

《营销你的活动计划企业》

图书基本信息

书名：《营销你的活动计划企业》

13位ISBN编号：9780470833872

10位ISBN编号：0470833874

出版时间：2004-12

出版社：John Wiley & Sons Inc

作者：Allen, Judy

页数：246

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内容概要

Recent years have been tough on event planners and the special events industry. September 11, major economic downturns, wars and SARS have all hit the event planning industry hard. There are fewer corporate dollars than ever to go around for travel budgets and special events. In what was already a highly competitive industry, many planners and companies are struggling for their business survival. This book tells you all you need to know about how to market your event planning business and build a client base - in good times or in bad. "Marketing Your Event Planning Business" shows event planners and event management companies how to gain the competitive edge by setting themselves apart, pursuing new markets, and soliciting sales. It covers all the vital topics in event planning marketing, including how to:

- LI Diversify your client base
- LI Develop niche markets and areas of expertise
- LI Define and customize your customer service
- LI Establish a back-up plan for use during downturns
- LI Solicit sales and develop new business
- LI Market yourself within your company and in the industry
- LI Set up your own event planning business

"Marketing Your Event Planning Business" is loaded with practical tips and examples, offering everyone in the event management business creative new ways to showcase their talents, build their business and bring added value to their clients. An indispensable tool for:

- LI event planners
- LI event planning management companies
- LI suppliers
- LI public relations, communications, and administrative professionals
- LI professionals in the hospitality, culinary, and travel industries

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书籍目录

Acknowledgements Preface PART 1: MARKETABILITY Chapter 1. Making Yourself Marketable Chapter 2. Acquiring Areas of Expertise Chapter 3. Creating Your Niche PART 2: MARKET DEVELOPMENT Chapter 4. Defining Your Objective: Who Is Your Client? Chapter 5. Targeting Your Talents Chapter 6. Customizing Customer Service Requirements PART 3: MARKETING ENDEAVORS Chapter 7. Marketing to Your Audience Chapter 8. Soliciting Sales: Innovative Ideas Chapter 9. The Value of Diversification Chapter 10. Going Out on Your Own: Costs and Benefits Conclusion Appendix A: Leading Internationally Recognized Industry Certifications Appendix B: Industry Associations and Councils Appendix C: Industry Magazines, Books, Online Publications and Resources Appendix D: Industry Conferences, Congresses, Trade shows and Award Shows Appendix E: Sample Creative Concepts Sample A: Concept for Corporate Event Sample B: Concept for a Fundraising Event Sample C: Concept for a Theme Event Index

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