

Planning an Event – Step by Step Guide

These simple steps will help event planners to decide if their events are valid, achievable and will meet the desired objectives and investment (both of time and money). This is the stage where you have to ask a lot of questions. What can events be for? There are many reasons for holding an event. Events are the best way to communicate – events are live – events are face to face – events are interactive.

Businesses use events to communicate with their staff, their current (and potential) customers and their suppliers through conferences, exhibitions and training days. Promoters use events to make money – they sell tickets and make a profit after all the costs have been taken into consideration...

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