

Winter

Planning a Successful Conference

Your professional association just asked you to plan next year's conference. But where do you begin? Cynthia Winter, a professional meeting planner with 25 years' experience planning academic conferences, guides you through the many details necessary for planning a successful, smoothly run conference. Winter addresses the planning process for the novice conference chair, from the initial design to the final wrap-up, with useful advice on some of the major tasks involved: program planning, budgeting, pricing, finding a suitable location, advertising, scheduling rooms, finding speakers and entertainment, and organizing banquets. This volume also describes the benefits to and activities of savvy conference attendees. A series of appendixes and resource listings provide you with the tools you'll need to run an enjoyable, informative conference.

This useful guide demystifies the conference process. The author, a professional meetings planner with 25 years experience, addresses all aspects of conference planning including: programme planning; budgeting; finding a location; advertising; and finding speakers and entertainment.



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