



# In Any Event: Top Tips on Managing any Corporate Event

*Simon Maier*

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## **In Any Event: Top Tips on Managing any Corporate Event** Simon Maier

What are the greatest events of all time? Why do some events move, entertain or sell to us, while others just don't? Answering these questions and more *In Any Event* is an essential guide to all aspects of event management. Whether you are planning a crucial meeting, product launch, a road show or VIP conference, this book showcases the most important elements that go towards making any event a success, explaining how things can be made to go not just right but *brilliantly*.

Written by an event management expert, Simon Maier, and featuring advice, international case studies and interviews with people in the know, it will become a must-have for anyone who wants to wow their audience.

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