

Professional versus community

What are the main differences between a professional event and a community event?

We have an event that has been running for over 25 years. It is a celebration of a crop that our area is famous for and runs for about 7 days. However it is totally locally focused and really does not bring many visitors or revenue into the area. Does anyone have a model or structure that we can use to help move this event from a community event to one with professionalism and pizzazz, while still retaining the community ownership?

For more, visit: <https://www.bizcommunity.com>