FOURTH EDITION

MEETINGS, EXPOSITIONS, EVENTS, AND CONVENTIONS

An Introduction to the Industry

GLOBAL EDITION

George G. Fenich, Ph.D.

PEARSON

Boston Columbus Indianapolis New York San Francisco Hoboken Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montréal Toronto Delhi Mexico City São Paulo Sydney Hong Kong Seoul Singapore Taipei Tokyo

BRIEF CONTENTS

PART 1 Introduction

- Chapter 1 Introduction to the Meetings, Expositions, Events, and Conventions Industry (MEEC) 15
- Chapter 2 Meeting, Exhibition, Event, and Convention Organizers and Sponsors 34

PART 2 Key Players

Chapter 3 D	estination	Marketing	Organizations	(DMOs)	49
-------------	------------	-----------	---------------	--------	----

- Chapter 4 Meeting and Convention Venues 63
- Chapter 5 Exhibitions 85
- Chapter 6 Service Contractors 103
- Chapter 7 Destination Management Companies 119
- Chapter 8 Special Events Management 136

PART 3 Important Elements in Meeting, Exposition, Event, and Convention Planning

Chapter 9 Planning and Producing MEEC Gatherings 152

- Chapter 10 Food and Beverage 175
- Chapter 11 Legal Issues in the MEEC Industry 193
- Chapter 12 Technology and the Meeting Professional 213
- Chapter 13 Green Meetings and Social Responsibility 230
- Chapter 14 International Aspects in MEEC 257
- Chapter 15 Putting It All Together 275
- Appendix 292 Glossary 306 Index 314

CONTENTS

Preface 11 Acknowledgments 13 About the Author 14

PART 1 Introduction

Chapter 1 Introduction to the Meetings, Expositions, Events, and Conventions Industry (MEEC) 15
Introduction 17
Accepted Practices Exchange 18
What Is a Meeting? 18
The Organizational Structure of the Hospitality Industry: How MEEC Fits in 20
Evolution and Maturation of the MEEC Industry 25
This Book: Meetings, Expositions, Events, and Conventions: An Introduction to the Industry 27
Employment in and Around the MEEC Industry 27
Future Trends 31
Summary 33
Key Words and Terms 33
Review and Discussion Questions 33
About the Chapter Contributor 33

Chapter 2 Meeting, Exhibition, Event, and Convention Organizers and Sponsors 34

Purpose of This Chapter 34 Who Holds the Gatherings 35 Entities That Help Organize Gatherings 42 The Future of Meetings, Organizers, and Sponsors 46 Summary 47 Key Words and Terms 48 Review and Discussion Questions 48 About the Chapter Contributor 48

PART 2 Key Players

Chapter 3 Destination Marketing Organizations (DMOs) 49

Introduction 49 The Role and Function of Destination Marketing Organizations 50 What a DMO Can Do for Meeting Professionals 51 DMO Services for Meeting Professionals 57 Destination Marketing Association International 58 Future Trends 60 Summary 61

Key Words and Terms 61 Review and Discussion Questions 61 Internet Sites for Reference 62 Contact Information 62 About the Chapter Contributor 62 Chapter 4 Meeting and Convention Venues 63 Introduction 63 Hotels 64 Convention Centers 68 Conference Centers 71 Retreat Facilities 72 Cruise Ships 72 Specific Use Facilities 74 Colleges and Universities 75 Unusual Venues 76 Common Issues 78 Function Rooms and Setups 81 FutureTrends 82 Summary 83 Key Words and Terms 83 Review and Discussion Questions 84 About the Chapter Contributor 84 Chapter 5 Exhibitions 85 Introduction 85 History 85 Types of Exhibitions 87 Exhibition Management: Key Players 91 Considerations in Planning the Show 93 Exhibitor Perspective 96 Future Trends 101 Summary 101 Key Words and Terms 102 Review and Discussion Questions 102 References 102 About the Chapter Contributor 102 Chapter 6 Service Contractors 103 Introduction 103 Definition of the Service Contractor 104 Service Contractors Responsibilities 104 Evolution of Service Contractors 110 Organization of a Services Contracting Company 112 Specialty Service Contractors 113

Exhibitor-Appointed Service Contractors 115

Relationship Between Contractors and Event Organizers 115

Resources in the Service Contractor Industry 115 Future Trends 116 So How Does It All Work? 116 Summary 118 Key Words and Terms 118 Review and Discussion Questions 118 About the Chapter Contributor 118

Chapter 7 Destination Management Companies 119

Introduction 119 Definition of Destination Management Company 120 Services Provided by Destination Management Companies 120 Destination Management Company Versus Destination Marketing Organization 121 The Destination Management Company Organization 122 Business Model of Destination Management Companies 123 Destination Management Company Process 125 Finding and Selecting a Destination Management Company 132 Future Trends 133 Summary 134 Key Words and Terms 134 Review and Discussion Questions 135 About the Chapter Contributor 135

Chapter 8 Special Events Management 136

A Working Definition of a Special Event 137 History and Background 138 Planning Tools for a Special Event 140 Understanding the Target Market for Your Special Event 146 Preparing for the Special Event 147 The Special Event Budget 147 Breakdown of the Special Event 149 Future Trends 150 Summary 151 Key Words and Terms 151 Review and Discussion Questions 151 About the Chapter Contributor 151

PART 3 Important Elements in Meeting, Exposition, Event, and Convention Planning

Chapter 9 Planning and Producing MEEC Gatherings 152

Introduction 152 Setting Objectives 153 Importance of Education 153 Needs Analysis 154 Developing *SMART* Objectives 154 Site Selection 155 8 Contents

Request for Proposal 157 **Budgetary Concerns** 158 Cost Control 159 Control in MEEC 159 Program Implementation 160 Session Scheduling 162 Refreshment Breaks and Meal Functions 163 Speaker Arrangements 164 Audiovisual Equipment 166 Managing Speakers on Site 167 Registration 167 Housing 169 Meeting and Event Specification Guide 171 Pre- and Post-Con Meetings 172 Future Trends 172 Summary 173 Key Words and Terms 174 Review and Discussion Questions 174 About the Chapter Contributor 174 **Chapter 10 Food and Beverage** 175 Introduction 175 Catered Events 176 Style of Service 179 Menus 182 Food Consumption Patterns 183 Menu Restrictions 183 Food and Beverage Attrition 184 Beverage Events 184 Hospitality Suites 187 Rooms 188 Future Trends 191 Summary 192

Key Words and Terms 192 Review and Discussion Questions 192 About the Chapter Contributor 192

Chapter 11 Legal Issues in the MEEC Industry 193 Introduction 193

Negotiation 194 Contracts 198 Risk Management 203 Americans with Disabilities Act 206 Intellectual Property 207 Labor Issues 208 Ethics in MEEC 209

Supplier Relations 210 Future Trends 210 Summary 211 Key Words and Terms 211 Review and Discussion Questions 211 About the Chapter Contributor 212 Chapter 12 Technology and the Meeting Professional 213 Introduction 213 Before the Event or Conference 214 Marketing and Communications 215 During the Event 220 Post-Conference Technology Applications 225 Virtual Gatherings 226 Future Trends 228 Summary 229 Key Words and Terms 229 Review and Discussion Questions 229 About the Chapter Contributors 229 Chapter 13 Green Meetings and Social Responsibility 230 Introduction to Green Meetings 230 Why Go Green—The Bottom Line 231 Opportunities to Go Green 238 Greenwashing 241 Green Meeting Standards 242 Evaluating Efforts 249 Going Green Versus Sustainability 251 Future Trends 252 Summary 252 Key Words and Terms 252 Review and Discussion Questions 253 About the Chapter Contributors 253 Chapter 14 International Aspects in MEEC 257 Introduction 258 How MEEC Varies Around the Globe 258 Ownership, Sponsorship, and Management Models 266 Important International Meeting and Trade Fair Associations International MEEC Considerations 268 Trade Fair Certification 273 FutureTrends 273 Summary 273 Key Words and Terms 273 Review and Discussion Questions 274 About the Chapter Contributor 274

267

10 Contents

Chapter 15 Putting It All Together 275 Introduction 275 The Association 276 Request for Proposal 280 First Site Inspection 281 Second Site Inspection 283 Marketing Committee 284 Creation of the Program 285 Partnerships 285 One-Year to Six-Month Countdown 287 Six Months to Day of the Meeting 287 After the Meeting 290 Summary 291 Key Words and Terms 291 Review and Discussion Questions 291 About the Chapter Contributor 291

Appendix 292 Glossary 306 Index 314