



Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions

Leonard H. Hoyle

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Authored by a well-known figure in the field.

- Overview chapters explore topics such as electronic marketing strategies, funding, budgeting, promotion, and advertising.
- Individual chapters address the differences involved in marketing different types of events.
- Examines future trends and key issues such as how to reach new event attendees.
- Includes appendices with sample forms, contracts, and more.

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