



Conferences and Conventions 3rd edition: A Global Industry (Paperback)

By Tony Rogers

Taylor Francis Ltd, United Kingdom, 2013. Paperback. Condition: New. 3rd New edition. Language: English . Brand New Book. Conferences and Conventions: A Global Industry 3rd edition provides a comprehensive introduction to the key elements of the global conference, convention and meetings industry. It examines the industry's origins, structure, economic, social and environmental impacts, education, training and career opportunities, and the industry's future development. It also explores its links with the wider tourism industry, and suggests that there should be a realignment of these links, putting a greater focus on designing, executing and measuring meeting and convention contents so that they have a purposeful impact on participants, thus creating greater value for stakeholders. It suggests that there should be greater emphasis on the role that meetings play in economic, professional and educational development, promoting the benefits they provide in knowledge exchange, scientific research, technology transfer, networking and motivation and showing clearly what such business events actually accomplish. This revised 3rd edition has been updated to reflect current trends and emerging topics and achieve a more international approach. This edition has also been updated with the following features: New content on social media, web based marketing, the use of technology,...



[READ ONLINE](#)
[6.49 MB]

Reviews

An extremely wonderful book with lucid and perfect information. It is one of the most awesome publication I have read. Your life period will probably be enhanced the instant you start looking at this pdf.

-- Prof. Dan Windler MD

It is really an amazing publication I actually have at any time read. It is really simplistic but unexpected situations inside the 50 percent of your pdf. Its been written in an exceptionally simple way in fact it is just right after I finished reading this ebook where it actually transformed me, altered the way I really believe.

-- Dr. Celestino Spinka III