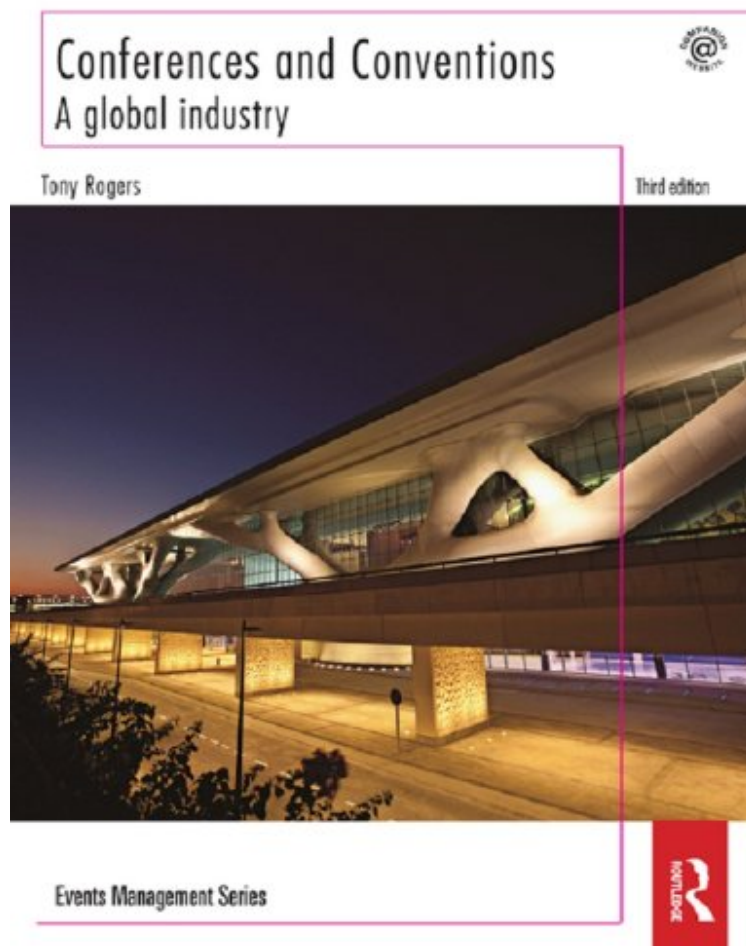


## Conferences and Conventions 3rd edition: A Global Industry (Events Management)

*Tony Rogers*

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**Tony Rogers : Conferences and Conventions 3rd edition: A Global Industry (Events Management)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Conferences and Conventions 3rd edition: A Global Industry (Events Management):

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 world of meetings is as beset by fresh social media implications as it is by sustainability issues, and a clear, respected guide is necessary. That guide is Tony Rogers and he brings his integrity to every page. In all, this work is meaningful, timely and welcomed and, "revised and expanded" in the truest sense of those words. Rick Antonson, President and CEO of Tourism Vancouver, Canada In this new and updated edition Tony Rogers provides a wealth of insight into the workings of a truly global Conference and Conventions Industry. In particular the expansion of material on business tourism is a welcome addition and the chapter on 'impacts' brings to the fore, the need to evaluate and address how events of this kind contribute to social knowledge and to an area or region's economy. Overall this is a user-friendly and educational read; it gives anyone accessing it not only the perfect background into the industry, but also some thought-provoking ideas on how to function within it and how to develop business in the future. Graham Berridge, University of West London, UK About the Author Tony Rogers is a consultant specialising in conferences, business tourism / business visits and events, and destination marketing and management as well as Visiting Fellow at Leeds Metropolitan University's UK Centre for Events Management.