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Marketing Destinations And Venues For

Marketing Destinations and Venues for Conferences, Conventions and Business Events covers key areas in marketing and promotion, such as: * Trends and issues in destination and venue marketing * Strategic marketing planning, ROI and strategy evaluation

Marketing Destinations and Venues for Conferences ...

Marketing Destinations and Venues for Conferences, Conventions and Business Events introduces students to key areas of marketing and promotion that are essential if destinations are to compete successfully in the rapidly expanding global business event sector. It achieves this by looking at issues surrounding business event marketing, strategic planning, destination and venue selling ...

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Marketing Destinations and Venues for Conferences ...

Combining an academic, theoretical approach to the subject with practical, hands-on advice for those with current or future responsibility for marketing destinations and venues, this book discusses trends and issues in destination and venue marketing. It is clear from the preceding section that the ...

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A venue marketing strategy is more than a plan, it's the GPS system that helps you arrive at a predetermined destination. It's the tool you use to tell if you're on the appropriate trajectory and to correct your course when you take an unexpected wrong turn.

The Guide to Creating The Perfect Venue Marketing Strategy

With more than 20 years of experience serving prestigious brands in the field of tourism and international luxury hotels, Patrick Genie now puts his know-how in tourism marketing as well as his networks at the service of the customers of Proxima Marketing. Hotels, DMCs, Destinations, Venues & Conference centers, Events

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Chapter 4: Marketing Planning for Destinations and Venues ...

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