



Art of the Event: Complete Guide to Designing and Decorating Special Events

James C. Monroe

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Get the essential guide to making your events extraordinary!

Event planners need professional-caliber information that explains how to decorate a venue for a special event - from assessing the client's decor needs and objectives to staying within a budget. "Art of the Event" serves as the ultimate guide to designing and decorating events and celebrations, from eight to 8,000 guests.

Written by James C. Monroe, a Certified Meeting Professional (CMP) and Certified Special Events Professional (CSEP) with decades of experience in special event design and decoration, "Art of the Event" is divided into three comprehensive parts to help readers redefine the modern profession of event design: Principles, Processes, and Practices: examines aesthetics, the design process, and professional practices The Decorative Elements: describes the various decorative elements that are used in special events and discusses how to use them in practical and specific ways The Universe of Special Events: describes various types of events that the designer is asked to create and discusses the different requirements of each, including nonprofit events, corporate events, social events, weddings, fairs, and parades

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