LESSON1

EVENT PLANNING 101

Introduction To Event Planning





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Introduction To Event Planning

Example of Corporate Events

- ⊘ Delta Airlines Jet Drag Event
- ✓ Team Retreats
- ⊘ Company Annual Meetings
- ⊘ Trainings
- ⊘ Awards/Recognition
- ${\ensuremath{ \bigcirc }}$ Conferences





Introduction To Event Planning

Example of Industry Events

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- ❷ Podcast
- ⊘ Restaurants
- ⊘ Hotels
- ⊘ Legal

- 🕑 Sports
- 🕑 Entertainment
- Music festivals
- Entrepreneurs
 (i.e. Invest Fest)



= INSPIRE! IMAGINE! & IGNITE! 2013

The Success Conference for Entrepreneurs with a special session for Meeting and Event Planners.

SAVE THE DATE March 7 - 10, 2013

> Host: The Arizona Biltmore, a Waldorf Astoria Hotel

> > located in beautiful Phoenix, AZ!



GET READY! THIS RESORT FEATURES: A full-service resort spa, and fitness center

- Five dining options
- The adjacent Arizona Biltmore Country Club boasts two of the best 18-hole PGA golf courses Phoenix: The Links and The Ad

MAGNOLIA

Introduction To Event Planning

Example of Special Events

- ⊘ Carnivals
- ⊘ Concerts
- ⊘ Festivals
- ⊘ Air Events
- 🕑 Birthday

- ⊘ Sporting Events
- ⊘ Bar/Bat Mitzvahs
- ⊘ Rehearsal Dinners
- ⊘ Weddings





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Example of SMERF Events

🕗 Social

⊘ Religious

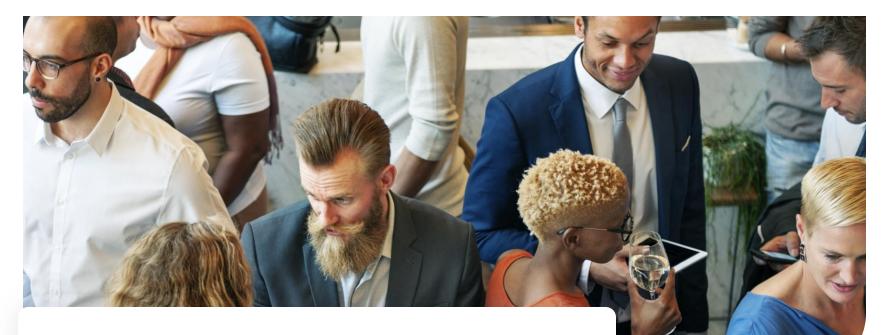
⊘ Military⊘ Fraternal

⊘ Educational

SMERF EVENTS ARE OFTEN ALIGNED WITH MANY SPECIAL AND SOCIAL EVENTS







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QUIZ 1

