**Managing an event: Events delivered by small businesses**

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|  | Outline of the event | Purpose of the event | Target audience of the event |
| **Event 1** |  |  |  |
| **Event 2** |  |  |  |

**Managing an event: Analysis of communication methods and channels**

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| **Selected example of event:** | **Methods and channels of communication used by this event** | **Analysis of the effectiveness of methods and channels used**  |
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