Krzysztof Celuch

## CONTENT, PRODUCT AND MOTIVATION

IN MEETINGS AND EVENTS INDUSTRY





## Table of content

Preface	8
Acknowledgments	13
Introduction to the meetings and events industry	14
Terminology	15
Relationship between the meetings and events industry	n.c
and tourismFundamentals of the meetings and events industry	
Systematisation of the meetings and events industry:	
content, product, motivation	60
Content	74
Goal	75
Market participants	83
Examples	98
Case study	104
Product	126
Goal	127
Market participants	136
Examples	143
Case study	148
Motivation	172
Goal	172
Market participants	182
Examples	187
Case study	192
Strategic meetings and events management	215
Conclusions	222
Sources	232