

# GLOBAL MEETINGS AND EXHIBITIONS

---

**Carol Krugman, CMP, CMM  
Rudy R. Wright, CMP**



JOHN WILEY & SONS, INC.

---

# CONTENTS

<b>SERIES EDITOR FOREWORD</b>	<b>xiii</b>	
<b>FOREWORD</b>	<b>xv</b>	
<b>PREFACE</b>	<b>xvii</b>	
<b>ACKNOWLEDGMENTS</b>	<b>xxi</b>	
<b>CHAPTER 1</b>	<b>FUNDAMENTALS OF MEETINGS, CONVENTIONS, AND EXHIBITIONS</b>	<b>1</b>
	Sharpening Your Meeting Vocabulary	3
	Types of Meetings	3
	Going Global	5
	Meeting Technology	14
	Exhibitions	15
	In Conclusion	16
	Key Points	16
	Chapter Glossary	17
	Passport	17
<b>CHAPTER 2</b>	<b>DECISION FACTORS</b>	<b>19</b>
	Meeting Objectives	20
	Return on Investment	21
	The Meeting Profile	22
	Financial Considerations	23
	Participant Demographics	25
	The Prospectus	25
	Meeting the Global Challenge	26
	Key Points	27
	Passport	27
<b>CHAPTER 3</b>	<b>DESTINATION ASSESSMENT</b>	<b>29</b>
	Establishing a Resource Network	31
	Destination Selection Criteria	38
	Hotels and Meeting Facilities	39
	Key Points	42
	Passport	42

<b>CHAPTER 4</b>	<b>ORGANIZING AND HOSTING INTERNATIONAL EVENTS</b>	<b>43</b>
	International Congress Organization	44
	Planning the Congress	45
	Program Content and Policies	49
	Role of the PCO	50
	Key Points	53
	Passport	53
<b>CHAPTER 5</b>	<b>MANAGING CURRENCY AND FINANCES</b>	<b>55</b>
	Budgeting	56
	Getting Advice	57
	Currency Strategies	58
	Planning Guidelines	59
	Financial Planning and Fiscal Management	59
	Tax Issues	61
	Key Points	63
	Passport	63
<b>CHAPTER 6</b>	<b>PROGRAM PLANNING AND DEVELOPMENT</b>	<b>65</b>
	Program Design	66
	Language Considerations	70
	Speaker Selection	73
	Meeting Environment and Staging	75
	Entertainment	75
	Satellite Events	76
	Key Points	78
	Passport	78
<b>CHAPTER 7</b>	<b>CULTURAL CONSIDERATIONS</b>	<b>79</b>
	Cultural Styles	81
	Developing Cultural Competence	83
	General Language Considerations	83
	Protocol for International Meetings	85
	Key Points	88
	Passport	89
<b>CHAPTER 8</b>	<b>MARKETING THE EVENT</b>	<b>91</b>
	Marketing Strategies	92
	Marketing Budget	94
	Cultural Issues	95
	Publicity	96
	Marketing Partners	98
	Marketing Timetable	100
	Key Points	100
	Passport	100

<b>CHAPTER 9</b>	<b>INTERNATIONAL CONTRACTS AND LEGALITIES</b>	<b>101</b>
	Contract Provisions	104
	U.S. Tax Implications	106
	Host Government Regulations	107
	Passports and Visas	108
	Law Enforcement	108
	Health Regulations	108
	Negotiations	109
	Key Points	110
	Passport	110
<b>CHAPTER 10</b>	<b>IMPLEMENTING THE MEETING PLAN</b>	<b>111</b>
	Registration	112
	Registration Systems	115
	Automating the Registration Process	118
	Housing the Meeting Attendees	119
	Premeeting Procedures	122
	Site Coordination Visits	124
	Food and Beverage	125
	Key Points	128
	Passport	128
<b>CHAPTER 11</b>	<b>EXHIBITING ABROAD</b>	<b>129</b>
	Meetings and Exhibitions	130
	Finding Qualified Help	130
	Similar but Different	130
	Guidelines for Exhibiting Abroad	132
	Planning Considerations	133
	The Exhibit Prospectus	134
	Shipping and Customs	135
	What to Expect On-Site	136
	Wearable Technology	137
	Key Points	137
	Passport	138
<b>CHAPTER 12</b>	<b>ON-SITE OPERATIONS</b>	<b>139</b>
	Working with Support Staff	140
	Preconference Activities	141
	Setup and Daily Tasks	142
	Meeting Logistics	143
	Resolving Problems	145
	Media Relations	145
	Staff Meetings	147
	Tickets and Badge Control	148

	Monitoring Master Accounts	149
	Program Management	149
	Speaker Support	152
	Guest Programs	155
	Postevent Responsibilities	156
	Key Points	157
	Passport	157
<b>CHAPTER 13</b>	<b>PREPARING FOR TRAVEL ABROAD</b>	<b>159</b>
	Selecting an Airline	160
	Negotiating Fares and Services	160
	Customs and Immigration	162
	Passports and Visas	162
	Hosting International Visitors in the United States	165
	Immunizations	165
	Shipping Equipment and Materials	166
	Predeparture Information	168
	Getting through Customs	170
	Travel Security	170
	On-Site Briefing	171
	Passport	172
<b>CHAPTER 14</b>	<b>SAFETY AND SECURITY</b>	<b>173</b>
	What Are You Protecting?	174
	Risk Assessment and Analysis	176
	Risk Management	178
	Special Security Issues	181
	Insurance	183
	Key Points	184
	Passport	184
<b>CHAPTER 15</b>	<b>EVENT TECHNOLOGY</b>	<b>185</b>
	Communicating on a Global Scale	185
	Calling Home	186
	Computer Software	187
	A Typical Application	188
	Technology Tools	189
	Audiovisuals at Meetings Abroad	191
	Media Production for Multicultural Audiences	193
	Key Points	194
	Passport	195
<b>APPENDIX 1</b>	<b>MAJOR MEETING INDUSTRY ASSOCIATIONS AND ORGANIZATIONS</b>	<b>197</b>
<b>APPENDIX 2</b>	<b>MEETING SOFTWARE AND SERVICES</b>	<b>199</b>

APPENDIX 3	CHECKLISTS	204
APPENDIX 4	CRITERIA FOR VENUE SELECTION	224
APPENDIX 5	SAMPLE QUIZ	226
APPENDIX 6	PROGRAM GUIDELINES FOR GLOBAL MEETINGS	228
APPENDIX 7	GUIDELINES FOR HOSTING INTERNATIONAL VISITORS	229
APPENDIX 8	GLOSSARY OF INTERNATIONAL FINANCIAL TERMS	231
APPENDIX 9	SAMPLE SCHEDULES	233
APPENDIX 10	BUDGET WORKSHEET	240
APPENDIX 11	FORMS	241
APPENDIX 12	CASE STUDIES	244