



What Color Is Your Event: The Art of Bringing People Together

Dianne Budion Devitt

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This book approaches the communication value of live experiences through events and meetings. It provides a refreshing and unique perspective on the correlation of advertising and public relations and the relationship among these three disciplines to increase the efficacy of a business message. The book gives a distinct perspective on the creative elements used to make these messages come alive like an effective print ad or public relations campaign through color, food, music, entertainment, and other components. There is an important focus on the importance of themes as connectors to tell the story and tips on how to develop plans that can be used from senior management to the aspiring event student.

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