**COMPANION WEBSITE FOR ‘CONFERENCES AND CONVENTIONS: A GLOBAL INDUSTRY’ (third edition)**

**INTRODUCTORY COPY**

1. **POWERPOINT PRESENTATIONS AND VIDEO CLIPS**

**‘The Global Convention Industry’** presentation draws together information on the overall size, value and structure of the industry and summarises key trends and issues facing the sector. It draws on several new research sources which have become available subsequent to the publication of ‘Conferences and Conventions: A Global Industry’ (third edition). The slides have notes appended to them, where appropriate.

**‘The Market Demand for Events’** assesses the growth in events and the main drivers of demand for events (businesses, charities, government agencies, destinations, et al). It examines the benefits to derive from participation in events and how events can be used effectively as a marketing medium.

**‘Event Bidding’** explores the practice of bidding for events and the principles and processes that underpin this crucial feature of the events industry. It details the criteria used by major international associations in selecting their event destinations and venues, provides examples of bid templates, and looks at the roles of subvention and conference ambassadors in the bidding process.

The video clip (courtesy of International Meetings Review), **‘Massachusetts Looks to Meetings for Growth’**, features short interviews with leading figures in the Boston and Massachusetts (USA) convention industry and their strategic approach to identifying and bidding for appropriate meetings, conventions and congresses aligned with the core strengths of the local economy. Their investments in education, innovation and infrastructure and the development of a coalition in support of the ‘Meetings Mean Business’ industry campaign point the way for other destinations around the world.

1. **ARTICLES AND PUBLICATIONS**

**‘Promoting the Wider Benefits of Business Events’** summarises information contained in Chapter 10 of ‘Conferences and Conventions: A Global Industry’ but also adds new content on the event bidding strategies of cities as they align such bids with the specific strengths of their local economies. The article emphasizes the need to increase understanding and recognition of the value that conferences and meetings generate in terms of professional development, knowledge transfer, investment generation, technical progress and all the other areas that define why these events happen in the first place.

**‘Step by Strategic Step – How to Incrementally Implement a Strategic Meetings Management Program’** (first published in One+ magazine and reproduced with permission from Meeting Professionals International) is an excellent summary of Strategic Meetings Management Programs (SMMPs) and the benefits they can provide to meetings organisers and their employing organisations.

**‘Germany. Expertise’** is reproduced with permission from the German Convention Bureau. It is an innovative, leading-edge publication which describes the key economic sectors (in science and business) of the German regions and how such regions will make attractive and successful hosts to meetings which derive from the same economic sectors, based on the premise that ‘event organisers believe it will become increasingly important to network with experts based in the area surrounding the (conference/meeting) venue’.

**‘Events Are GREAT Britain’** is published by the UK’s Business Visits & Events Partnership (and was compiled by Tony Rogers) to highlight the scope and characteristics of the events sector’s various segments (sporting, cultural, outdoor as well as business events). It identifies trends, opportunities, key issues and challenges which, if overcome, will advance Britain’s position as one of the leading destinations for world-class events.

1. **RESEARCH**

**‘Sources of Research and Market Intelligence on the Business Events Sector’** is a listing of major reports and research material, both from the UK and worldwide.

**‘VisitBritain’s Foresight Issue 110 December 2012’** profiles the trends and characteristics of inbound business tourism to Britain and takes a look at Britain’s trade and investment ties with other parts of the world (reproduced with permission from VisitBritain).

1. **CASE STUDIES**

Two new case studies feature destinations which have important features in common, but also major differences. Both destinations developed in the eighteenth (Brighton, England) and nineteenth centuries (Opatija, Croatia) as major seaside leisure tourism resorts, and both have subsequently diversified to attract conference and incentive visitors in the twenty-first century. The **VisitBrighton Convention Bureau** and **Opatija Convention and Incentive Bureau** case studies describe the infrastructures, conference marketing strategies, convention bureau services, and the opportunities, issues and challenges facing the respective destinations in this highly competitive, global industry.