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



Synopsis

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.

Book Information

Paperback: 350 pages

Publisher: Agate B2; 6th ed. edition (January 13, 2015)

Language: English

ISBN-10: 1932841970

ISBN-13: 978-1932841978

Product Dimensions: 8.1 x 1.1 x 10.6 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

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Best Sellers Rank: #111,308 in Books (See Top 100 in Books) #77 in [Books > Business & Money > Industries > Service](#) #118 in [Books > Textbooks > Business & Finance > Business](#)

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Customer Reviews

For anyone studying for the CMP, this guidebook is easy to follow and provides the necessary knowledge to take the exam.

I've been an event planner for 20 years but in only the first two chapters of this book, I was learning bits and pieces here and there and it's been amazing! The way the material is presented ties together everything I've done all this time without knowing the organizational strategies behind them. As an event planner, we're often behind the scenes but the info in this book demands us to step up front and be involved as a strong partner so that we're able to add strategic value to meetings and events. Great, great info! Can't wait to dig deeper as I go through each chapter!

Please note - this is the 6th edition!not the latest one (9th)this is old and undated!

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