



# Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions

*Leonard H. Hoyle*

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## **Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions**

Leonard H. Hoyle

Authored by a well-known figure in the field.\* Overview chapters explore topics such as electronic marketing strategies, funding, budgeting, promotion, and advertising.\* Individual chapters address the differences involved in marketing different types of events.\* Examines future trends and key issues such as how to reach new event attendees.\* Includes appendices with sample forms, contracts, and more.

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