



Winning Meetings and Events for your Venue (Hardback)

By Rob Davidson, Anthony Hyde

Goodfellow Publishers Limited, United Kingdom, 2014. Hardback. Book Condition: New. 250 x 194 mm. Language: English . Brand New Book. Meetings and events are a major source of revenue for the venues that host them. But competition to win meetings and events is growing fast as new venues, large and small, are opening up all over the world and existing venues are expanding, refurbishing and modernizing their offer in order to increase their share of this lucrative market. However, in properties ranging from conference centres and hotels to universities and unusual venues such as museums and tourist attractions, busy sales and marketing staff often struggle to keep up to date with the many tools and techniques that can help them bring business to their meeting rooms. New staff in particular often feel the need for a structured, comprehensive guide to sources of business for their venue as well as detailed instruction on the most effective ways of winning meetings and events to fill their meetings spaces and create loyal customers. Winning Meetings and Events for Your Venue is the solution to these issues. It provides a clear and comprehensive guide to the wide range of techniques required by sales and...



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