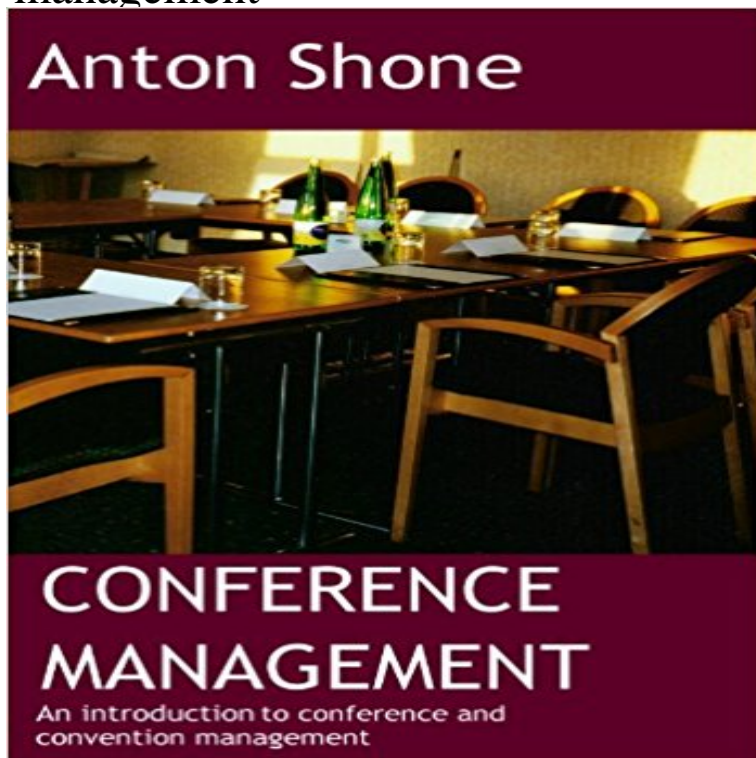


Conference Management: an introduction to conference and convention management



Conference Management: An introduction, is about how to operate and manage conference venues, hotel conference and banqueting departments and how to run meetings, conferences, conventions and related events. The book is intended as an introduction to the subject for those starting their careers in this role, and for students, interns and new members of staff in the conference field. It covers the general background to the conference industry and its chapters are: Introduction to Conference Management; Market demand; Structure of the Conference Industry; Venues and meeting rooms; Venues and catering; Marketing venues; Visits and bookings; Conference planning; Budgeting and financial issues; Organisation and staffing; Day to day management, and Closedown and evaluation. The book is written by Anton Shone, who is well known for his student and practitioner textbooks in this field and notably for Successful Event Management. The book is easy to follow and lays out in simple and easy terms many of the basic concepts and activities which a manager in the Conference business would need to know to run their venue or to manage conferences.

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