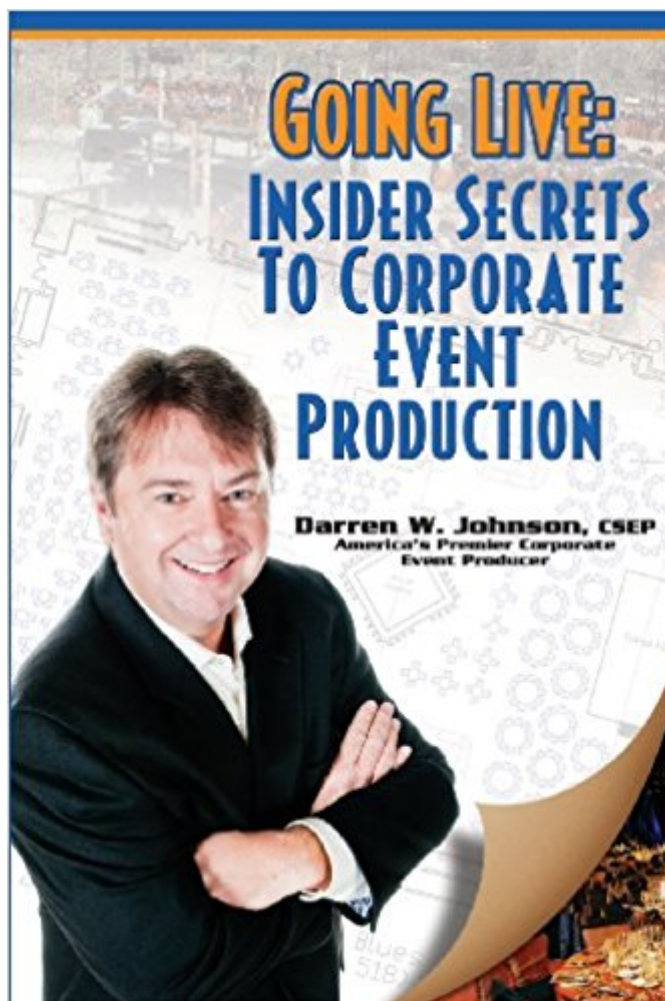


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# Going Live: Insider Secrets To Corporate Event Production



## Synopsis

What does it really take to produce a great live event? Darren W. Johnson, America's leading expert in corporate event production, distills three decades of hands-on experience to give you the key dos and don'ts for spectacular events. From planning to clean-up, *Going Live: Insider Secrets to Corporate Event Production* covers all the critical information you need to succeed in the business. Darren blends real life stories with insider tips and master strategies in this entertaining and educational resource for anyone involved in the event planning and hospitality industries.

## Book Information

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## Customer Reviews

"Great reading, great ideas, great tips!" ~David Ball, Director of Convention Center Operations, Caribe Royale Orlando "For anyone wanting to be in the event business, this is a must-read book. This book should be mandatory reading for industry students and professionals alike." ~Bill Quain, Ph.D., Author/Professor University of Nevada Las Vegas "Darren's tips are priceless for a great event." ~Bob Guiney-TV host and Bachelor Bob from ABC's hit TV show "The Bachelor" "Darren's tips are so spot-on, and I plan to share them with my students and others looking to get into this industry!" ~Premila Whitney, Instructor University of Central Florida Hospitality Management "If you are organizing any type of event (small or large), read, absorb, and use the brilliant strategies in this amazing book by Darren Johnson. There is a reason he is hired to produce events and consults for the biggest companies in America - because Darren is the BEST!" ~James Malinchak, Featured on ABC's hit TV show, "Secret Millionaire" "This book provides a wealth of

valuable information and quickly demonstrates the depth of Darren's knowledge and experience."

Fritz Lehman Founder, Hello Florida Destination Management Company

Unexpected weather. Unreliable entertainment. Uninvited pests. Unanticipated power outages. Underestimated food and drink. If you're working in the multi-billion dollar event production industry, it's a sure bet that at some point, your event will come face-to-face with a potential or actual disaster. Whether you plan public events (fairs, festivals, concerts, sporting events or races), social events (weddings, birthdays, bar and bat mitzvahs, anniversaries, graduations, and fundraisers) or corporate events (trade shows, seminars, workshops, brand-to-consumer events, product launches, employee recognition and customer appreciation events), you know that things can and often do go wrong. *Going Live: Insider Secrets to Corporate Event Production* will help you navigate the minefield of potential disasters and unforeseen mishaps inherent in every event, enabling you to run a smooth, successful event every time. The author, Darren W. Johnson, is America's premier corporate event producer. In this book, he shares thirty years of experience and offers tips, stories and tools so you can learn how to plan for every detail that could possibly derail your event and, just as important, how to be ready when the unexpected happens - which it inevitably will. Filled with time-tested principles, practical advice and plenty of resources, *Going Live: Insider's Secrets to Corporate Event Production* belongs on the bookshelf of anyone involved in event planning or hospitality management. [darrenwjohnson.com](http://darrenwjohnson.com) [DudleyCourtPress.com](http://DudleyCourtPress.com)

*Going Live: Insider Secrets to Corporate Event Production* is very easy to read and very informative. I highly recommend it! If you do any events at all you will learn a lot! The book seems to apply to more than just corporate events. The book explains what to do in situations or problems that come up and how to react to them. It also gives you a lot to think about before you even start planning an event.

I gained some real insight into the Corporate Event Production by reading this book. It has some very helpful hints on my own parties large or small. Darren puts it in words that all of us can relate to and can put into practice, I especially loved his very unique way of telling the stories and how to learn what NOT to do!!

I always wondered how these big parties and events came together. After reading this book, I'm amazed at how much work and thought (and nerves of steel!) are put into these fabulous events!

The personal stories and overall humor and charisma of the author make this a very enjoyable book to read. I literally couldn't put it down once I started reading it.

Having been offered a position to coordinate a few trade shows, I read a few books and this was the most helpful.

I worked with Darren in the competitive Florida special events market years ago and was anxious and excited to get my hands on this book. I was very happy to see that Darren tips the "real work" from his hands-on experience over years in the hospitality industry. Whether you're new to the industry and looking for a head start, or a meeting planner with years of experience, this book offers invaluable tips on every aspect of the events industry and give you a terrific lead over your competitors. From dealing with challenging clients, to marketing, to managing myriad details for actual elaborate events, I found great tips that I can actually implement immediately on almost every page. Highly recommended!

Loved this book! Going Live provides incredible insights and user friendly tactics for delivering memorable events. This is the premier book on delivering successful live events. Everyone can leverage ideas and tips from Darren's 30 years of experience in delivering some of the biggest live events in America. I enjoyed his humor while telling real life stories from past events. Highly recommend this entertaining and educational resource.

You may not personally know Darren but within a very short time into this book you will know he is the one who can guide you to success. When you have finished the book, now you know Darren. He covers everything no matter how trivial it may seem. It can be the little things that trip you up and he knows how to keep you from tripping. You don't just read this book and put it away. You read it and then you re-read it and highlight the sections that you want to remember and/or emphasize. Then you keep it handy on your desk for reference. SO it is an educational book that soon becomes your encyclopedia of planning. You will not be disappointed.

Even though I wouldn't do my own corporate event, working on a smaller scale, like a daughter's wedding, or a sweet sixteen party that involves over 100 teenagers, when I read Darren's book, it gave me an inside scoop on creating a party that comes together easily and smoothly, has all the right elements and where all my guests are happy and having fun. His book gave me the confidence

to know I can handle my own personal event.

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