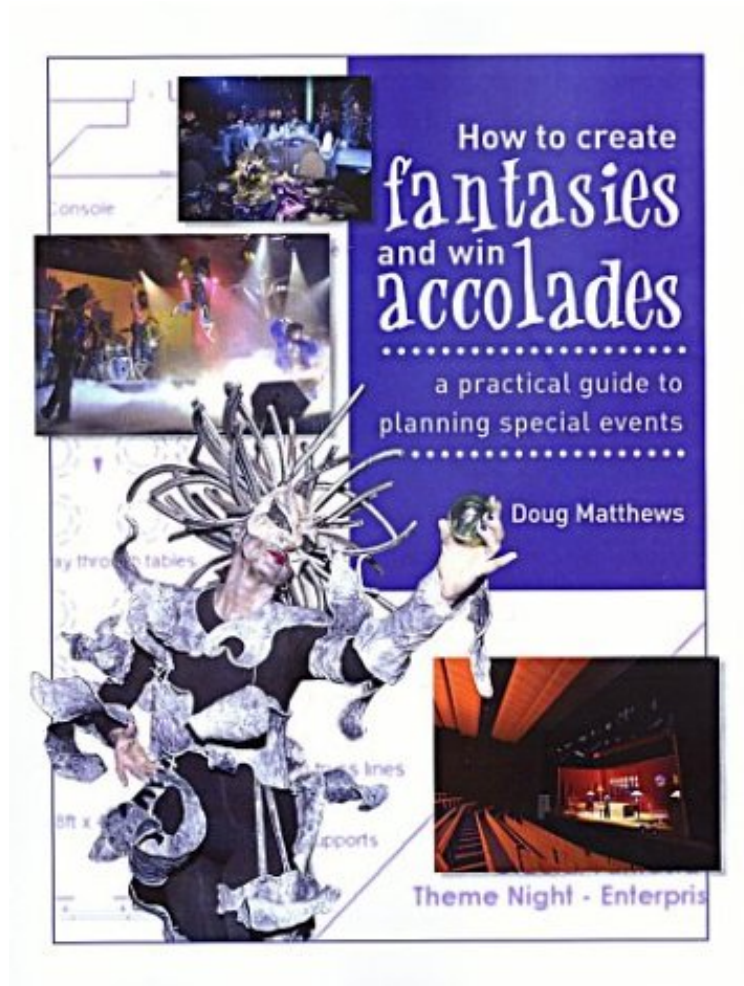


How to Create Fantasies and Win Accolades: A Practical Guide to Planning Special Events

Doug Matthews

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Doug Matthews : How to Create Fantasies and Win Accolades: A Practical Guide to Planning Special Events before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Create Fantasies and Win Accolades: A Practical Guide to Planning Special Events:

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a book like that, please please let me know. It seems to be a very limited number of those!3 of 4 people found the following review helpful. Buy this book!By Valerie J. HendersonAs an entrepreneur, I have the responsibility of planning special events for my business. This book has been a wealth of information. It gives a detailed look at areas that are of great importance in this arena, so you can look like an expert without actually being one. Since I purchased it I haven't put it down. It was worth every penny that I paid for it.

Aimed at novice to mid-career event planners, this is the most up-to-date and in-depth book on special events ever, by acclaimed special event producer and speaker Doug Matthews. This book is an essential reference and must-have addition to the library of any company, association, non-profit organization or individual who ever needs to know the details of planning a special event, no matter what size. v Features of This Book Laid out in easy-to-use, 8 x 11, attractive, coil-bound, soft cover format Treats the event planning process as a logical series of phases and leads the reader through the process in an easily understandable manner Contains extensive checklists for every event phase Contains sample client and supplier contracts that can be copied and used or modified by reader Contains extensive technical glossaries of Lighting, Audio, Visual Presentation Technology, Catering, and Production Management v Benefits of This Book Logical and easy to read does not waste time in getting to the "meat" Planners will quickly gain knowledge because of the depth of detail compared to other books on the subject, particularly in the technical aspects of event planning Real checklists and real sample forms are in formats that can be copied and modified for use, saving time and money on research Considers event planning in the reality of a post-9/11 world with cautions about current industry concerns and problems So practical that planners will want to literally carry it to all events Delivers exceptional value for the price

".....this is by far the most comprehensive and well laid out industry resource book I have seen." -- Stacy Wyatt, Managing Editor, Canadian Event Perspective Magazine, November 13, 2003About the AuthorDoug holds a Masters degree in Engineering from the Royal Military College of Canada and spent 22 years in the Canadian Forces as an aeronautical engineer. He began a second career in the entertainment industry in 1985 with the company he now owns, Pacific Show Productions, producing special events and entertainment shows for the corporate market. Over the course of 18 years, he has produced all types of events in many different locales. Some examples include: original musical theatre productions in the historic gold rush town of Barkerville, BC; the 2000 First Night celebrations for Vancouver with over 21,000 attendees; the annual Leo Awards for indigenous British Columbia film and television; and four entertainment show tours for the Canadian Forces to the Arctic, Afghanistan, Bosnia, Cambodia, Egypt and Israel. Doug's company is regularly nominated for special event awards in both Canada and the United States and he is a respected speaker at special event conventions and community colleges in the areas of entertainment, creativity and event production management. He is also the current president of an international consortium of special event production companies called TEAM Net. He is married and has two grown children.