



Conferences and Conventions (Events Management)

Tony Rogers

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Providing a comprehensive, in-depth analysis of the international conference industry, *Conferences and Conventions: a global industry* second edition 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. It also has new sections on:

- * Market segmentation and web marketing
- * Conference and event budgeting
- * Technology and communications, from video conferencing to web casting and pod casting
- * Corporate social responsibility and sustainable and green events.

Conferences and Conventions: a global industry is illustrated with case studies and examples from around the world, including Great Britain, Canada, Australasia, Dubai, Greece, Thailand, South Africa, USA, Austria and many other destinations. It also provides challenging and reflective questions at the end of each chapter so that readers can test their knowledge and think about the issues raised, accompanied by practical assignments.

Tony Rogers is Executive Director of the British Association of Conference Destinations and Association of British Professional Conference Organisers, UK

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