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# OPENING NIGHT: CREATING SUCCESSFUL EVENTS



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 OPENING NIGHT: Creating Successful EventsBookSurge (231 pp. )20. 00 paperbackMarch 6, 2008ISBN: 978-1-4196-8708-2In plain language and with numerous examples, Owens imparts years of event-planning knowledgefrom reaching a target demographic through various media to finding sponsors and fundingin this step-bystepguide. Owens, a certified fair executive, has made a career of organizing large expositions, and has learnedhow to use many tools for a successful event, from planning and marketing to actual operation and logistics....

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- Authored by Cfe John Owens
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