



# CONFERENCES THAT WORK: Creating Events That People Love

*Adrian Segar*

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**CONFERENCES THAT WORK: Creating Events That People Love** Adrian Segar

The classic book on participant-driven and participation-rich events.

Expert conference designer and facilitator Adrian Segar supplies a penetrating analysis of the limitations of conventional conferences, a clear explanation of a compelling alternative, and a complete road map to creating a meaningful and memorable conference experience for every attendee--every time.

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