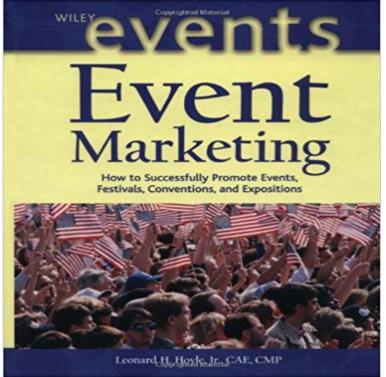
Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series)



Authored by a well-known figure in the field. Overview chapters explore topics such as electronic marketing strategies, funding, budgeting, promotion, and advertising. Individual chapters address the differences involved in marketing different types of events. Examines future trends and key issues such as how to reach new event attendees. Includes appendices with sample forms, contracts, and more.

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