



# Producing Success: A Career Guide for Conference Producers

*David M. Hoffman*

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Producing Success: A Career Guide for Conference Producers is the only book that provides a roadmap for career minded conference producers. Producing Success offers insights and observations gleaned from over a decade producing content-driven industry conferences for independent events companies. Part memoir, part motivational treatise, the book highlights the rich experiences that lie within the madness. Each chapter suggests resources for further reading and training, as well as exercises that help you expand your outlook and improve your skill set. Producing Success is a critical tool for producers looking to open new doors, develop a vision, and put your imagination, creativity, and positive attitude to work for you. Engaging and relatable, there is no other book like it for conference producers.

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