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Convention Management and Service, Ninth Edition \$83.60 This textbook provides readers with the most current and comprehensive coverage of the convention and meetings industry, with an in-depth look at conventions and meetings marketing, how to successfully sell to groups, and how to service their business after the sale.

### Convention Management and Service, Ninth Edition ...

Course Description: Defines the scope and segmentation of the convention and group business market, describes marketing and sales strategies to attract markets with specific needs, and explains techniques to meet those needs as part of meeting and convention service. Objectives: At the completion of this course, students should be able to: Describe the scope of the convention, meetings, and ...

### Convention Management and Service with Answer Sheet (EI ...

AHLEI Publishes New Edition of Convention Management and Service Textbook the American Hotel & Lodging Educational Institute (AHLEI) | January 27, 2016 Orlando, Florida, January 2016—The American Hotel & Lodging Educational Institute (AHLEI) has released the ninth edition of Convention Management and Service by James R. Abbey, Ph.D.

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