

Works Cited

Bhe, Tony., et.al . *Event Management and Best Practices*. USA: IBM Corporation. 2004.

ibm.com/redbooks. Web. 23 August. 2017.

Drs. Daryanto. and Dr. Muljo Rahardjo. M.Pd. *Teori Komunikasi*. Yogyakarta: Penerbit Gava
Media. 2016.print

Event Marketing Strategy: Timeline, Template and Tactics. www.eventbrite.co.uk/blog/.
17 June 2017. Web

Event Planner's Event Management Planning Checklist. www.eventchecklist.net/.
17 June 2017. Web

Koch, Richard. *Strategy*. Batam Centre: Penerbit Interaksara. 2005. Print

Leonardo UK National Agency. *Event Management Tips Guidance for Success*. Birmingham:
ECOTEC Research and Consulting Limited. 2006. agence-erasmus.fr. Web. 19
September. 2017

Lukitasari, Lola. Personal Interview. 31 March. 2017

OIA Profile. oia.ugm.ac.id/. 10 May 2017. Web

Wulandari, Cahya. Personal Interview. 6 May. 2017