



Professional Event Coordination

Julia Rutherford Silvers, CSEP



WILEY

JOHN WILEY & SONS, INC.



Contents

Foreword—Edward G. Polivka	ix
Foreword—Dr. Joe Goldblatt, CSEP	xi
Preface	xiii
Acknowledgments	xvii
Chapter 1	Anatomy of an Event 1
Chapter 2	The Event Element Assessment 27
Chapter 3	Developing the Event Site 63
Chapter 4	Accommodating the Audience 93
Chapter 5	Providing the Event Infrastructure 133
Chapter 6	Safe Operations 169
Chapter 7	Coordinating the Environment 203
Chapter 8	Fundamentals of the Production 231
Chapter 9	Staging the Entertainment Experience 269
Chapter 10	Food and Beverage Operations 293
Chapter 11	Making Event Memories 317
Chapter 12	Ancillary Programs 341
Chapter 13	Vendors and Volunteers 367
Chapter 14	Knowledge Management 397
Chapter 15	Strategies for Success 423
Appendix 1	Sample Client Interview Form 431
Appendix 2	Sample On-Site Change Order Form 439
Appendix 3	Event “Survival” Kit 441
Appendix 4	Sample Site Inspection Checklist 443
Appendix 5	References and Reading List 449
Index	457