

The Complete Guide to Careers in Special Events

Gene Columbus

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Gene Columbus : The Complete Guide to Careers in Special Events before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to Careers in Special Events:

4 of 4 people found the following review helpful. Best Expert + Best Entertainment Company = Best InsightsBy Mark D. JonesWhen you're making decisions about something as critical as your career, you want the very best advice possible. You want an advisor who is a proven expert, with a long history of real-world success from the most respected organization in that industry. In short: You want the best FROM the best.As a former leader at Walt Disney World, the renowned benchmark of entertainment and special events, I had the pleasure of working with the legendary Gene Columbus. No one is respected more for his comprehensive expertise about this dynamic and multi-faceted industry than Gene. His vast amount of insights and amazing connections across all aspects of special events careers fills this book to overflowing. If you want the best strategies and tactical tips for success in special events, there is no better source - or resource - than this book.If you are serious about a career in special events, this will be the best investment you could possibly make in preparing for, and achieving, your dream job. Buy this book today!1 of 1 people found the following review helpful. Get a Head StartBy CustomerThis is a fabulous book by Gene Columbus, a

man who has worked in every aspect of show business and special events. At Disney, Columbus was responsible for guiding the careers for hundreds of young people, and he became known as the premiere career guru. Here, he shares his years of experience with insider advice that will truly give the reader a great advantage in today's economy. I would highly recommend this book for anyone looking at a career in special events, hospitality, tourism or the arts. Columbus is an inspirational figure who will help your career go from strength to strength. 0 of 0 people found the following review helpful. The Complete Guide to Careers in Special Events By Professor Joe Goldblatt The Complete Guide to Careers in Special Events is the most comprehensive tool for aspiring as well as experienced professionals in the field of special events. The author is a 40 year veteran of Walt Disney World who was responsible for casting entertainers and others throughout the world. His treasure trove of experience, knowledge and wisdom will give every reader a head start to find the right place in the special events spotlight. Get ready to walk up the red carpet to your new career by first reading The Complete Guide to Careers in Special Events by Gene Columbus.

The step-by-step process in Careers in Special Events will help event planners showcase their skills. It shows them how to create a unique and creative approach with a proven plan. Industry professionals provide insight and advice on gaining the appropriate skills, making contacts, networking, and using knowledge to ace job interviews. Various Action Steps are featured throughout the pages, as well as exercises to reinforce concepts. The Practice Activity at the end of each chapter helps measure progress and identify areas of individual focus. Samples of cover letters and thank you notes in addition to dining etiquette when interviewing over a meal are also presented to give event planners all the tools they'll need to succeed.