

SECRETS to SUCCESSFUL EVENTS

Lynn Fuhler

A Festival & Event Management Expert
Internationally Known Author and Speaker

If you have minimal experience in event planning and want to jump start your event, we suggest you pick up **Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals**, as well as the Resource Guide. Together they explain not only what needs to be done but how to manage all the details and create a crowd-pleasing event.

SECRETS to SUCCESSFUL EVENTS



How to Organize, Promote and Manage
Exceptional Events and Festivals

LYNN FUHLER

ISBN-10: 0-9979807-0-2
ISBN-13: 978-0-9979807-0-7

This essential handbook walks you through each step of running a successful event in a logical progression.

- Discover how to find your organizing committee and on-site **volunteers**.
- Explore event themes for *music, food, wine, beer, books, film and air shows*.
- Find out what sponsors need and want, and how budgets, money handling and **online ticket sales** work.
- Master the key components of marketing a festival, and **social media** and **publicity** strategies to use before, during and after your event.
- Learn the steps to book talent – headliners, artists, speakers, musicians, pilots, performers, winemakers, authors, chefs, entertainers and brewmasters.
- Review **revenue generating options** and what's needed to sell food, drinks and merchandise.

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

Based on the author's 30+ years of experience in event planning, you'll discover the essential tools, forms and resources every event organizer needs to get your event off the ground and running quickly.

"Required reading for any event planners who seek to grow attendance from anyone beyond the reach of their local market."

— Erik Wolf, Executive Director, World Food Travel Association

"Lynn has a tremendous amount of knowledge and experience, and event planners are the better for her having shared her insider advice in her first book. This companion guide takes her expertise a step further by including the tools and tips needed to excel at event planning. Lynn has provided easy-to-use forms and templates for each step of the planning process. Novice planners and marketers will find everything they need to get the ball rolling and put on a successful event. What a great service and time saver!"

— Wit Tuttell, Executive Director, Visit NC, North Carolina's Official Tourism Organization

If you're an experienced event planner or festival organizer looking for a **quick-start guide to hosting and promoting your next event**, the Resource Guide is the answer. It features sample letters, contracts and forms used in key areas: sponsors, marketing, publicity, talent, volunteers, merchandise, vendors/concessions and more.

This invaluable resource guide gives you the templates and tools to help you:

- Quickly organize your committee's structure and establish operating procedures.
- Communicate effectively with sponsors - using **sample proposals, contracts, invoices, checklists**.
- Master **the budget process** and track revenue and expenses.
- Discover marketing tools, PR opportunities, and social media tips.
- Protect your event using **customizable contracts** for sponsors, talent, vendors/concessions.
- Design handy forms to use when booking talent; easily track talent travel arrangements and equipment needs.
- Learn how to solicit and sign up volunteers.
- Take control with **RFPs and bid specifications** for graphic design, merchandise, sound and lighting.
- Wrap up the event using pre-created thank-you letters.

SECRETS to SUCCESSFUL EVENTS RESOURCE GUIDE



42+ Easy-to-Use Forms and Tools
to Save You Time and Money

LYNN FUHLER

ISBN-10: 0-9979807-2-9
ISBN-13: 978-0-9979807-2-1



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Lynn Fuhler is a consultant, speaker and author who 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. An Illinois native, Fuhler holds a travel and tourism degree from St. Louis University's Parks College. Now based in North Carolina, she is co-founder of Flying Compass, a hospitality industry marketing firm.

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