



Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management)

By Rob Davidson, Tony Rogers

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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

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Editorial Review

Review

"an excellent example of co-operation between education and industry and of knowledge transfer."

- Geoffrey Copland, Vice Chancellor, University of Westminster, UK

"It mixes an academic appreciation of the conference landscape with a practical outlook that venue and destination managers could find useful on a day-to-day basis."

- Conference & Incentive Travel, July/August 2006

About the Author

Tony Rogers is the Executive Director of two British conference industry associations: the British Association of Conference Destinations (a post he has held since 1989), and the Association of British Professional Conference Organisers (since 2000). He chairs the Research Working Group of the (UK) Business Tourism Partnership, and regularly writes articles on the conference industry for a range of industry publications.

Users Review

From reader reviews:

Janet Magnuson:

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