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## Introduction: World's Fair

Visions Editors

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# World's Fair

## INTRODUCTION

There are two different perspectives in the planning and implementation process that occur in the development of an event as large as the World's Fair. One is from the inside, which includes those involved in base operations and those outside, who are involved in providing goods and services or are the clients. The most important perspective in the following presentation is noting the processes used to develop the World's Fair proposal through implementation. The first of these processes is based upon a community's ability to sell its uniquenesses and convince an agency that they have the expertise and resources to stage such an event. The first competency needed is sales and marketing because at that stage the World's Fair is only an idea. The processes in the second phase from an insider's viewpoint is being able to work with people. The skills involved here are more than public relations but involves organizing and arranging tremendous amounts of information. Effective organizational structures are essential for implementing a successful operation.