

## BOOK REVIEW

### Event Planning

Judy Allen, Director, Judy Allen Productions.

Wiley and Sons, New Delhi

Pp. 306; Pbk; ISBN 8126511214; Price INR 399; 2007.

Judy Allen has been a synonym for MICE business. Titles originating from the author are always handy and well received by the readers. "Event Planning" is no exception to her body of work. The cover describes it aptly as the ultimate guide to successful meetings, corporate events, fundraising galas, conferences and conventions, incentives and other special events.

The book is divided into nine chapters. The book opens with a very strong preface in which author provides the reasons for origin of the book. The first chapter titled 'The First Step : Initial Planning and Budgeting' emphasizes the usage of Murphy's law in events; 'what can go wrong, will go wrong.' Chapter two discusses about organization and timings. Author sums up it with expression ---- 'Screen writers have their scripts, song writers their music sheets and event planners their function sheets.' The importance of function sheet has been discussed to the minutest details. Chapter three is titled, 'Location, Location, Location' inspired by Sidney Sheldon the title is to 'emphasize' on the location aspect. Author provides cues for out of box thinking and suggests new locales like yachts, roller skating rinks or armory.

Chapter four, deals in everything about transportation. The chapter not only discusses the different sets of arrangement but details about parking also. Chapter five titled 'guest arrival' actually deals with the arrival of the guest. The weather considerations have been given prime importance by placing it at the start of the chapter. Chapter six is dedicated to venue arrangement. A detailed floor plan is handy and is a must. The 'minimum call' on labor and proper tabling it in the budget can reduce the overall costing. If budgets strings are tight then overtime has to be avoided at every cost. For multi event/sessions at the same venue the authors suggest soundproofing to make all the events at the venue successful. The chapter develops to discuss the importance of lighting and can have a profound effect on the professionalism of any event and thus ample care should be taken.

The title of chapter seven, "Who's It All For?" is ambiguous. It talks about the guest list, guest profiles, invitation etc. For a good coverage of an event author emphasizes upon the meticulous approach needed for media invitation. An extra step in handling of media can provide a mass coverage of the event. If children are also a part of the guest list then a special provision and arrangement according to their age group is a wonderful idea. Chapter eight tickles the taste buds and waters the mouth of the readers and reviewer as it discusses about food and beverages which is an integral part of every event. The menu planning has to be kept in mind including the growing fad of vegetarianism. Chapter Nine is the last chapter but the most important as it contains all the topics

and tips which could not be included elsewhere in the book. It is titled, 'Other Consideration' and should be considered as the last words by the reviewer/ reader. The chapter says that entertainment is also highly geography specific. What is considered entertainment in one region may be barbaric in other. Parting gift/ takeaway / memoirs may be inexpensive but add to the 'moments of truth.' The author recommends personalized thank you letters.

The appendix at the end of the book provides sample for all the cost sheet and function sheets needed for different kind of events. The sample function is all inclusive and can be utilized for any event.

The entire book is a comprehensive guide and will help all event managers and planners. The tips mentioned in the boxes between the chapters attract the attention of the reader. Questions and Answers in between the chapters on varied topics keep on answering the developing questions in the minds of the readers. Although, at times (chapter five) too many question answers give a feeling of a notebook than a text book. Examples are cited from all over the world in each topic providing innovative ideas to the planners. From rank beginners to seasonal professionals, it provides excellent guidelines as well as helpful details. The USP of the book are it's strategically well placed thoughts and user friendly presentations. The book can be used in the classrooms as well as the boardrooms.

#### Reviewed by:-

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## Forthcoming Conferences

No.	Location	Dates	Area	Website Address
1.	Paris, France	14 to 15 July 2011	Annual Paris Conference On Money, Economy and Management	<a href="http://www.info-researchmeeting.com">http://www.info-researchmeeting.com</a>
2.	Baden-Baden Germany	1 to 5 August 2011	31st Annual Meeting of the International Institute for Advanced Studies in Systems Research and Cybernetics	<a href="http://www.iias.edu">http://www.iias.edu</a>
3.	Kathmandu Nepal	2 August 2011	Sustainable Tourism Development &	<a href="http://www.ols.org.np/icstdtm2011">http://www.ols.org.np/icstdtm2011</a>
4.	Singapore	9 to 10 August 2011	ICBF'2011: International Conference on Banking & Finance	<a href="http://www.airpak.org/CFinance.html">http://www.airpak.org/CFinance.html</a>
5.	shanghai, China	17 to 20 August 2011	Shanghai International Conference on Social Science 2011	<a href="http://www.shanghai-ic.org">http://www.shanghai-ic.org</a>
6.	Guangzhou, Guangdong, China	19 to 22 August 2011	2011 Annual Conference of China Marketing Science	<a href="http://www.ln.edu.hk/mkt/JMS2011/index.html">http://www.ln.edu.hk/mkt/JMS2011/index.html</a>
7.	Nairobi, KICC Nairobi	24 to 26 August 2011	Africa International Business and Management (AIBUMA) Conference	<a href="http://www.aibuma.org">http://www.aibuma.org</a>
8.	Linz, Upper Austria Austria	27 August 2011	Social Entrepreneurship in Europe	<a href="http://www.acrn.eu/conferences_files/SocEnt.html">http://www.acrn.eu/conferences_files/SocEnt.html</a>
9.	Maribor Slovenia	6 to 8 September 2011	4th Advances in Tourism Marketing Conference	<a href="http://www.institute.si/atmc-2011/">http://www.institute.si/atmc-2011/</a>
10.	Kaunas, Lithuania	22 to 24 September 2011	Management Horizons in Changing Economic Environment: Visions and Challenges	<a href="http://evf.vdu.lt/konferencijos/management-horizons">http://evf.vdu.lt/konferencijos/management-horizons</a>
11.	Los Angeles, California, United States	24 to 25 September 2011	Global Mindset Development in Leadership and Management Conference	<a href="http://uofriverside.com/conference.html">http://uofriverside.com/conference.html</a>
12.	Coimbra, Baixo Mondego, Portugal	27 to 29 September 2011	International Congress Tourism, Leisure and Culture - Destinations, Sustainability & Competitiveness	<a href="https://www.uc.pt/fluc/cegot/ctlc2011coimbra/ctlc2011/">https://www.uc.pt/fluc/cegot/ctlc2011coimbra/ctlc2011/</a>
13.	Boston, Massachusetts, United States	15 to 16 October 2011	Knowledge Globalization Conference 2011-Boston	<a href="http://www.kglobal.org">http://www.kglobal.org</a>
14.	Singapore	7 to 8 November 2011	Annual International Conference on Human Resource Management & Professional Development in the Digital Age (HRM & PD 2011)	<a href="http://www.hr-mgt.org">http://www.hr-mgt.org</a>
15.	Delhi, India	4 to 5 January 2012	Ethics, Morality, and Spirituality is the broad theme of XIII International Seminar	<a href="http://www.internationalseminar.org">http://www.internationalseminar.org</a>
16.	Seoul, Korea (South)	28 to 29 February 2012	International Management World Congress	<a href="http://im-worldcongress.review-gjsg.com">http://im-worldcongress.review-gjsg.com</a>
17.	Thessaloniki, Greece	23 to 27 May 2012	World Media Economics & Management Conference 2012	<a href="http://www.worldmediaxconf.com/">http://www.worldmediaxconf.com/</a>
18.	Vancouver, Canada	6 to 8 July 2012	Twelfth International Conference on Knowledge, Culture and Change in	<a href="http://ontheorganization.com/conference-2012/">http://ontheorganization.com/conference-2012/</a>