



MEETING CONSULTANTS

title

CONFERENCE CENTRE MANAGEMENT AND PROMOTION

subtitle

How to make a venue more competitive

contents

There are new and well-equipped conference centres, in stunning locations, which are deserted for much of the year.

And yet these represent an important resource for the destination, able to create jobs and produce economic and cultural benefits.

The conference market has specific characteristics that operators must be aware of.

Huge investments of millions of euro can be wasted because of poor and unprofessional management, or insufficient support in terms of resources: this is tantamount to undertaking a huge enterprise, and then abandoning it just before reaching the target.

How can the empty rooms in conference centres be filled?

By exploring issues relating to venue management and promotion, the seminar is intended to provide recommendations on how to develop the business of conference centres, conference hotels, historic venues and events venues.

objectives

To provide participants with a basic knowledge of the main activities necessary to manage and promote a conference venue.

target

The seminar is aimed at those who manage or work within conferences and events venues.

duration

- short module: 4 hours
- complete module: 6/8 hours.