

Winning Meetings and Events for your Venue



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Goodfellow Publishers Limited. Paperback. Book Condition: new. BRAND NEW, Winning Meetings and Events for your Venue, Rob Davidson, Anthony Hyde, 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 marketing staff to effectively win meetings and events business for their venue. An easy-to read manual setting out the most useful and relevant techniques in a coherent and logical manner, it includes: * Guidance on key tools and techniques from traditional face-to-face selling and negotiating skills and the use of social media to site inspections and exhibiting at trade shows. * Case studies of transferable best practice in this field, drawn from a wide range of venues of all sizes in the UK and overseas. * Advice from experienced sales and marketing venue managers, demonstrating original ideas that really work...

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