



Global Meetings and Exhibitions

By Carol Krugman, Rudy R. Wright

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Global Meetings and Exhibitions is the result of two decades worth of planning, managing, and executing multinational, multicultural events across the globe. The distinguished authors have culled their world-class advice into a single, complete resource for the next generation of meeting professionals. This comprehensive guide offers everything you need to know, including the skills in multinational operations capabilities and cross-cultural awareness that are critical in today's marketplace.

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Editorial Review

From the Back Cover

THE WILEY EVENT MANAGEMENT SERIES

How to plan and execute memorable meetings and exhibitions

Helpful strategies and tools for success in the international market!

Global Meetings and Exhibitions is the result of two decades worth of planning, managing, and executing multinational, multicultural events across the globe. Carol Krugman, CMP, CMM, and Rudy R. Wright, CMP, have culled their world-class advice into a single, complete resource for the next generation of meeting professionals. This comprehensive guide illuminates the procedures and nuances of planning and executing multinational and multicultural events. It offers everything you need to know, including the skills in multinational operations capabilities and cross-cultural awareness that are critical in today's marketplace.

Complete with sample forms and checklists, this hands-on resource walks you through everything you need to know about:

- Planning
- Budgeting
- Logistics
- Venue selection
- Risk management contingency planning
- Cross-cultural operations

The Wiley Event Management Series—Series Editor, Dr. Joe Goldblatt, CSEP

The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods as well as specialized areas of event management.

About the Author

CAROL KRUGMAN, CMP, CMM, is Director of Client Services for The George P. Johnson Company in North Easton, Massachusetts. Formerly president and CEO of Krugman Group International Inc., a global meeting management company, she is a frequent speaker on international meetings both in the United States and abroad.

RUDY R. WRIGHT, CMP, is a professional event organizer, filmmaker, and author. He is a founding member and past president of Meeting Professionals International. He is the author of *The Meeting Spectrum: An Advanced Guide for Meeting Professionals*, and has served in editorial capacities for *Successful Meetings* and *Incentive Travel International*, *Meeting News*, *The Meeting Professional*, and *Proceedings of the International Summit on Professional/Association Education*.

Users Review

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