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Events Exposed: Managing and Designing Special Events

By Lena Malouf



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Events Exposed: Managing and Designing Special Events By Lena Malouf

From business essentials to design inspiration, the secrets to events industry success

Author Lena Malouf is a renowned expert in the special events industry. She has won countless accolades for her work, including a recent Lifetime Achievement Award from The Special Event, and has served in major leadership positions in several industry organizations, including as International President of the International Special Events Society and an advisory board member for The Special Event. The book features straightforward advice on operating a successful special events business, gleaned from Malouf's more than 40 years in the event planning industry. It includes guidance on developing a strategy, identifying potential clients, developing proposals, building an event budget, coordinating with contractors, and much more. And beyond the business components, readers will also find a section on designing successful events, including tabletop, ceiling, and wall decor, while a chapter on developing thematic concepts will illustrate how an event planner can successfully bring a theme to life. With full-color photos in two 8-page inserts and practical checklists throughout, this is a must-have reference for industry professionals, special events students, and aspiring event planning professionals everywhere.



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Editorial Review

From the Back Cover

Award-winning event planner Lena Malouf shares the secrets of managing successful special events—from business essentials to design inspiration

Events Exposed offers straightforward advice on operating a successful event planning business, gleaned from Lena Malouf's more than 45 years in the industry. With expert guidance on identifying potential clients, developing strategies and proposals, setting budgets, coordinating with contractors, and much more, it covers virtually everything the modern special events professional needs to succeed. In addition to the business side of event planning, *Events Exposed* includes an entire section focused on event design, including tabletop, ceiling, and wall décor, as well as thematic concepts and creative ways to bring those themes to life. With beautiful full-color photos and expert insight on both the management and creative sides of event planning, this is the ideal reference for aspiring and working industry professionals.

About the Author

Lena Malouf (CSEP, AIFD) was recognized in 2010 with the event industry's highest honor, the prestigious Lifetime Achievement Award from The Special Event organization, for her contribution of excellence to the international events industry. Malouf was the founding president of the Australian Chapter of the International Special Events Society (ISES) and later served as the international president of this global organization. Her illustrious career began in commercial floristry and later branched out into event management and design. Malouf has planned events for countless celebrity, royal, and corporate clients, and continues to travel worldwide to share her knowledge and expertise through university lectures, dynamic stage presentations, event company consultancy, and mentoring aspiring business owners.

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