



The Comprehensive Guide to Successful Conferences and Meetings: Detailed Instructions and Step-by-Step Checklists

Leonard Nadler, Zeace Nadler

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From creating the program book to making special arrangements for VIPs, this celebrated resource contains all the guidance, tools and inspiration you need to organize, manage and conduct a truly outstanding meeting or conference. The detailed advice--from authors with more than fifty years of planning experience--can be applied to most any type of gathering, from events for twenty-five to an extravaganza for thousands. A sampling of subjects includes site and function room selection, activity coordination, accommodating handicapped participants, public relations, audio/video equipment, booking entertainment, budgeting, and conducting evaluation and follow-up. Extensive checklists and charts ensure total success.

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