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World's Fair Summary

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SUMMARY

A key element in the preceding presentation is one of an insider's perspective, outlining the processes used to obtain and execute an event such as the World's Fair. One of the essential ingredients in the relationship between the internal and external forces is to produce a comprehensive, long range plan. The basic problem with the World's Fair in Knoxville was not the organization but the marketing approach to convince the external forces that they could successfully operate an event of this magnitude and manage it on an effective basis.