

# Discover the Secrets to Successful Events



LYNN FUHLER

## A Festival & Event Management Expert Speaker and Internationally Known Author

With a casual matter-of-fact style, Lynn's engaging "conversations" with her audiences are sprinkled with examples of been-there-done-that experiences.

- How to Revitalize Downtowns with Events
- What's Involved in Starting a New Event (or Making an Existing Event Better)
- How to Stretch Your Ad Dollars by Getting Others to Promote Your Event for You
- Avoid Common Event Problems and Pitfalls
- How to Grow Your Audience to Include Visitors from Outside Your Area
- How to Find Great Volunteers
- How to Solicit Sponsors and What to Do Once You Have Them
- How to Maximize Your Vendor Relationships

"I've known Lynn since our days working together in Florida's tourism industry. 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 - *Secrets to Successful Events*. But wait there's more...this companion Resource 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*

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

### SECRETS to SUCCESSFUL EVENTS

How to Organize, Promote and Manage  
Exceptional Events and Festivals

LYNN FUHLER

### SECRETS to SUCCESSFUL EVENTS RESOURCE GUIDE



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

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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.

## CONTACT NOW

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### AVAILABILITY:

Central NC, nationwide by arrangement, Skype and via telephone