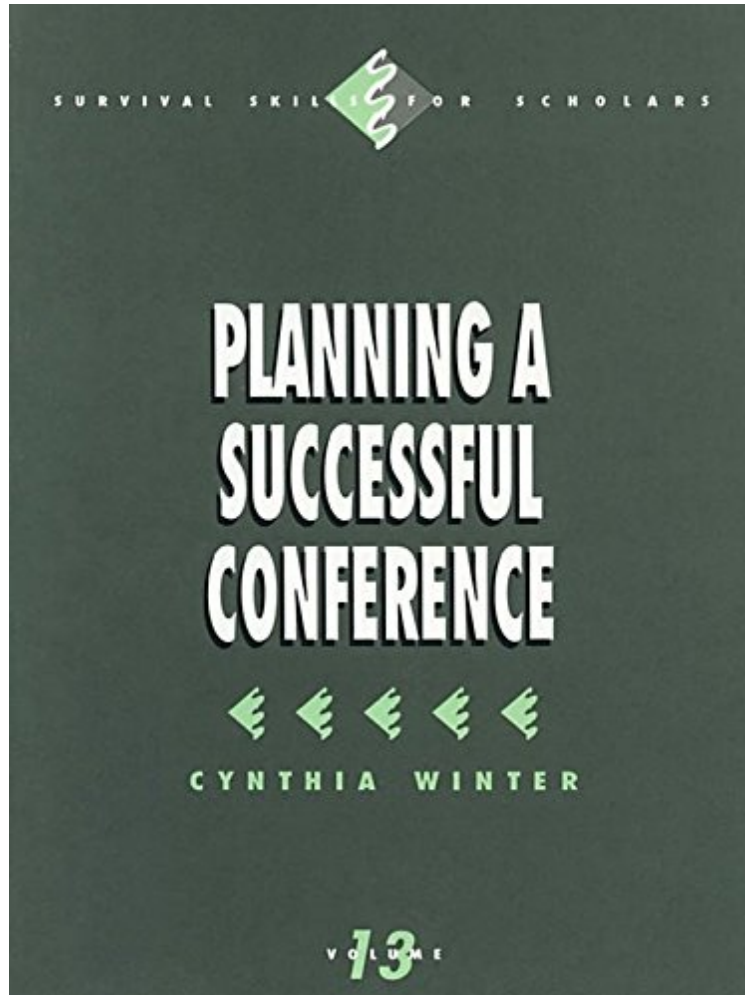


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This useful guide demystifies the conference process. The author, a professional meetings planner with 25 years experience, addresses all aspects of conference planning including: programme planning; budgeting; finding a location; advertising; and finding speakers and entertainment.