



Marketing Destinations and Venues for Conferences, Conventions and Business Events focuses on the marketing and promotion of destinations and venues targeting the business conference and convention market. It combines an academic, theoretical approach to the subject with practical, 'hands-on' advice for those with current or future responsibility for marketing destinations and venues in the conference sector.

It explores future challenges, opportunities, and supply-side developments, and covers essential areas in marketing and promotion, such as:

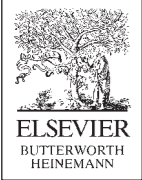
- Trends and issues in destination and venue marketing
- Strategic marketing planning, ROI and strategy evaluation
- Destination and venue selling strategies

Marketing Destinations and Venues for Conferences, Conventions and Business Events identifies 'best-practice' in the marketing and promotion of destinations and venues, by using in-depth case-studies, which highlight the principal lessons to be learned. It provides the reader with:

- Theories and principles relating to the topic being addressed
- One volume which pulls together the latest ideas, research, and current and future trends
- Chapter outlines, objectives, learning outcomes, case studies, conclusions with discussion questions, further reading and weblinks to encourage progressive learning

Rob Davidson Davidson is a Senior Lecturer in Business Travel and Tourism at the University of Westminster in central London, where he runs a Masters course in Conference Management. Formerly a manager with VisitBritain, the organization responsible for promoting the UK as a business and leisure destination, Rob moved to France, during the 1990s, where he taught at the University of Montpellier and the University of Lyon. In 2006, he was nominated as one of the Conference and Incentive Travel magazine's 'Power 50', the fifty most influential people in the conference sector, in recognition of his contribution to raising the profile of the professionalism of the industry.

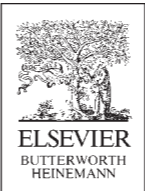
Tony Rogers is Chief Executive of the British Association of Conference Destinations, a post he has held since 1989, and Executive Director of the Association of British Professional Conference Organisers (since 2000). He represents both organisations within national bodies such as the UK's Business Tourism Partnership (BTP), and chairs the BTP Research Group. He is also a Board member of the European Federation of the Associations of Professional Congress Organizers. As well as contributing regularly to the industry's trade media, Tony has written two other books on the international conference industry, including 'Conferences and Conventions: A Global Industry', published in 2003. He is a winner of the UK's 'Meetings & Incentive Travel Industry Personality of the Year' award.



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Events Management Series