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Successful Secrets of Festival, Concert and Special Event Productions

By MS N Skye McCloud

Createspace, United States, 2010. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****. The revised second edition is the Ultimate step-by-step guide for both professional and volunteer promotions including concerts, festivals, sports events, conventions and trade shows, meetings and other special events. A delightfully and decidedly not stuffy business guide backed up with seriously complete and up to date details on topics including: organization and planning, financial management, volunteers for nonprofits and promoters, venue selection, security and volunteer security, The ADA, greening your events, activities that draw crowds, vendors, sponsorships, marketing and advertising, including social media, VIP management, ticketing and passes, reviewing post event: Standing O or Turkey? Newly expanded US and international sections. Chapter 16 is an amazing compendium of worldwide links and resources, glossary, industry organizations, International and US Performing Rights Organizations, Music Business Directories, publications and contacts; also lists of US and international industry related conferences; vendors for backline, audio, rigging staging, security, ticketing, social media, music, talent and advertising agencies; festival concert contacts, nonprofit and volunteer organizations, green event contacts, data gathering sources; an extensive index. Included are 16 very useful forms: Stakeholders Contacts, Stakeholders Discussion Points,...

Reviews

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I actually started off looking over this pdf. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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