

[PDF] Professional Meeting Management: A Guide To Meetings, Conventions, And Events

Professional Convention Management Association (PCMA) - pdf download free book



Books Details:

Title: Professional Meeting Manageme

Author: Professional Convention Mana

Released:

Language:

Pages: 350

ISBN: 1932841970

ISBN13: 9781932841978

ASIN: 1932841970

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Description:

The sixth edition of *Professional Meeting Management* is the newest edition of the longtime standard reference and textbook for the meetings industry and meetings education. This is the first student and meeting professionals textbook aligned with the new Certified Meeting Professional

(CMP) International Standards, which will be used by the Convention Industry Council as a reference book for item writing for the CMP Certification Examination. It includes the most up-to-date information on current trends, strategic planning for meetings, budgeting and funding, marketing and promotion, technology, running and closing the meeting, and industry developments on the horizon.

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