



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

By Seungwon "Shawn" Lee, Dessislava Boshnakova, Joe Goldblatt

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Here is the first book to specifically and comprehensively address the rapid changes and advances in technology in the planning, management, and marketing of meetings and events. The multigenerational trio of authors, including Joe Goldblatt and two of his former students, Seungwon "Shawn" Lee and Dessislava Boshnakova, cover the most important aspects of using technology for today's meetings and events, such as

- How to harness the power of social media
- How to use crowdsourcing effectively
- How to choose appropriate room layout design software
- How to manage and use guest-generated content
- How to measure and evaluate your success
- How to choose meeting registration software
- How to promote your meeting with blogs, websites, podcasts, and more
- How to hold virtual meetings and events
- How to use search engine optimization to advantage

The area of meeting and event technology is a fast-growing component of the meetings, incentives, conventions and exhibition (MICE) industry. With a foreword by Corbin Ball, an internationally renowned speaker, consultant and writer in the meetings and events technology field, The 21st Century Meeting and Event Technologies will be an essential resource for hospitality students and business professionals.

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## **Editorial Review**

### Review

"If you are looking for well-rounded coverage of a wide range of events technology issues with lots of specific ideas for adoption, selection and implementation, I highly recommend this book. . . . It covers a broad range of events technology issues with thoughtful insight. This book fills a substantial need for meeting professionals to make sense of the rapidly changing plethora of choices available. Starting with the history of event technology, this important work covers the strategic use of technology. It progresses through an analysis of several technology product categories, It covers many important marketing issues and then looks to the future. I heartily commend the efforts of Drs. Lee, Boshnakova, and Goldbatt in putting together this important academic work that will be highly useful for both students and the meeting professionals wishing to advance their career."

?From the Foreword by Corbin Ball, CMP, CSP, DES, Meetings Technology Analyst, Corbin Ball & Co.

"The importance of this topic cannot be overestimated. It is crucial for both students and current industry professionals worldwide to understand the concept of evolving technology for the events field, as introduced in this book. Dr. Joe Goldblatt is a pioneer in the events industry, and by collaborating with two of his former students who are in the 'digital' generation, the perspectives are comprehensive and varied. "

?Patti J. Shock, CPCE, CHT, Academic Consultant, The International School of Hospitality and Professor Emeritus, University of Nevada, Las Vegas

### About the Author

**Seungwon "Shawn" Lee, PhD**, is currently assistant professor at the Center for Sport Management, Tourism and Events Management, at George Mason University in Manassas, Virginia. Professor Lee's professional work and research focuses on meeting/event management and the impact of technology on site selection and meeting management. He has a very unique combination of education and work experience that leads to his current research and teaching specialty with a BS in computer science engineering, an MTA in tourism and hospitality management, and a PhD in tourism and hospitality management. He spent five years as a computer programmer and assistant manager of technology professional development and IT strategy planning team for SAMSUNG in South Korea. He worked as a convention/meeting coordinator for the Association of Science and Technology Centers and director of special events for Korean-American Centennial National Gala in Washington, D.C. He also worked as a meeting technology research specialist for Continuing and Professional Education at Virginia Tech.

He has published his research in the areas of meeting/convention/event management and impacts of Information and Communication Technology (ICT) on the meeting/event industry in the *Journal of Convention and Event Tourism* (JCET), the *Journal of Hospitality and Tourism Technology* (JHTT), *Event Management* (EM), *Tourism Review International* (TRI), *Current Issues in Tourism* (CIT), and the *International Journal of Event and Festival Management* (IJEFM). He also presented his research at the

International Council on Hotel, Restaurant and Institution Education (I-CHRIE), International Special Event Society (ISES) Annual Professional Development Conference, International Hospitality and Convention Expo, and the Educational Technology Leadership Conference.

Dr. Lee is the recipient of the 2013 GMU Teaching Excellence "Teacher of Distinction" for his dedication and highly effective teaching and was also nominated for the 2012 Professional Convention Management Association (PCMA) Educator of the Year award.

**Dessislava Boshnakova, PhD**, is senior assistant professor of International Activities and Public Relations at New Bulgarian University, Sofia, Bulgaria, and owner and managing director of ROI Communication, a public relations firm. She has been engaged in public relations theory and practice since 1998 and has consulted and trained in over 100 companies and organizations. She is a speaker at many events in the PR industry in Bulgaria and abroad.

**Dr. Joe Goldblatt, FRSA**, is the executive director of the International Centre for the Study of Planned Events at Queen Margaret University in Edinburgh, United Kingdom. He is the author and editor of 20 books in the field of event management and marketing. Dr. Goldblatt has conducted event management consultancies in Scotland, United Kingdom, Israel, Jordan, Kazakhstan, Palestine, the Philippines, and Thailand for organizations such as the US Agency for International Development (US AID). In addition, he has conducted assessment and evaluation programs for a wide range of government and commercial clients throughout the world.

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