

# MEETINGS, EXPOSITIONS, EVENTS, AND CONVENTIONS

An Introduction  
to the Industry



2nd Edition



Pearson

George G. Fenich

# Meetings Expositions Events Conventions An Introduction To The Industry 3rd Edition

**Nadda, Vipin, Arnott, Ian, Sealy, Wendy**



## **Meetings Expositions Events Conventions An Introduction To The Industry 3rd Edition:**

**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 *MEETING, EVENTS, EXPOSITIONS AND CONVENTIONS* GEORGE G. MALEK FENICH (KRISTIN.), 2023

*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 & 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 *Legal, Safety, and Environmental Challenges for Event Management: Emerging Research and Opportunities* Nadda, Vipin, Arnott, Ian, Sealy, Wendy, 2020-04-17 Every corporate or special event requires a governing entity to provide proper handling for any kind of situation A proper understanding of various laws and legislation may not only help with identifying possible challenges but it may also assist in mitigating situations when they do occur Legal Safety and Environmental Challenges for Event Management Emerging Research and Opportunities is an essential reference source that provides an in depth understanding of various dimensions of events management practice legal issues and risk management which can include environmental legislation and impacts health and safety frameworks consumer laws licensing contracts and legal technologies Featuring coverage on a broad range of topics such as crowd management workplace hazards and emergency preparedness this book is ideally designed for event planners event organizers coordinators security staff managers marketers researchers academicians students and industry professionals seeking current research on events

tourism hospitality and leisure management      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      Destination Marketing Steven Pike, 2015-12-14 Destination Marketing offers the reader an integrated and comprehensive overview of the key challenges and constraints facing destination marketing organisations DMOs and how destination marketing can be planned implemented and evaluated to achieve successful destination competitiveness This new second edition has been revised and updated to include new slimline 15 chapter structure new chapters on Destination Competitiveness and Technology new and updated case studies throughout including emerging markets new content on social media marketing in destination marketing organisations and sustainable destination marketing additional online resources for lecturers and students including PowerPoint slides quizzes and discussion questions It is written in an engaging style and applies theory to a range of tourism destinations at the consumer business national and international level by using topical examples      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      *Conferences and Conventions* Tony Rogers, 2004-02-18 Conferences and Conventions a global industry is illustrated with case studies and examples from around the world including Great Britain Germany Philippines United States and Australia It also provides reflective question at the end of each chapter so that readers can test their knowledge and reflect on the issues raised The text looks at the following specific issues The origins of the conference industry Business tourism and leisure tourism The buyers and the suppliers Marketing and branding The design of conference facilities Employment and people      **Virtual Events Management** Tim Brown, Claire Drakeley, 2023-08-30 The COVID 19 pandemic and resulting lockdowns has seen a boom in the occurrence of virtual events Virtual Events Management is a unique text as it

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Chris Cooper, 2014-11-30 State of the art reviews of sub fields of tourism must have information by experts in their field  
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topic saving valuable research time      **American Book Publishing Record** ,2006      **Advanced Materials & Processes**  
,2000      **Walford's Guide to Reference Material** Marilyn Mulla, 1989 The British counterpart to Sheehy in which it is  
recommended and vice versa distributed in the US by Unipub Volume 3 completes the 5th edition with 8 833 entries vol 1  
Science and technology 1989 5 995 entries vol 2 Social and historical sciences philosophy and religion 1990 7 166 entries  
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articles microforms online and CD ROM sources A special effort has been made to make sure the output of small and  
specialist presses is not neglected Annotation copyrighted by Book News Inc Portland OR      *Arab Oil & Gas* ,2001

**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  
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Wynn-Moylan, 2022-07 Fully revised and updated to reflect current trends and emerging topics the fourth edition of  
Conferences and Conventions A Global Industry provides an expert led comprehensive introduction to and overview of the  
key elements of the global conference convention and meetings industry This book examines the conference industry s  
origins structure and future development as well as its economic social and environmental impacts It provides an in depth  
analysis of the strategies practices knowledge and skills required to organise memorable conferences and similar business  
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edition features additional sections on the increase in technological advancements and opportunities as well as the rise of

virtual and hybrid events in a post pandemic era Written in an accessible and engaging style the book includes integrated case studies to highlight current issues and demonstrate theory in practice Structured logically with useful features throughout to aid learning and understanding this book is an invaluable resource to students following events management hospitality and tourism courses as well as for event planners and practitioners already working in the conference industry

Conferences and Conventions Tony Rogers, Peter Wynn-Moylan, 2022 Fully revised and updated to reflect current trends and emerging topics the fourth edition of Conferences and Conventions A Global Industry provides an expert led comprehensive introduction to and overview of the key elements of the global conference convention and meetings industry Structured logically with useful features throughout to aid learning and understanding this book is an invaluable resource to students following Events Management Hospitality and Tourism courses as well as for event planners and practitioners already working in the conference industry

**Meetings, Conventions, and Expositions** Rhonda J. Montgomery, Sandra K. Strick, 1994-07-15 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

The Business of Tourism J. Christopher Holloway, 2002 An invaluable foundation book for Tourism or Tourism Management students Holloway et al offers historical context background theory and current research making it possible for students to see how the industry has developed and to contextualise the current issues and challenges that Tourism is facing today Holloway et al place emphasis on the practical operational aspects of the tourism industry making this book well suited to students who intend to one day work in Tourism

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