books, including several in the Kogan Page '500 Tips' series.

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