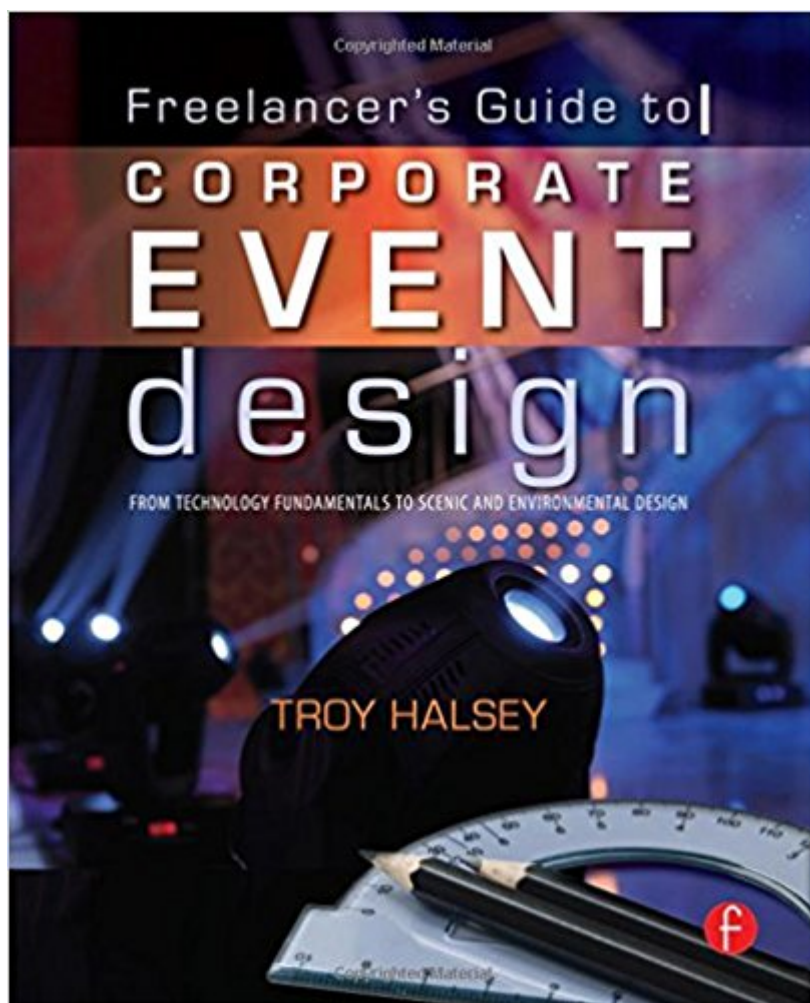




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# Freelancer's Guide To Corporate Event Design: From Technology Fundamentals To Scenic And Environmental Design



## Synopsis

The Freelancer's Guide to Corporate Event Design is the only book that will get the reader up to speed on the ever-changing and growing industry of corporate production. Written by one of the industry's leading designers, this book uses a candid and straightforward style to illustrate the process of designing a successful event. Learn the fundamentals of venue selection, rigging, lighting, audio, video, and scenic design with informative diagrams and detailed illustrations. This guide will show how to plan, design, and execute events of any size. Additionally, the designer will be armed with a strong knowledge of common mistakes, tips and tricks, and industry standards that will build and train a production team prepared for just about anything.

## Book Information

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## Customer Reviews

"Offers fascinating insight into the bigger picture of how events are assembled, a great sense of where video fits into the corporate event designer's vision, and the perception of the role of the video crew in the event design world."--EventDVLive "Written in a conversational tone, this guide offers an overview of the corporate event-design industry and gives many on-the-job tips and advice usually only found in training or internships. Information is presented in the same order experienced by an intern in a small event-design agency or production company. Coverage encompasses technical aspects such as rigging, video and projection, audio, and speaker support, as well as team and planning issues such as design processes, fire marshal approval, and drafting software. The guide also covers developing a design palette, corporate versus theatrical approaches to

scenic design, scenic materials and construction, and how to present the design. The book is illustrated with color photos. The guide can be used by new designers, by theatrical designers and producers transitioning to corporate event planning, and by members of the corporate event planning committee. Halsey is an event producer and production manager."--SciTech Book News

While many books have been written discussing the strategies and approaches to successful Corporate Event Production, only the Freelancer's Guide to Corporate Event Design offers a fundamental overview of the industry previously left to on-the-job training and mentoring. Complemented by full color illustrations and diagrams, this book covers the information required to jump start a career in event planning and design, including: \*Details on scenic design and production aspects of corporate live events, including venue selection, seating, rigging, lighting, audio, and video \*Insights on tips, tricks, industry standards, and common mistakes that will build and train a production team prepared for just about anything \*Environmentally friendly "green" suggestions, and more Whether you are theatrical designer looking for a steady paycheck, a freelance producer transitioning to live events, or a member of a corporate event planning committee, this book will teach you the essential technologies and processes needed to design a successful event of any size.

This is a great resource for anyone in the event industry, from meeting planners, producers, to technical hands/leads. Lots of information well thought out, and a good refresher to even the most seasoned personnel.

Great book! Help me make the transition from Trade Show designer to Event designer. Always next to my computer!

I was given a copy of this wonderful book by one of my event vendors. I quickly ordered a few more copies for co-workers. This has to be the best event design book available and I feel like it was written for me personally. I have been hiring companies to produce my events for over a decade and have picked up a lot of lingo along the way. But this book finally explains the why and how for my events. Excellent excellent resource for event planners. And I think my vendors and I will be speaking the same language now. That is if I can memorize everything in the book. I highly recommend this book!

This, along with Doug Matthews two books on events, makes for a great start for any serious event planner library. If you are doing simple banquets with little staging or production, you won't need this, but if you are intent on learning how to do bigger, more involved events, I can't think of a better primer. I've recommended it to dozens, and even some of the harshest critics of books (college students) have remarked to me how useful it has been to them. Highly recommend!

Nice book, just substitute 4:3 to 16:9 on ratio of images and it works fine, I would buy and updated book.

good book

Great Book !!!!

A comprehensive, yet concise, overview of virtually every aspect of event design. I would recommend this to anyone entering the profession, as well as those familiar with only one aspect of the industry - it would give them a well-rounded overview of all the major facets of the business.

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