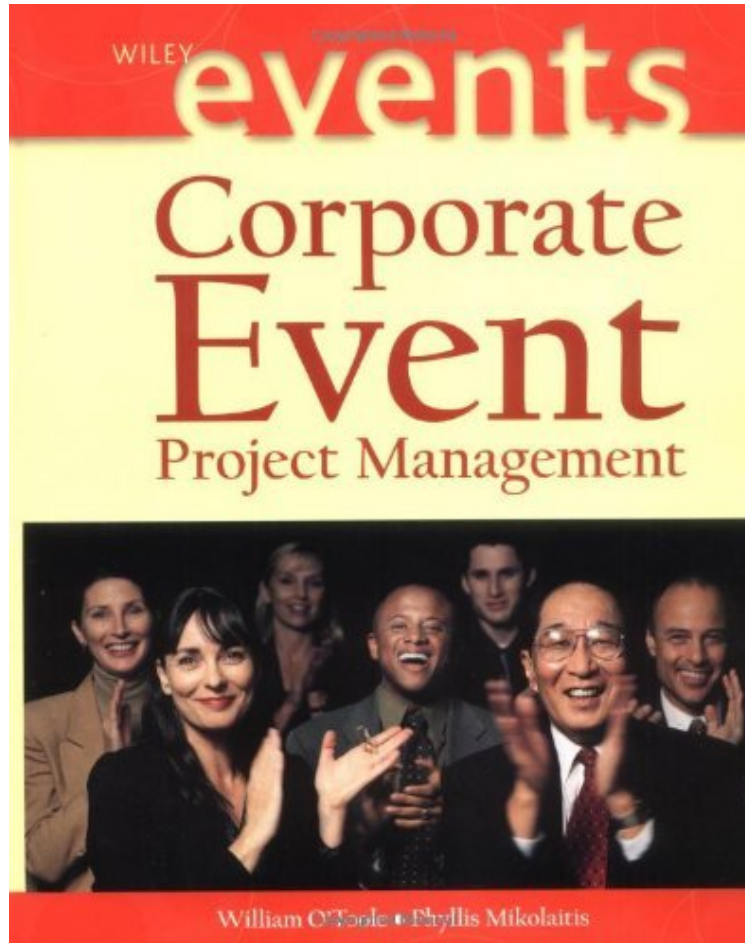


Corporate Event Project Management

William O'Toole, Phyllis Mikolaitis

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William O'Toole, Phyllis Mikolaitis : Corporate Event Project Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Event Project Management:

0 of 0 people found the following review helpful. Five StarsBy NoemiGood information on organizing yourself for events and good terminology used.5 of 8 people found the following review helpful. Great book.By A CustomerGreat concentration on corporate events, it made learning so much easier. The case studies that allow for hands-on learning and the accompanying web site that contains simulated events all were factors in making the book more stimulating.0 of 5 people found the following review helpful. Corporate Event Project ManagementBy Nguyen Duc KietI got this with 2 business days. It was a used one however looks just like a new one.

Applies generally accepted project management tools to corporate event planning.* Offers unique, focused coverage dedicated completely to corporate events.* Includes case studies from North and South America, Europe, and the Asian-Pacific area.* Features an accompanying Web site with value-added tools, forms, and checklists.

From the Back Cover THE WILEY EVENT MANAGEMENT SERIES Introducing the cross-functional approach to corporate event management The first guide to apply project management to corporate events Corporate Event Project Management merges event and project management to create a new system of tools and techniques that enables corporate event managers to research, design, plan, coordinate, and evaluate any corporate event in order to produce a higher rate of return. It covers key topics such as choosing a venue or site, costing and procurement practices, evaluating risk management and reducing it with contract management, and maximizing exposure through the World Wide Web. Features include: * The first complete system for managing and organizing corporate events * A thorough and comprehensive system for measuring Return on Investment for corporate events * The only resource available for both corporate event and corporate project managers Enhanced with numerous checklists, tables, flowcharts, and models, it is also generously supplemented with case studies from North and South America, Europe, and the Asian-Pacific area to illustrate the versatility of the project management approach to corporate event planning. In addition, an accompanying Web site lets readers work with ten simulated events outlined in the book, right down to the forms and checklists that would be used to execute the actual events. This book will help anyone involved in event project management, including communications and human resource professionals, to be at the forefront of this emerging approach to planning and carrying out corporate events. The Wiley Event Management Series-Series Editor, Dr. Joe Goldblatt, CSEP The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

About the Author WILLIAM O'TOOLE is the manager of Event Project Management System Pty Ltd, which acts as consultants to events in Australia, Asia, and the Pacific. He is a member of the Project Management research team at the University of Sydney and an Associate of the Australian Center for Event Management at the University of Technology in Sydney, Australia. His current research includes the adaptation of risk management models to event management. PHYLLIS MIKOLAITIS is Adjunct Professor at George Washington University in Washington, D.C., and owns an event planning company. As Program Manager for Xerox Corporation, she managed events and training worldwide for more than twenty years.