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The event planning industry is host to numerous job titles and job descriptions. Event planner, meeting planner, event coordinator, convention planner, and event manager to name just a few. The list seems endless. As the industry grows, so does the list of job functions.

Event Management vs. Planning: What's the Difference?

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Event Management Taking the headache out of event planning Streetwise provides the essential elements before and after a one-off or regular event.

From Trade Shows to Conventions, Fundraisers to Galas, Everything You Need for a Successful Business Event

A fully updated guide to the state-of-the-art guidelines, strategies, and new technologies in modern event planning A must-have resource for every event planner, manager, caterer, and student, this in-depth guide covers all aspects of the event planning process. Written by expert event manager Julia Rutherford Silvers, the book outlines the tools and strategies to effectively procure, organize, implement, and monitor all the products, vendors, and services needed to bring an event to life. Enhanced throughout with useful checklists, tables, and sample forms, the book includes chapters on everything from Developing the Event Site and Providing the Event Infrastructure to Ancillary Programs, Food and Beverage Operations, and Vendors and Volunteers. The practical information is supplemented throughout the book by "On-Site Insights" featuring real-world examples from successful event planners, as well as chapter objectives, discussion questions, and exercises in professional event coordination to help readers build key skills and test their knowledge. From weddings to corporate conferences and from intimate events to huge festivals, Professional Event Coordination is a versatile guide to planning events of all kinds.

'Corporate Politics for IT Managers: How to get Streetwise' addresses some of the most persistent problems faced by IT managers which undermine their power and influence in their organizations and which prevents them obtaining seat on the board of directors. It deals directly with the IT stereotype and offers advice on how to survive and then thrive despite the odds being stacked against the IT manager. Divided into four parts, 'How the IT Manager Gets Streetwise' begins by placing the IT stereotype in context, and proceeds to challenge the IT persons' habitual behaviours of the past, and present ways of rethinking IT services, before concluding with how managers can become "streetwise" in today's organizations. There are many books on the market telling IT managers how to construct IT and IS strategies, and even more on how to 'run' an IT department or function. However, few deal with the politics in organizations. 'Corporate Politics for IT Managers: How to get Streetwise' equips IT managers with the necessary skills to cope successfully in the political arenas of the boardrooms in today's businesses.

In Streetwise for Book Smarts, Celina Su examines the efforts of parents and students who sought to improve the quality of education in their local schools by working with grassroots organizations and taking matters into their own hands. In these organizations, everyday citizens pursued not only education reform but also democratic accountability and community empowerment. These groups had similar resources and operated in the same political context, yet their strategies and tactics were very different: while some focused on increasing state and city aid to their schools, others tried to change the way the schools themselves operated. Some coalitions sought accommodation with administrators and legislators; others did not. The events Su describes began with a series of stabbings in Bronx high schools during the 2003-2004 school year. After this rash of violence, several grassroots groups cited the need for additional safety patrols. Mothers from one school spoke of how they had previously protested until they got extra officers, a fairly scarce resource in New York public schools, at their local elementary school. Others asserted that not all the safety patrol officers already in place were treating students humanely. Parent organizations and school officials battled over who was to blame for the school violence. Did a police presence solve the problem, or did it exacerbate the schools' violence-prone conditions? Members of different groups proposed and mobilized behind a range of remedies. These divergent responses shed light on the ways in which the choices made by each organization mattered. By learning from Su's close observation of four activist groups in the Bronx, including Mothers on the Move and Sistas and Brothas United, we can better understand strategies that may ultimately lead to better and safer schools everywhere and help to revitalize American democracy.

Owning and operating a restaurant is one of the most challenging endeavors an entrepreneur can take on--the hours are long and grueling, staff turnover averages 130 percent, and many fail within their first year. Streetwise Restaurant Management walks you step by step through each aspect of opening and managing a restaurant. This guide covers the practical issues you'll face on a daily basis and offers tips from an experienced restaurateur about the risks and rewards of restaurant management. Is owning or managing a restaurant right for you? It can be if you have Streetwise Restaurant Management as your ready reference for creating front-of-house ambience and back-of-house efficiencies.

Mastery on a personal level is the defining advantage in the virtual world competition. Here, global competitors and the advance of new technologies require leaders to be constantly in motion--transformational motion. Personal mastery can launch and sustain a culture of transformation. In a culture of transformation, everyone has a leadership role, testing clarity and commitment against their guiding vision so each person can contribute to achieving goals at unimagined levels through renewed focus, direction and energy. In a culture of transformation, individuals rise to the occasion, ready to step forward and seize opportunities in the relay of productivity, innovation and services. At the center of this team of individuals stands the authentic leader, who fearlessly commits to sustaining creative motion by diving deep and achieving new levels of personal mastery. Now, Dr. Marta Wilson offers her proven method for unleashing the full potential of every organization--one leader at a time. With its collection of wisdom and stories gathered from the author's colorful life and from leaders across the globe, LEADERS IN MOTION is a guided reflection challenging us to tap our own potential to lead cultures of transformation and achievement.

Incorporating your business can provide numerous legal and financial advantages - it also has long-term ramifications on how you manage and structure your organization. Streetwise Incorporating Your Business will not only educate you about the benefits of incorporating your business, but will also help you determine which corporate form and structure will be the most advantageous for your personal circumstances. You will learn the details of many critical business issues, including: Whether an S corporation or a C corporation is better for your organization which state and federal regulations will affect your corporation How to avoid hidden costs associated with incorporating your business Tax planning strategies and required accounting practices Streetwise Incorporating Your Business will lead you through each decision, from choosing the best location to incorporate, deciding which information to include in official government filings, and learning how to organize board and shareholders meetings.

In a single, well-organized book, industry veteran Don Debelak answers all your questions about developing a marketing plan. And if you're a small-business owner, don't dismiss his book out of hand because you assume his ideas will be too expensive - he feels your pain. His advice is sophisticated yet cost-effective, and it does not rely on advertising or other pricey tactics. The book is structured clearly, with chapters on each aspect of the marketing plan. Worksheets, appendices and examples of actual marketing plans from a coffee shop to an Internet company make its content hands on. getAbstract recommends this practical guide to new entrepreneurs and others who are looking to gain traction in the marketplace.

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