



The 21st Century Meeting and Event Technologies: Powerful Tools for Better Planning, Marketing, and Evaluation

Seungwon "Shawn" Lee, Dessislava Boshnakova, Joe Goldblatt

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This is the first book in the field of meeting and event education to specifically and comprehensively address the area of technology. This book showcases powerful technology tools for the better planning and marketing of meetings and events and includes examples of technology platforms, software, cloud-based systems, case studies, checklists, financial investments, educational resources, and an abundance of other helpful and valuable information.

Each of the ten chapters addresses, through technology, the key competencies (standards) of the Meeting Professionals International's Event Management International Competency Standards (EMICS). Each technology platform directly supports one of the standards identified through EMICS to ensure a correct fit with current and future industry expectations. The book also includes numerous case studies as well as checklists, charts, and graphs.

The area of meeting and event technology is a fast-growing component of the meetings, incentives, conventions and exhibition (MICE) industry. **The 21st Century Meeting and Event Technologies** will be an essential resource for hospitality students and business professionals.

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