

Seventh Edition
**MEETINGS, EXPOSITIONS,
EVENTS & CONVENTIONS**

An Introduction to the Industry



GEORGE FENICH | KRISTIN MALEK

Meetings Expositions Events

George G. Fenich



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Introduction to the Meeting, Events, Expositions and Conventions Industry George G. Fenich, Kristin Malek, 2021-01-30 The meetings expositions events and conventions industry continues to grow and garner increasing attention from the hospitality industry colleges and universities and communities This book provides a broad overview of this thriving and expanding industry

Meetings, Expositions, Events, and Conventions George G. Fenich, 2005 The expansive growth of the meeting exposition event and convention MEEC industry within the hospitality industry communities and college faculty demands this current comprehensive introduction to the various segments of the MEEC industry This broad overview takes advantage of the expertise of many active industry experts It is the most up to date text available and covers a wider range of MEEC topics than any other book on the market The author examines all aspects of the history and impact of MEEC career opportunities planning and managing a convention meeting exposition or event MEEC and hospitality MEEC and the community MEEC and academic programs For practitioners academics and the general public involved in meetings expositions events and conventions

Meetings, Expositions, Events and Conventions: Pearson New International Edition George G. Fenich, 2013-08-06 For courses in Meeting Event Exposition and Convention Planning and Management The Meetings Expositions Events and Conventions industry continues to grow and garner increasing attention from the hospitality industry communities and college faculty With a broad view of the industry this book moves beyond just one segment to include all aspects related to the MEEC industry Developed as a collaborative work the text features contributions from some of the best and most notable practitioners and educators in the field Using the Delphi method even the text's topics were selected based on industry input Now in its third edition this revision features over 30 new case studies the latest statistics and a new chapter devoted to green meetings and social responsibility

MEETING, EVENTS, EXPOSITIONS AND CONVENTIONS GEORGE G. MALEK FENICH (KRISTIN.), 2023 *Meetings, Expositions, Events & Conventions: Pearson New International Edition* George G. Fenich, 2013-08-27 For courses in Meeting Event Exposition and Convention Planning and Management The Meetings Expositions Events and Conventions industry continues to grow and garner increasing attention from the hospitality industry communities and college faculty With a broad view of the industry this book moves beyond just one segment to include all aspects related to the MEEC industry Developed as a collaborative work the text features contributions from some of the best and most notable practitioners and educators in the field Using the Delphi method even the text's topics were selected based on industry input Now in its third edition this revision features over 30 new case studies the latest statistics and a new chapter devoted to green meetings and social responsibility

Production and Logistics in Meeting, Expositions, Events and Conventions George G. Fenich Ph.D., 2014-04-17 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book A hands on guide to producing and managing gatherings in the MEEC industry Production

and Logistics in Meetings Expositions Events and Conventions is the most up to date text on executing successful meetings expositions events and conventions MEEC and provides step by step in depth coverage of the production and logistical factors that event managers must oversee Chapters incorporate the Meeting and Business Events Competency Standards MBECS and follow a hands on approach that guides readers through the process of managing a wide variety of gatherings This practical focus makes the text an excellent resource for college courses employee training and professional reference Developed as a collaborative work the text features contributions from some of the best and most notable practitioners and educators in the field Teaching and Learning Experience This text is highly teachable and student friendly It provides Career focused content Chapter topics are based on industry standards Practical step by step format All topics are presented with the real world in mind providing clear steps to success Effective chapter design Chapters are designed for learning incorporating numerous features to aid understanding

Production and Logistics in Meeting, Expositions, Events and Conventions George Fenich, 2015 Production and Logistics in Meetings Expositions Events and Conventions is the most up to date text on executing successful meetings expositions events and conventions MEEC and provides step by step in depth coverage of the production and logistical factors that event managers must oversee Chapters incorporate the Meeting and Business Events Competency Standards MBECS and follow a hands on approach that guides readers through the process of managing a wide variety of gatherings This practical focus makes the text an excellent resource for college courses employee training and professional reference Developed as a collaborative work the text features contributions from some of the best and most notable practitioners and educators in the field

Planning and Management of Meetings, Expositions, Events and Conventions, Global Edition George G. Fenich, 2015-02-27 For courses in meeting event and convention planning Planning and Management of Meetings Events Expositions and Conventions is the first text of its kind to focus on planning in addition to event management and incorporates the Meeting and Business Events Competency Standards MBECS It is the most up to date book on planning and management in the meetings expositions events and conventions MEEC industry and covers a wide range of topics dealing with these two crucial functions The text follows a practical hands on approach and is an excellent resource for college courses employee training and professional reference Developed as a collaborative work the text features contributions from some of the best and most notable practitioners and educators in the field This text will provide a better teaching and learning experience for you and your students It provides Preparation for careers in event planning The text follows a practical career focused approach Professional insight Chapters include advice and best practices from numerous industry insiders Effective review tools Learning and review tools facilitate understanding and promote skill mastery The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends Print 5 pages at a time Compatible for PCs and MACs No expiry offline access will remain whilst the Bookshelf software is installed eBooks are

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Planning and Management of Meetings, Expositions, Events and Conventions George G. Fenich, 2014-01-07 This is a modern guide to planning successful events It focuses on planning in addition to event management and incorporates the Meeting and Business Events Competency Standards MBECs The text follows a practical hands on approach and is an excellent resource for college courses employee training and professional reference

Engaging Experiences Elizabeth Jimenez, 2024-03-25 Engaging Experiences An Overview of Meetings Expositions Events and Conventions provides a comprehensive introduction to the dynamic world of the MEEC industry From the fundamental definitions and historical evolution to the latest trends and future outlook this book offers insights into the diverse aspects of planning organizing and executing successful gatherings Covering topics such as event management venue selection marketing strategies technology integration and sustainability practices this overview serves as a valuable resource for professionals students and enthusiasts seeking to understand the multifaceted nature of the MEEC industry and its impact on various sectors

Meetings, Expositions, Events & Conventions George G. Fenich Ph.D., 2015-01-30 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book For use in events and convention management courses Experience the World of Meetings Expositions Events and Conventions Meetings Expositions Events and Conventions An Introduction to the Industry acquaints readers with the burgeoning field of event planning Constructed with the Delphi method based on the opinions of experts and educators the text is divided into the most up to date and relevant topics of the MEEC world A comprehensive overview of all aspects of the MEEC industry the Fourth Edition is the ideal text with which to introduce newcomers to this broad field The text features case studies and examples that help readers relate the material to a future career in Event Planning as well as major trends in this fast growing field

Outlines and Highlights for Meetings, Expositions, Events and Conventions by George G Fenich, Isbn Cram101 Textbook Reviews, 2009-11 Never HIGHLIGHT a Book Again Virtually all of the testable terms concepts persons places and events from the textbook are included Cram101 Just the FACTS101 studyguides give all of the outlines highlights notes and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is Textbook Specific Accompanys 9780132340571

Meetings, Conventions, and Expositions Rhonda J. Montgomery, Sandra K. Strick, 1994-07-27 Explore a career in the hospitality of business travel The meetings and conventions segment of the hospitality industry is often overlooked by newcomers to the field but it is an exciting dynamic area that merits a second look Meetings Conventions and Expositions An Introduction to the Industry offers

a detailed breakdown of all aspects of group business travel From sponsors and venues to technology and management anyone new to the industry will appreciate this in depth exploration of a convention s many moving parts **Meetings, Expositions, Events, and Conventions Pass Code** George G. Fenich,2011-05-15 **Event Management** ,2009 A Guide for the Hospitality Industry ,2019 **Introduction to the Conventions, Expositions, and Meetings Industry** Denney G. Rutherford,1990 **Convene** ,2010-07 Annual Conference & Exposition American Society for Engineering Education,2005 **Special Events** ,1999

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