



HOW TO ORGANIZE AND MANAGE A
seminar

WHAT TO DO
AND WHEN
TO DO IT

SHEILA L. MURRAY

"As a professional speaker who has innocently found himself involved in his share of poorly run conventions and seminars, I warmly embrace Sheila Murray for her great 'how to do it right' handbook, and I pray that every seminar leader and meeting planner not only buys a copy but studies it."

—Og Mandino
Author, lecturer

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