

# SECRETS to SUCCESSFUL EVENTS



**LYNN FUHLER**

Author • Speaker

## An Event Management Expert Can Help Take Your Community to New Heights

With a casual matter-of-fact style and Lynn's been-there-done-that experiences, she can speak to almost every angle related to event and festival management:

- Why Events are Important to Every Community's Local Economy
- Why Communities Roll Up Their Sleeves to Support a Great Cause
- Why Residents and Visitors are Thirsting for Local Winery and Brewery Festivals
- How Mother Nature Impacts Events - "Weather" You Know It or Not
- Why Wait in Line? Traffic, Parking and Crowd Management are Key to A Positive Event Experience
- The Quality of Life Factor: Festival and Events - Cultural Assets - Drive Business and Residential Relocation
- The Impact of Buyouts and Mergers on Corporate Sponsorships

Lynn has successfully organized festivals and events throughout her career. The former tourism director of Clearwater Beach, FL, she has worked extensively in hospitality marketing. She is the former chairman of the all-volunteer Clearwater Jazz Holiday, then the largest free jazz festival in the Southeast U.S. She is the internationally known author of ***Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*** and ***Secrets to Successful Events Resource Guide: 42+ Easy-to-Use Forms and Tools to Save You Time and Money***. An Illinois native, Fuhler holds a travel and tourism degree from St. Louis University's Park College. Now based in North Carolina, she is co-founder of Flying Compass, a hospitality industry marketing firm.

*Named the Event Marketing course textbook for one of the 2017 Top 15 Best Colleges by U.S. News & World Report*

**East Lake Blister**<sup>SM</sup>

**Tampa Bay**  
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### AVAILABILITY

Central North Carolina  
Nationwide by Arrangement  
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