



Conferences and Conventions

A global industry
2nd edition

by Tony Rogers

Essential reading for anyone who needs to know the processes, business models and key success factors for the conference industry

- Now in full colour, and packed with new case studies from countries that include Cyprus, India, Australia and Abu Dhabi, as well as all-new material including web marketing, procurement and ROI, and corporate social responsibility
- Endorsed by the British Associations of Conferences Destinations and the Association of British Professional Conference Organizers
- Presents a user-friendly, accessible approach that actively helps the reader to absorb and understand information

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Events Management Series

How can it help me?

Providing a comprehensive, in-depth analysis of the international conference industry, this engaging text examines the industry's origins, structure, economics, career opportunities, and future development. It also explains its links with the wider tourism industry.

Now in its second edition, it is packed with a wealth of new international case studies covering the city of Melbourne, Queen Elizabeth II conference centre, London, Abu Dhabi, MCI Group, the Scottish Exhibition and Conference Centre, Glasgow and Team San Jose, California. Also included are all new sections on:

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- *Conference and event budgeting*
- *Technology and communications, from video conferencing to webcasting and podcasting*
- *Corporate social responsibility and sustainable and green events*

Who's it for?

This accessible and engaging book is ideal for HND and undergraduate degree students on Event Management and Hospitality Management degrees and a revealing resource for practitioners and event managers.

About the Author

Tony Rogers is Chief Executive of the British Association of Conference Destinations (BACD) and Executive Director of the Association of British Professional Conference Organisers (ABPCO)

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From the Foreword:

“This book provides excellent insight for individuals attracted to enter the fascinating and ever-evolving world of conferences and conventions. It is also an invaluable resource for lecturers and those already working in this truly dynamic and global industry.”

Sue Stuart, Chair, British Association of Conference Destinations and Chief Executive, Edinburgh Convention Bureau

“It is both an introduction to a vibrant industry and an invaluable guide for those working within it.”

Jonathan Wilson, Chair, Association of British Professional Conference Organisers, Managing Director, Healthcare Events Ltd.

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