



# Opening Night: Creating Successful Events

*John Owens*

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## **Opening Night: Creating Successful Events** John Owens

Opening Night is designed to help those people in the Fair, Festival and Event business in 5 different areas. How to get the most out of their Media buying, different ways to market the event, how to secure, grow and retain sponsorships, How to buy and use entertainment to grow attendance and increase revenue and how to produce the event for the 21st Century.

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