



Kompendium Event-Organisation: Business- und Kulturveranstaltungen professionell planen und durchführen (German Edition)

Thomas Kästle

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Die fulminante Präsentation eines neuen Automodells, ein mittelalterliches Stadtfest oder ein stimmungsvolles Vereinsjubiläum – es sind Veranstaltungen, die ihren Besuchern in Erinnerung bleiben sollen. Wer es geschafft hat, ein solches Ereignis auf die Beine zu stellen, kennt die vielen Herausforderungen, die sich daraus ergeben. Die Vorbereitung einer solchen Veranstaltung macht Spaß, bedarf aber jeder Menge Expertise.

Der Autor erklärt die professionelle Organisation, Planung und Durchführung eines Events in all seinen Entwicklungsstufen. Einsteigern vermittelt das Buch die wichtigsten Grundlagen für die Eventplanung, sie erhalten die wichtigsten rechtlichen, steuerlichen und organisatorischen Basics zur Konzeption eines Events. Es zeigt zudem auf, wie Events als Mittel zur Kundenbindung und-gewinnung, zur Begeisterung von Mitarbeitern, Mitgliedern, Touristen oder Bürgern eingesetzt werden.

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