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Research Summary

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SUMMARY

The current need is the improvement of data collection methodology, as well as improvement of instrumentation. Methods must be adopted from parent sciences, such as marketing and advertisement. Individuals who are involved in special events planning must learn the fine points of application to improve the quality of the data. They must also learn to interpret this data and how to use it to make better decisions. There must also be new methodologies developed that have specific application to the special events planning, especially one-time events.