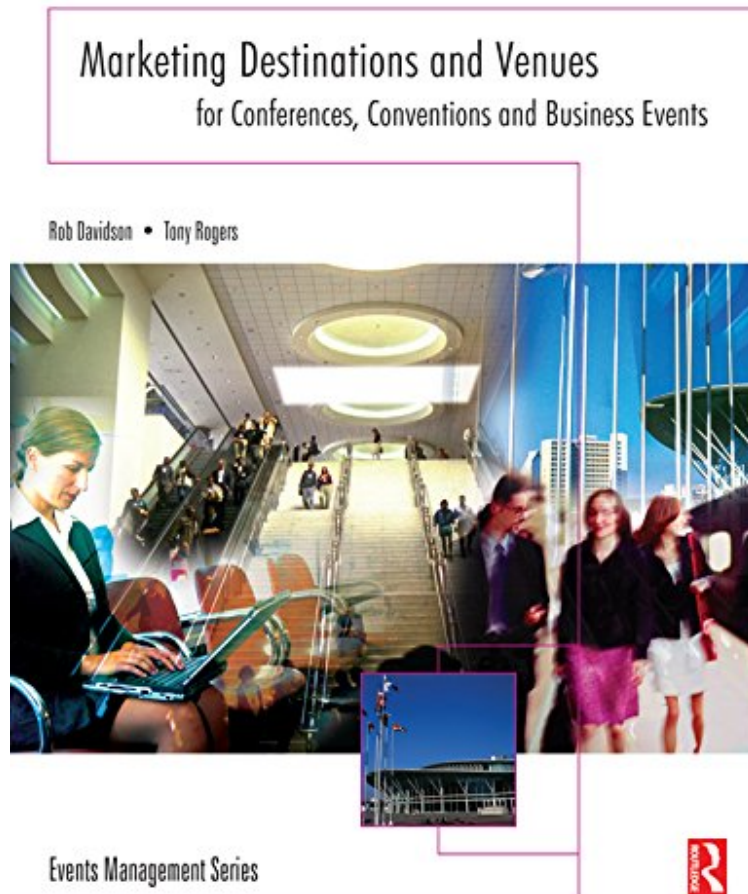


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Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management)

Rob Davidson, Tony Rogers

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Rob Davidson, Tony Rogers : Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Destinations and Venues for Conferences, Conventions and Business Events (Events Management):

0 of 0 people found the following review helpful. Perfect for beginners... kinda outta date thoughBy nposadaAlthough the authors are pretty much the best you would find out there when trying to expand your knowledge about the Global Meetings Industry, the book does require constant updates given the fact that the meetings industry is constantly evolving... the books information, especially that at Chapter 12 which mainly talks about future trends is COMPLETELY out of date and fails to show the actual future trends of the industry...Nevertheless, if you are new to

the industry or have just gotten started, and if you work at a DMO/DMC (Destination Marketing/Management Organization/Company), this is pretty much the best and most comprising book you would find out there!

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