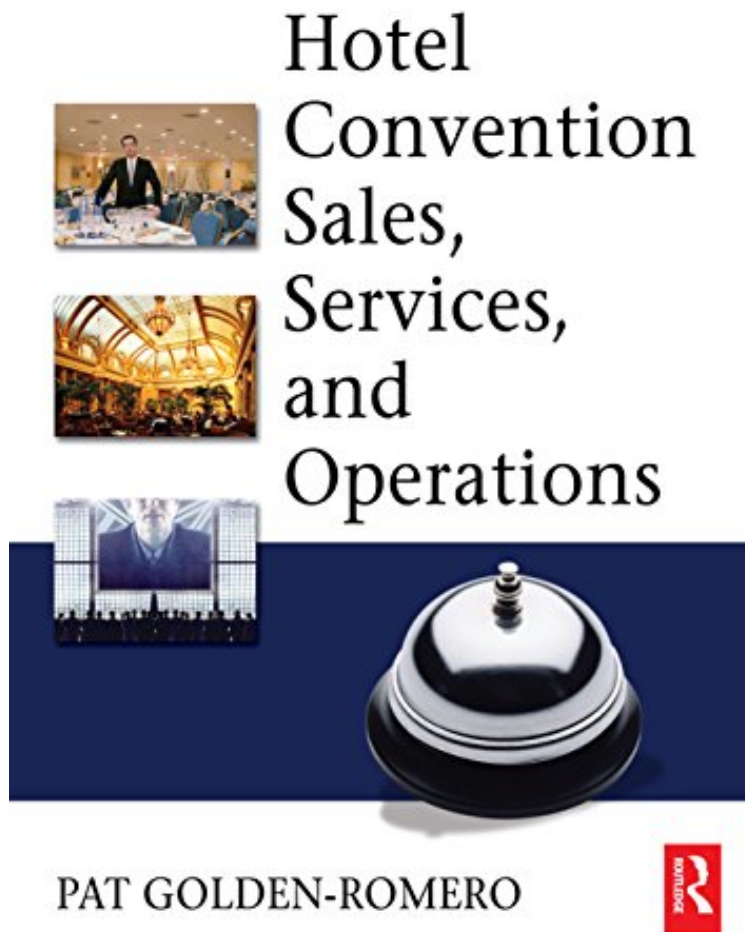



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Hotel Convention Sales, Services and Operations

Pat Golden-Romero

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Pat Golden-Romero : Hotel Convention Sales, Services and Operations before purchasing it in order to gage whether or not it would be worth my time, and all praised Hotel Convention Sales, Services and Operations:

This text provides a comprehensive look at the fast growing meetings and convention market segment. A useful "how-to" guide, it takes students through all aspects of selling and servicing a convention at a hotel or other group meeting facility. In addition, it profiles the customer for meetings and conventions, the planners in charge of site selection, and facilities they commonly use. Also includes "Industry Insiders"; planning tips and case studies direct from professionals in Convention Services departments.

"Pat Romero has put together a wonderful book with all of the basics of convention management. It is the perfect, grass roots tool for anyone entering or considering entering the hospitality or meeting planning industry."-- Laura C. Bohannon, Certified Meeting Professional