

Download Free The Convention Industry Council Manual Free Download Pdf

The Convention Industry Council Manual **Convention Industry Council Industry Glossary** **The Convention Industry Council International Manual** **The Convention Industry Council Accepted Practices Exchange (APEX) Industry Glossary** **Convention Industry Council's APEX Industry Glossary** **Professional Meeting Management Event Planning Basics** **APEX Industry Glossary** **The Ultimate Cmp Study Package** **Hotel Convention Sales, Services, and Operations** *Meetings, Expositions, Events, and Conventions* **The Convention Liaison Council Glossary** **Hotel Convention Sales, Services and Operations** **Conferences and Conventions** **Conferences and Conventions 3rd edition** **Business Event Legacies** **International Encyclopedia of Hospitality Management** **International Encyclopedia of Hospitality Management 2nd edition** **Marketing Destinations and Venues for Conferences, Conventions and Business Events** **Marketing Destinations and Venues for Conferences, Conventions and Business Events** **Hotel Contract Negotiation Tips, Tricks, and Traps** **Marketing and Managing Tourism Destinations** **Event Marketing** **Event Marketing Events, Society and Sustainability** **Conferences and Conventions** **International Dictionary of Hospitality Management** **Official Gazette of the United States Patent and Trademark Office** **Model Tax Convention on Income and on Capital 2017 (Full Version)** **Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition** **The Routledge Handbook of Business Events** *Business Events* **Simplified Events Management** **Destination Marketing** **The 21st Century Meeting and Event Technologies** **Special Events** *Extraordinary Jobs in Leisure* *The Meeting Architecture Process* **The Human Resources Glossary** **Sustainable Event Management**

The Ultimate Cmp Study Package Jun 13 2022

Special Events Feb 15 2020 This book chronicles and champions the development, changes, and challenges faced by the global celebrations industry for event planners. New interviews are included with experienced event leaders to give a better understanding of the field. New chapters are included on green events, corporate social responsibility, and theoretical case studies. Event measurement, evaluation, and assessment topics are integrated throughout a number of the chapters. Over 200 new Web resources and appendices show how to save money, time, and improve the overall quality of an event. Event planners will also learn how technology may be harnessed to help them improve their events' financial, quality, environmental and other strategic outcomes.

Marketing Destinations and Venues for Conferences, Conventions and Business Events Jul 02 2021 **Marketing Destinations and Venues for Conferences, Conventions and Business Events** covers key areas in marketing and promotion, such as: * Trends and issues in destination and venue marketing * Strategic marketing planning, ROI and strategy evaluation * Destination and venue selling strategies * Future challenges, opportunities and supply-side developments

Event Planning Basics Aug 15 2022 Based on meeting industry standards supported by the Convention Industry Council, **Event Planning Basics** is a great tool for professionals new-to-the-industry looking for a great reference tool for a leg-up on the career ladder. It is also a great reference tool for planners who have been in the industry a few years to have "at the ready and within close reach" when they need to "refresh" on industry topics.

Meetings, Expositions, Events, and Conventions Apr 11 2022 For use in events and convention management courses **Experience the World of Meetings, Expositions, Events, and Conventions** **Meetings, Expositions, Events, and Conventions: An Introduction to the Industry** acquaints readers with the burgeoning field of event planning. Constructed with the Delphi method based on the opinions of experts and educators, the text is divided into the most up-to-date and relevant topics of the MEEC world. A comprehensive overview of all aspects of the MEEC industry, the Fourth Edition is the ideal text with which to introduce newcomers to this broad field. The text features case studies and examples that help readers relate the material to a future career in Event Planning, as well as major trends in this fast-growing field.

The Human Resources Glossary Nov 13 2019 The fast paced world of human resources (HR) management, development, and utilization requires HR professionals to fill many roles and speak many "languages." **The Human Resources Glossary** answers the demand for a single authoritative source that compiles and explains the vocabulary of HR practitioners. This glossary defines HR terms and explains th

Marketing and Managing Tourism Destinations Apr 30 2021 **Marketing and Managing Tourism Destinations** is a comprehensive and integrated introductory textbook covering both destination marketing and destination management in one volume. It focuses on how destination management is planned, implemented and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, challenges and issues they face to compete for the global leisure and business travel markets. This second edition has been updated to include: • A new chapter on visitor management that includes a section on crisis and disaster management • New material on destination leadership and coordination • New and revised content on digital marketing • New and updated international case examples throughout to show the practical realities and approaches to managing different destinations around the world. It is illustrated in full colour and packed with features to encourage reflection on main themes, spur critical thinking and show theory in practice. Written by an author with many years of industry practice, university teaching and professional training experience, this book is the essential guide to the subject for tourism, hospitality and events students and industry practitioners alike.

Hotel Contract Negotiation Tips, Tricks, and Traps Jun 01 2021 **An Insider's Guide to Hotel Contract Negotiations** Stephen Guth's latest book provides a unique insider's perspective on the high-stakes complexities of hotel contract negotiations. Covering topics from attrition to force majeure to walked guests, "Hotel Contract Negotiation Tips, Tricks, and Traps" dissects contract provisions with easy-to-understand explanations and alternate language to counter hotel negotiation ploys. Based on years of real-life experience, the practical negotiation tactics described in this book could save you tens of thousands of dollars on your next meeting and could protect you from being hit with even more in liquidated damages. Whether you are a meeting planner, ten-percenter, or just someone who is looking to get a great deal for your next group meeting, this book has something for you. Don't negotiate your next hotel deal without it!

The Convention Industry Council Manual Feb 21 2023

Simplified Events Management May 20 2020 The book explores the key elements of Event management, beginning with an overview of event management operations, the book discusses in detail management of event planning, key concepts of event, advantages and disadvantages, elements and design, event infrastructure, objectives of the event, Event Feasibility, Legal Compliance, marketing, promotion, financial management, staffing, Operations, Logistics, Safety, Security Management and careers in event management.

The Routledge Handbook of Business Events Jul 22 2020 A timely and up-to-date "go-to" reference work for business events, **The Routledge Handbook of Business Events** explores and critically evaluates the key debates and controversies inherent to this rapidly expanding subject of study and industry. The volume brings together leading specialists from a range of disciplinary backgrounds and geographical regions, to provide state-of-the-art theoretical reflection and empirical research on management aspects as well as economic, social and environmental impacts and external factors such as transportation. The book incorporates the varied expertise of some 30 expert authors to provide a definitive collection of statements in this field, accompanied by illustrative and engaging case studies embodying real-life scenarios and examples on an international scale. This book is an

excellent resource for students, researchers and academics of Events, as well as those of related studies in particular Tourism, Hospitality, Sport, Leisure, Marketing, Business and Development Studies.

International Encyclopedia of Hospitality Management Oct 05 2021 The International Encyclopedia of Hospitality Management covers all of the relevant issues in the field of hospitality management from both a sectoral level: * Lodging * Restaurants * Clubs * Time-share * Conventions As well as a functional one: * Accounting & finance * Marketing * Human resources * Information technology * Facilities management Its unique user-friendly structure enables readers to find exactly the information they require at a glance; whether they require broad detail which takes a more cross-sectional view across each subject field, or more focussed information which looks closely at specific topics and issues within the hospitality industry today. Section Editors: Peter Harris - ACCOUNTING & FINANCE Oxford Brookes University, UK Zheng Gu - ACCOUNTING & FINANCE University of Nevada, Las Vegas, USA Randall Upchurch - CLUB MANAGEMENT & TIMESHARE MANAGEMENT University of Central Florida, USA Patti Shock - EVENT MANAGEMENT University of Nevada, Las Vegas, USA Deborah Breiter - EVENT MANAGEMENT University of Central Florida, USA David Stipanuk - FACILITIES MANAGEMENT Cornell University, USA Darren Lee-Ross - HUMAN RESOURCES MANAGEMENT James Cook University, Australia Gill Maxwell - HUMAN RESOURCES MANAGEMENT Caledonian Glasgow University, UK Dimitrios Buhalis - INFORMATION TECHNOLOGY University of Surrey, UK Allan Stutts - LODGING MANAGEMENT American Intercontinental University, USA Stowe Shoemaker - MARKETING University of Houston, USA Linda Shea - MARKETING University of Massachusetts, USA Dennis Reynolds - RESTAURANTS & FOODSERVICE MANAGEMENT Washington State University, USA Arie Reichel - STRATEGIC MANAGEMENT Ben-Gurion University, Israel

International Dictionary of Hospitality Management Nov 25 2020 The International Dictionary of Hospitality Management is the must have companion for all those working or studying in the field of hospitality management. With over 728 entries, it covers everything you need to know, from a concise definition of back office systems, to management accounting and yield management. It covers all of the relevant issues in the field of hospitality management from both a sectoral level: * Lodging * Restaurants and Food service * Time-share * Clubs * Events As well as a functional one: * Accounting and Finance * Marketing * Strategic Management * Human Resources * Information Technology * Facilities Management An abridged version of the successful International Encyclopedia of Hospitality Management, its user friendly layout provides readers with quick and concise answers across this diverse area of industry.

The 21st Century Meeting and Event Technologies Mar 18 2020 Here is the first book to specifically and comprehensively address the rapid changes and advances in technology in the planning, management, and marketing of meetings and events. The multigenerational trio of authors, including Joe Goldblatt and two of his former students, Seungwon "Shawn" Lee and Dessislava Boshnakova, cover the most important aspects of using technology for today's meetings and events, such as How to harness the power of social media How to use crowdsourcing effectively How to choose appropriate room layout design software How to manage and use guest-generated content How to measure and evaluate your success How to choose meeting registration software How to promote your meeting with blogs, websites, podcasts, and more How to hold virtual meetings and events How to use search engine optimization to advantage The area of meeting and event technology is a fast-growing component of the meetings, incentives, conventions and exhibition (MICE) industry. With a foreword by Corbin Ball, an internationally renowned speaker, consultant and writer in the meetings and events technology field, *The 21st Century Meeting and Event Technologies* will be an essential resource for hospitality students and business professionals. Faculty may request an examination copy from info@appleacademicpress.com. Please provide your name and title, course title, course start date, current text, number of students, and your institution address.

The Meeting Architecture Process Dec 15 2019 This Workbook is for facilitation in the Meeting Architecture Process. It helps meeting and event professional to facilitate a series of brainstorm and work meetings to prepare a meeting or event. It is about identifying objectives and designing the event based on those objectives for a measurably better impact. Meeting Architecture was coined as a term and a future discipline in 2008 by Maarten Vanneste in his book 'Meeting Architecture, a Manifesto'. The book signaled the start for a lot of activity, development and education. A Meeting Architect, like a building architect, uses a process to develop a more effective meeting. With the meeting owner, communication, design and production people, the Meeting Architect facilitates a set of steps towards SMART Objectives and a Design that drives those objectives in a measurable way. Organizing a meeting, conference or event with 50, 500 or 5000 participants can cost serious money. and rather than saving another 5% on cost, MAP helps you shift 10% of the spend and increase impact dramatically. No rocket science, but straight forward steps, with templates, questions, illustrations etc that make you the goto professional for designing effective meetings.

Conferences and Conventions Dec 27 2020 Conferences and conventions are one of the fastest growing areas of the events industry. This is a substantially important sector yet research into many dimensions is in its infancy. This timely book, uniquely presents a 'state of the art' synthesis of the research on both demand and supply sides of the industry as well as insights into how current and future trends are affecting conferences and conventions. This volume provides a critical review of the players involved in conferences and conventions; destination image and impacts; and current and future trends. The players in the industry include attendees/delegates, professional conference organisers, and association meeting planners. On the destination side, conference venues and facilities, along with convention and visitor bureaux are examined, as well as how destination image can be developed and improved. Further, this section considers the economic, social and environmental impacts of conferences and conventions. The final section considers some of the major trends that are likely to impact on the industry, including climate change, new technologies and risk and crisis management. To reflect the sector's international nature case studies and examples from different geographical regions are included throughout. By identifying gaps in our knowledge, and presenting a collection of themes to guide future research, this book not only adds to our current knowledge, but will underpin the advancement of knowledge in the future. This book is essential reading for all those interested in Events.

Conferences and Conventions 3rd edition Dec 07 2021 *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, experiential marketing and events, the role of trade shows in conventions, issues of sustainability, and moves to create a profession for event management. Fully integrated and updated case studies to highlight current issues and demonstrate theory in practice. Also contains new case studies on the growth markets of Asia, Brazil and the Middle East. A detailed meetings and events industry lexicon. This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students' learning and understanding. This book is an invaluable resource to students following Events Management, Hospitality and Tourism courses.

The Convention Liaison Council Glossary Mar 10 2022

Sustainable Event Management Oct 13 2019 Summary: "Public parties always have and always will be a part of the human story. Yet those who stage events have a social and environmental responsibility to reduce their impacts. Written by a leader in the field, this fully updated, practical, step-by-step guide leads readers through the key aspects of how to understand and manage the impacts of events of any type and scale. Readers are provided with checklists for action and tools for measuring performance and numerous examples and case studies from across the world are integrated

throughout"--

Hotel Convention Sales, Services and Operations Feb 09 2022 This text provides a comprehensive look at the fast growing meetings and convention market segment. A useful "how- to" guide, it takes students through all aspects of selling and servicing a convention at a hotel or other group meeting facility. In addition, it profiles the customer for meetings and conventions, the planners in charge of site selection, and facilities they commonly use. Also includes "Industry Insiders" planning tips and case studies direct from professionals in Convention Services departments.

Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition Aug 23 2020 For courses in meeting, event, and convention planning. Planning and Management of Meetings, Events, Expositions and Conventions, is the first text of its kind to focus on planning (in addition to event management), and incorporates the Meeting and Business Events Competency Standards (MBECS). It is the most up-to-date book on planning and management in the meetings, expositions, events, and conventions (MEEC) industry and covers a wide range of topics dealing with these two crucial functions. The text follows a practical, hands-on approach and is an excellent resource for college courses, employee training, and professional reference. Developed as a collaborative work, the text features contributions from some of the best and most notable practitioners and educators in the field. This text will provide a better teaching and learning experience—for you and your students. It provides: Preparation for careers in event planning: The text follows a practical, career-focused approach. Professional insight: Chapters include advice and best practices from numerous industry insiders. Effective review tools: Learning and review tools facilitate understanding and promote skill mastery. The full text downloaded to your computer. With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends Print 5 pages at a time Compatible for PCs and MACs No expiry (offline access will remain whilst the Bookshelf software is installed. eBooks are downloaded to your computer and accessible either offline through the VitalSource Bookshelf (available as a free download), available online and also via the iPad/Android app. When the eBook is purchased, you will receive an email with your access code. Simply go to <http://bookshelf.vitalsource.com/> to download the FREE Bookshelf software. After installation, enter your access code for your eBook. Time limit The VitalSource products do not have an expiry date. You will continue to access your VitalSource products whilst you have your VitalSource Bookshelf installed.

The Convention Industry Council International Manual Dec 19 2022

Professional Meeting Management Sep 16 2022 The sixth edition of Professional Meeting Management is the newest edition of the longtime standard reference and textbook for the meetings industry and meetings education. This is the first student and meeting professionals textbook aligned with the new Certified Meeting Professional (CMP) International Standards, which will be used by the Convention Industry Council as a reference book for item writing for the CMP Certification Examination. It includes the most up-to-date information on current trends, strategic planning for meetings, budgeting and funding, marketing and promotion, technology, running and closing the meeting, and industry developments on the horizon.

Hotel Convention Sales, Services, and Operations May 12 2022 "Hotel Convention Sales, Services, and Operations examines the precipitating factors and emerging trends in the hospitality industry and how they have contributed to the growth of the meetings and conventions market, including a look at the financial impact of this global industry in both private and public sectors of the economy. This "how-to" guide takes students through all aspects of selling and servicing a convention at a hotel or other group meeting facility. The author introduces the types of groups holding meetings and conventions, the planners in charge of site selection, and the facilities they commonly use. The basics of marketing are introduced, and the role of Convention and Visitors' Bureaus is considered. Readers will gain understanding of the sales and negotiation process between buyers and sellers of these services."--Jacket.

Convention Industry Council Industry Glossary Jan 20 2023 glossary of terms for the meetings,events, convention and exhibition industry

Model Tax Convention on Income and on Capital 2017 (Full Version) Sep 23 2020 This publication is the tenth edition of the full version of the OECD Model Tax Convention on Income and on Capital. This full version contains the full text of the Model Tax Convention as it read on 21 November 2017, including the Articles, Commentaries, non-member economies' positions, ...

International Encyclopedia of Hospitality Management 2nd edition Sep 04 2021 The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry. There are 185 Hospitality Management degrees in the UK alone. This new edition updates and significantly revises twenty five per cent of the entries and has an additional twenty new entries. New online material makes it the most up-to-date and accessible hospitality management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from a sectoral level (lodging, restaurants/food service, time-share, clubs and events) as well as a functional one (accounting and finance, marketing, strategic management, human resources, information technology and facilities management). Its unique, user-friendly structure enables readers to find exactly the information they require at a glance – whether they require broad detail that takes a more cross-sectional view across each subject field or more focused information that looks closely at specific topics and issues within the hospitality industry today.

The Convention Industry Council Accepted Practices Exchange (APEX) Industry Glossary Nov 18 2022

APEX Industry Glossary Jul 14 2022

Marketing Destinations and Venues for Conferences, Conventions and Business Events Aug 03 2021 Marketing Destinations and Venues for Conferences, Conventions and Business Events introduces students to key areas of marketing and promotion that are essential if destinations are to compete successfully in the rapidly expanding global business event sector. It achieves this by looking at issues surrounding business event marketing, strategic planning, destination and venue selling strategies and future challenges. The 2nd Edition has also been updated to include: New content on: destination marketing organisations' and venues' use of technology, use and impact of social media, sponsorship and partnership issues, economic changes as well as their responses to demand for sustainable meetings locations Updated and new case studies on growth areas and emerging markets e.g. Middle East, Asia, Eastern Europe/Russia, Africa and South America, but also to include material on mature markets, destinations and venue operators A genuinely international focus in terms of content and examples New review and discussion questions and, where appropriate, learning outcomes New online resource package for students and lecturers including: weblinks, power point slides and project questions (coming soon). Accessible, global and informative, this is essential reading for all future business event and conference managers.

Business Events Jun 20 2020 The dynamic and fast-expanding business events sector plays a vital role in the professional lives of hundreds of millions of people worldwide by providing settings in which they can meet for the purposes of negotiation, deliberation, motivation, the dissemination of knowledge, and the celebration of their greatest career-related achievements. This book provides a sound practical and theoretical context for the study of this subject by covering, in depth, all categories of business-related events including corporate meetings, association conferences, political events, incentive travel, exhibitions, corporate hospitality, awards ceremonies and SMERF (social, military, educational, religious and fraternal) gatherings. This new edition has been extensively revised and updated to reflect recent developments in business events, including: Five new chapters on business events destination marketing, knowledge, sustainability, ethics and technology New 'It's my job' voice boxes offering practical insights from people employed in the business events industry A wide range of new case studies illustrating business events throughout the world, including emerging business events destinations such as Russia and the Middle East Written in an accessible yet analytical manner, Business Events is essential reading for all students of events, tourism and hospitality management.

Official Gazette of the United States Patent and Trademark Office Oct 25 2020

Business Event Legacies Nov 06 2021 A cutting edge understanding of the legacy in the field of business events, crucial to the future of the industry. Through eight case studies it explores how business events broker new innovations, generate trade and investment, support local communities, academics, industry, and government agendas, and drive knowledge economies.

Conferences and Conventions Jan 08 2022 "Conferences and Conventions : a global industry is illustrated with case studies and examples from around the world, including Great Britain, Germany, Philippines, United States and Australia. It also provides reflective questions at the end of each chapter so that readers can test their knowledge and reflect on the issues raised. The text looks at the following specific issues: the origins of the conference industry, business tourism and leisure tourism, the buyers and the suppliers, marketing and branding, the design of conference facilities, and employment and people." -- Provided by publisher.

Extraordinary Jobs in Leisure Jan 16 2020 Ever wonder who wrangles the animals during a movie shoot? What it takes to be a brewmaster? How that play-by-play announcer got his job? What it is like to be a secret shopper? The new.

Events, Society and Sustainability Jan 28 2021 The growth of the events industry brings with it concerns of sustainable management, the sharing of available resources, and ensuring that people and places are not over-exploited. While the environmental and economic dimensions of sustainability have attracted a reasonable attention in the study of events, the social and cultural aspects of sustainability have been largely neglected. This book brings together emerging critical perspectives, innovative conceptual frameworks and contemporary case studies. Events cannot be isolated from the actions of humans and this is reflected in the emphasis on people and society throughout. The next wave of sustainable discourse requires a critical synthesis of information and this book is the first to address the need for more critical approaches and a broader way of thinking about events and sustainability. Divided into five thematic parts, the contributions delve into understanding the mainstream stances towards sustainability, the role events play in indigenous cultures and in diasporic communities, and the extent to which events influence the public discourse and civic identity. Sustainability is also examined from a strategic perspective in the events sector, and consideration is given to issues such as corporate social responsibility, greenwashing, and the power of multi-stakeholder alliances in promoting sustainability goals. Written by leading academics, this timely and important volume will be valuable reading for all students, researchers and academics interested in Events and the global issue of Sustainability.

Event Marketing Feb 26 2021 A modern, completely updated guide to effective event marketing As the events market becomes increasingly saturated, it is essential for a successful event professional to understand the use of strategic marketing plans. Events are everywhere—in the U.S. alone, there are more than 2,500 music festivals a year, for example, while the UK hosts over 70 different beer festivals each year. In such a crowded market, how can the event planner ensure that his or her event stands out? Marketing expert Chris Preston has the answers in this second edition of *Event Marketing*. From the basics of promoting an event to the use of events as marketing strategies themselves, Preston provides straightforward advice and information on all the latest event marketing techniques. The book begins with sections on what "event marketing" really means, and how the field has evolved throughout time. Preston then explores event marketing strategies from both a conceptual and practical standpoint, and provides information on sponsorship and corporate branding. The book covers marketing for all types of events, including festivals, corporate and association events, and social functions, and a full chapter on digital event marketing covers all the latest e-marketing strategies. Case studies provide real-world examples of successful marketing efforts, while Discussion Questions for each chapter provide opportunities for further exploration of key concepts. As marketing becomes an increasingly important skill for event management professionals, this completely revised second edition of *Event Marketing* will be a must-have for working professionals, students, and aspiring event planners everywhere.

Convention Industry Council's APEX Industry Glossary Oct 17 2022

Destination Marketing Apr 18 2020 *Destination Marketing* offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations (DMOs) and how destination marketing can be planned, implemented and evaluated to achieve successful destination competitiveness. This new third edition has been revised and updated to include: 27 new and updated case studies, including destinations such as Sri Lanka, Barbados, the UAE, and crucially relevant topics such as the Australian bushfires and the threat of COVID-19 Brand-new pedagogical features such as in-chapter class activities, key term definitions, and highlighted critical points New content on cross-sector consortia marketing for meetings and events, social media influencer marketing, the role of technology, resource consumption and climate change, creativity and innovation in developing destination branding, experiential destination marketing and the influence of culture and sustainability on destination marketing Links to free access of the author's journal articles on destination marketing Updated additional online resources for lecturers and students including PowerPoint slides, quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer, business, national and international level by using topical examples.

Event Marketing Mar 30 2021 Authored by a well-known figure in the field. Overview chapters explore topics such as electronic marketing strategies, funding, budgeting, promotion, and advertising. Individual chapters address the differences involved in marketing different types of events. Examines future trends and key issues such as how to reach new event attendees. Includes appendices with sample forms, contracts, and more.

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