



Meetings, Expositions, Events and Conventions: An Introduction to the Industry (4th Edition)

By George G. Fenich Ph.D.

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Editorial Review

About the Author

George G. Fenich, Ph.D., is a professor in the Hospitality Management Department at East Carolina University. Dr. Fenich worked in the hospitality industry for 15 years before joining academe. He teaches and researches in the area of conventions and meetings, has written over 60 academic articles, and has presented at over 150 conferences—including the International Council on Hotel Restaurant and Institutional Education, the Destination Marketing Association International, the Association for Convention Operations Management, the International Association of Assembly Managers, AHTMM in Istanbul, Taipei and Mauritius, the International Conference on Meetings & Events held in Shanghai China, and the Professional Convention Management Association. He is on the editorial board of six academic journals—including editor in chief for the *Journal of Convention and Event Tourism*. He has written books on meetings and events including the third edition of this text, *Meetings, Expositions, Events, and Conventions* published by Pearson in January of 2011, *Planning and Management of Meetings, Expositions, Events, and Conventions* published by Pearson in January of 2014, and *Production and Logistics in Meetings, Expositions, Events, and Conventions*, also published by Pearson in March of 2014. He is also the principal of the consulting firm Fenich & Associates LLC.

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