



Planning and Management of Meetings, Expositions, Events and Conventions

George G. Fenich Ph.D.

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For courses in meeting, event, and convention planning.

Current, concise, and insightful—a modern guide to planning successful events

Planning and Management of Meetings, Events, Expositions and Conventions, 1e 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.

Teaching and Learning Experience

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.
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