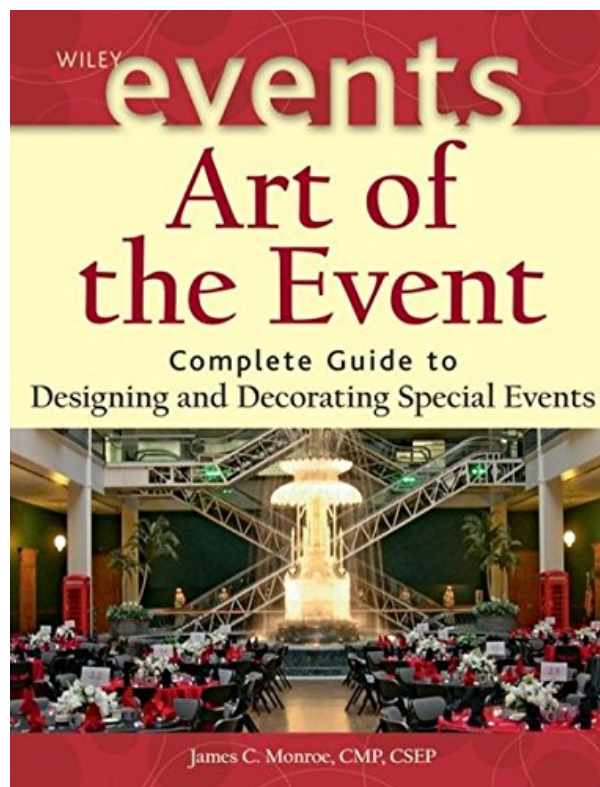
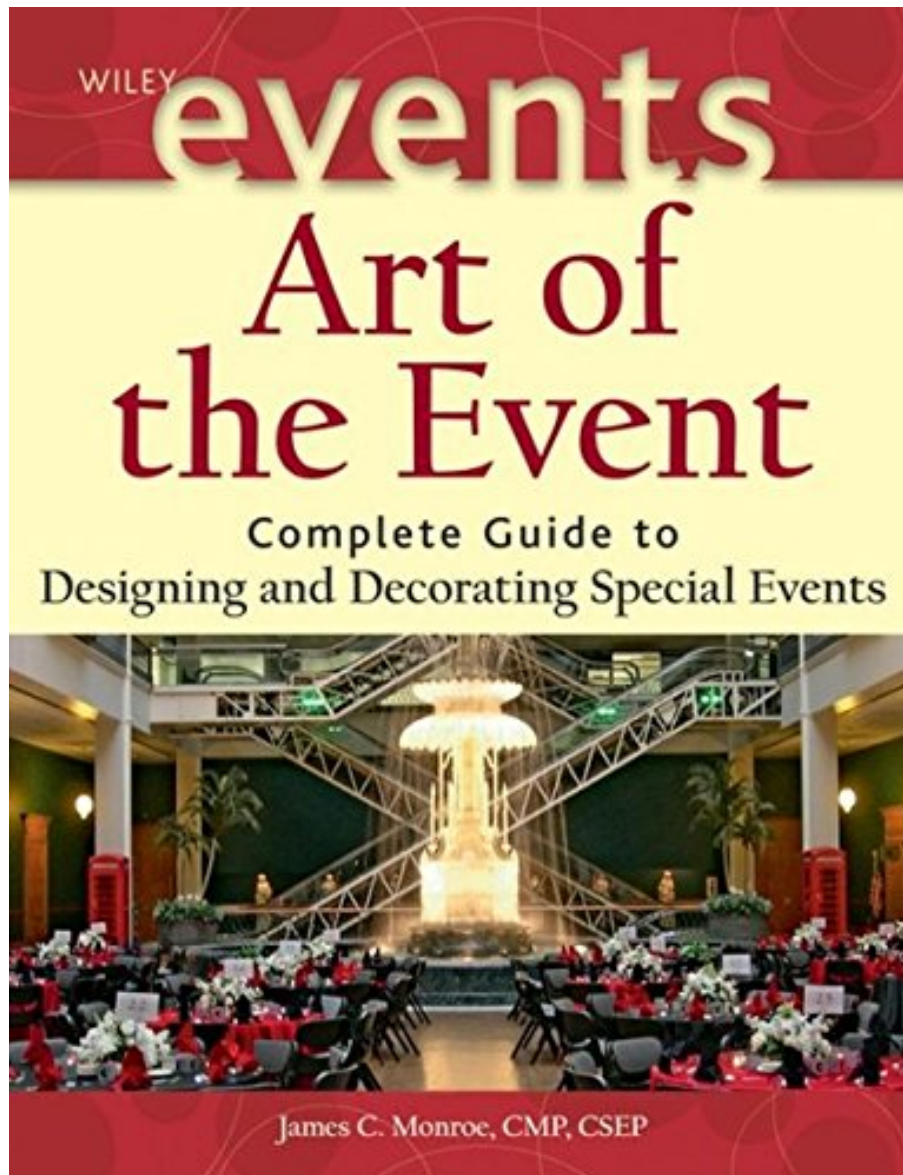


**ART OF THE EVENT: COMPLETE GUIDE TO
DESIGNING AND DECORATING SPECIAL
EVENTS BY JAMES C. MONROE**



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THE WILEY EVENT MANAGEMENT SERIES

The essential guide to making your events extraordinary

Practical strategies for designing and decorating special events

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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
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About the Author

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Most helpful customer reviews

11 of 12 people found the following review helpful.

Very comprehensive special event decor, staging and managing

By Lianne Pereira

A great resource for all aspects of event management -- full of innovative ideas, creative designs for all budgets, and fascinating insider information on how it all gets accomplished. I highly recommend this book for both experienced and novice event planners and professionals.

9 of 10 people found the following review helpful.

#1 resource for event planning

By Sherry DeLaGarza, CMP

This book is jam-packed with practical and useful tips on adding just the right touches that take an event from being "good" to "totally outstanding". No matter the budget or type of event - there is something for everyone. I don't intend to plan any events without first consulting this book.

5 of 6 people found the following review helpful.

Good book although it is written like a textbook

By V. Slavich

I just graduated from college and am thinking of pursuing a career in Event Planning. I ordered this book to learn more about the subject only to find that it was another textbook! With that being said, it is a good book still. Some of the administrative information is pretty basic but I find the artistic design elements that are weaved throughout the text to be rather interesting. It is as good book to get acquainted with the industry, just expect it to be written like a textbook.

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