



The International Dictionary of Event Management, 2nd Edition

Joe Goldblatt (Editor), Kathleen S. Nelson (Editor)

E-Book Rental (120 Days)	ISBN: 978-1-118-63745-6R120	July 2013	\$13.00
E-Book Rental (150 Days)	ISBN: 978-1-118-63745-6R150	July 2013	\$14.00
E-Book	ISBN: 978-1-118-63745-6	July 2013	\$48.00
Paperback	ISBN: 978-0-471-39453-2	January 2001	\$57.95

DESCRIPTION

Managing events such as conventions, expositions, fairs, meetings, trade shows, and special occasions necessitates a unique vocabulary that allows the professional to communicate to the different constituencies within this field in a clear way. An ideal reference guide for students, event professionals, including caterers; planners for meetings, parties, weddings, corporate events, festivals, sporting events, conventions, or trade shows; hotel and food & beverage managers.

ABOUT THE AUTHOR

DR. JOE GOLDBLATT, CSEP, is the Director of The International Institute of Tourism Studies and the founding director of The Event Management Program at The George Washington University. A executive producer of his own special events firm in Washington, DC, he has produced United States presidential inaugurations, galas for foreign governments, and the opening of the Trump Taj Mahal Resort.

KATHLEEN S. NELSON, CSEP, is a professor in the William F. Harrah School of Hotel Administration at the University of Nevada, Las Vegas; a Certified Special Events Professional; and the Chair of the International Special Events Society Certification Committee.

NEW TO EDITION

- 1,800 NEW entries
- New coverage of topics such as catering, marketing, proposal writing, and technology
- Essential knowledge that is needed to pass the CSEP exam

FEATURES

- Quick reference at an affordable price to aspiring events planners and events planners alike.
- Provides vocabulary to professionals and students not versed in the language of this subject area.

SERIES

[The Wiley Event Management Series](#)

For additional product details, please visit <https://www.wiley.com/en-us>