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The Executive s Guide to Corporate Events and Business Entertaining: How to Choose and Use Corporate Functions to Increase Brand Awareness, Develop New Business, Nurture Customer Loyalty and Drive Growth (Hardback)

By Judy Allen

John Wiley and Sons Ltd, United Kingdom, 2007. Hardback. Condition: New. 1. Auflage.
 Language: English . Brand New Book. An industry expert shows readers how to get the best return on investment from corporate events Corporate events and business entertaining are a major part of a company s communication, marketing and public relations strategy. They are used by businesses of all sizes to solicit new business, create a corporate or brand image, and retain and build loyalty with existing suppliers and customers. They can also be used effectively to elicit peak performance from employees and produce camaraderie and teamwork among co-workers. The corporate event bar has been raised dramatically and the competition to craft something original that will help a business create public awareness as well as industry and media buzz is fierce. Staged effectively, business functions can contribute to a company s success, standing, profitability and business development. But corporate events and business entertaining can also seriously damage a company s image and put the company and its management in potentially high-risk situations if not handled carefully, professionally, and appropriately. Corporate boards and chief executives are now seeing how company scandals played out in the headlines can estrange customers,...



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