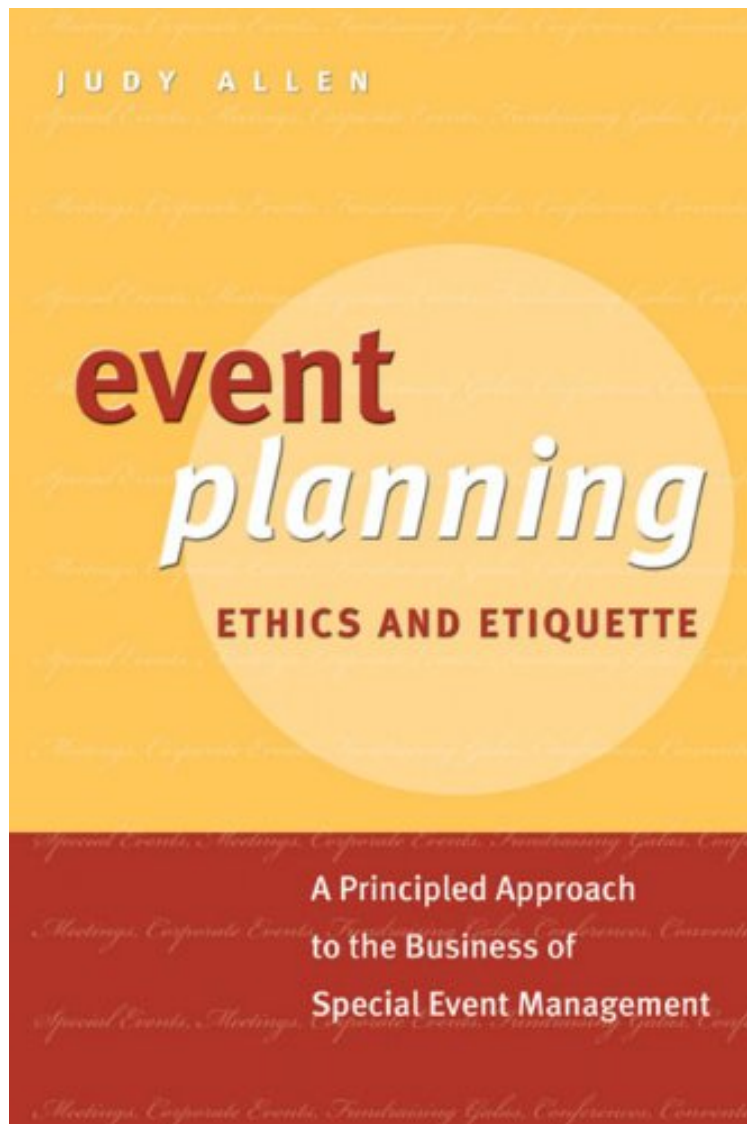


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Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management

Judy Allen

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The world of event planning can be alluring and dangerous at once—exotic locales, wining and dining, and people traveling without their spouses. In such situations the line between business and pleasure blurs and the nature of relationships gets cloudy. With a thoughtless act or a less-than-tactful word, long-lasting business relationships can be ruined forever. Beyond that, budgets are on the chopping block and competition for business is tight. In that environment, people often cut not just financial corners, but the ethical ones, too. There's a fine line between innocent perks and inappropriate gifts or kickbacks. Event planners today must navigate a minefield of potentially sticky situations that can easily blow up in their face. Without a professional code, lines of acceptable behavior are easily crossed. And what you do personally can hurt you professionally. *Event Planning Ethics and Etiquette* provides event planners with the companion they need to stay out of trouble, keep professional relationships healthy and profitable, avoid the riskier temptations of the lifestyle, and win business in a highly competitive market using ethical business practices. Explains how to establish policies and codes of behavior, in the office and onsite at events. Offers guidelines on when it is acceptable to accept a gift, what is acceptable, and what is inappropriate. Shows how to prepare yourself, as well as your staff, for what to expect, and how to handle the unexpected with business finesse. Covers business etiquette in event planning crisis management situations. Helps you to avoid putting yourself and your company at personal and professional risk. Features real-life examples and situations, and advice on how to handle them with poise and professionalism. Includes a list of "Event Planning Do's and Don'ts." *Event Planning Ethics and Etiquette* will be of value to the professional event planner; to event planning suppliers and clients working with industry professionals; as well as to those in related fields, such as public relations, administrative professionals, communications; and anyone in the hospitality, culinary, and travel industry.

A good refresher for experienced professionals and excellent reading for novices on keeping personal and professional boundaries from being crossed. -- *Corporate Meetings Incentives Magazine*, 2003
This is a must-read not only for event professionals, but also for small-business people conceiving product introductions and conference appearances. -- *Harvard Business School*
Wouldn't a professional guide to dealing with tricky questions of ethics and etiquette, come in handy? Luckily, there's "Event Planning Ethics and Etiquette." -- *Meeting News*, September 2003
"An excellent, timely benchmark for all those who strive to achieve the highest standard in the event planning industry. This invaluable resource will progressively lead event professionals through the fundamental steps in organizing, planning, and succeeding in event management. A must read!" Marta Pawych, CMM, CMP, CSEP
Director Meetings, Events Sponsorships Human Resources Professionals Association of Ontario
"The importance of developing long-term relationships between planners and suppliers is driven home in this outstanding book on ethics and business etiquette in the events industry. The reader is taken through scenarios that point out areas of ethical lapses that are often just considered as 'the cost of doing business.' Advice is given on how to choose relevant gifts that are appropriate, and not construed as a bribe or a kickback. From business meals to familiarization trips, there is practical advice on accepting or refusing perks. This is an extremely timely and much-needed book." Patti J. Shock, Professor and Chair Tourism and Convention Administration Department Harrah College of Hotel Administration University of Nevada, Las Vegas
"The goal of the Convention Industry Council is to advance the professionalism of the meeting, convention, and exhibition industry. Judy Allen's book on ethics and etiquette for event planning certainly supports this mission. We salute her efforts. In today's competitive business environment, it is now more important than ever to distinguish yourself and your company with ethical business practices. Business relationships based on mutual trust and honest business practices will weather any economic storm and build a successful future for all involved." Mary E. Power, President Convention Industry Council
"Ethics and etiquette are the ultimate foundation of event planning. This book outlines all of the criteria necessary for each and every event planner to be a success. The relevancy of this information has never been more important in the industry than it is today. My thanks to Judy Allen." Mary Lou Josey, Coordinator, Event Management Certificate Program Ryerson University
"The study and discussion of ethics is both intriguing and valuable, especially in the ever-expanding special events industry. Judy Allen's book, *Event Planning Ethics and Etiquette*, addresses many areas of this fascinating topic. I welcome a book that provokes special events professionals to examine their opinions and beliefs on ethics, etiquette, and accepted business practices." David L. Spear, CSEP
Classic Effects by Events, Inc. President, International Special Events Society (ISES)
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