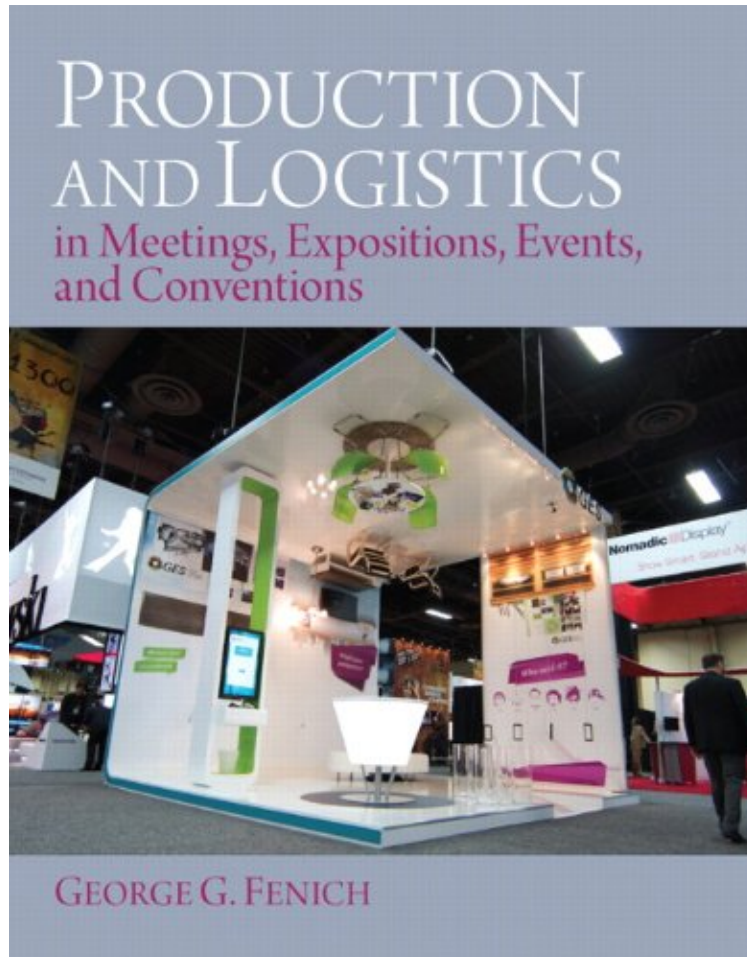


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Production and Logistics in Meeting, Expositions, Events and Conventions

George G. Fenich Ph.D.

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A hands-on guide to producing and managing gatherings in the MEEC industry.Production and Logistics in Meetings, Expositions, Events and Conventions is the most up-to-date text on executing successful meetings, expositions, events, and conventions (MEEC) and provides step-by-step, in-depth coverage of the production and logistical factors that event managers must oversee. Chapters incorporate the Meeting and Business Events Competency Standards (MBECS) and follow a hands-on approach that guides readers through the process of managing a wide variety of

gatherings. This practical focus makes the text 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 is highly teachable and student friendly. It provides: Career-focused content: Chapter topics are based on industry standards. Practical, step-by-step format: All topics are presented with the real world in mind, providing clear steps to success. Effective chapter design: Chapters are designed for learning, incorporating numerous features to aid understanding.