Table of contents

- Foreword (p. ix)
- **Preface** (p. xi)
- 1 Influences on supply and demand (p. 1)
- 1.1 Profile and terminology (p. 1)
- **1.1.1 Activities** (p. 1)
- 1.1.2 The need for meetings (p. 5)
- 1.1.3 Exhibitions and trade fairs (p. 5)
- **1.1.4 Incentive travel** (p. 6)
- 1.1.5 Measurement of meetings (p. 6)
- 1.1.6 Meetings and conferences (p. 6)
- **1.1.7 Congress** (p. 9)
- **1.1.8 Convention** (p. 9)
- 1.1.9 Other descriptions (p. 9)
- 1.2 Growth, benefits, risks (p. 11)
- **1.2.1 Growth** (p. 11)
- **1.2.2 Supply of services** (p. 13)
- **1.2.3 Benefits** (p. 14)
- 1.2.4 Investment in congress centres (p. 18)
- **1.2.5 Multipurpose centres** (p. 18)
- **1.3 Influences on demand** (p. 19)
- **1.3.1 Elasticity of demand** (p. 19)
- 1.3.2 Scope for international competition (p. 19)
- **1.3.3 Market geography** (p. 19)
- **1.3.4** Accessibility (p. 19)
- 1.3.5 Developments in trade fairs and exhibitions (p. 20)
- 1.3.6 Locational considerations (p. 20)
- 1.4 Market intelligence: international meetings (p. 21)
- 1.4.1 Types of organizations and characteristics (p. 21)
- 1.4.2 International association meetings: main sources of data (p. 21)
- 1.4.3 Growth in international association meetings (p. 21)
- 1.4.4 Locations of international association meetings (p. 21)
- 1.4.5 Frequency and sizes of international association meetings (p. 22)
- 1.4.6 Time of year and duration of meetings (p. 23)
- **1.4.7 Subjects** (p. 23)
- 1.4.8 Venues and facilities used (p. 23)
- 1.4.9 Other meetings of international associations (p. 24)
- 1.5 National, regional and local meetings (p. 24)
- **1.5.1 Data sources** (p. 24)
- 1.5.2 Differences in requirements (p. 24)
- 1.5.3 Association markets (p. 24)
- **1.5.4 Corporate markets** (p. 27)
- 1.5.5 Classification of corporate meetings (p. 27)
- 1.6 Economic impacts (p. 28)
- **1.6.1 Measurement** (p. 28)

- 1.6.2 Factors affecting expenditure (p. 28)
- 1.6.3 Expenditure breakdown of conference delegates, associations and trade fairs (p. 30)
- **1.6.4 World expositions** (p. 31)
- 1.6.5 Prestigious international meetings (p. 32)
- 1.7 Promotion and organization (p. 32)
- **1.7.1** Levels of promotion (p. 32)
- 1.7.2 National and local tourism organizations (p. 32)
- 1.7.3 Product and service providers (p. 33)
- **1.7.4 Ground services** (p. 33)
- **1.7.5 Organizers** (p. 34)
- **1.7.6 Budgeting** (p. 34)
- **1.7.7 Resources** (p. 34)
- **1.7.8 Agreements** (p. 35)
- 1.8 Trade fair and exhibition organization (p. 35)
- 1.8.1 Roles and motivations (p. 35)
- **1.8.2 Exhibition venues** (p. 36)
- **1.8.3 Exhibition organization** (p. 36)
- **1.8.4 Exhibitors** (p. 36)
- 1.9 Trends in marketing and organization (p. 37)
- 2 Congress and convention centres (p. 38)
- 2.1 Characteristics: main features (p. 38)
- **2.1.1 Range of premises** (p. 38)
- **2.1.2 Feasibility** (p. 38)
- **2.1.3 Procedures** (p. 41)
- **2.1.4 General facilities** (p. 41)
- 2.1.5 Large purpose-built congress/convention centres (p. 41)
- 2.1.6 Large convention centres, trade fair complexes (p. 44)
- **2.1.7 Medium-sized centres** (p. 44)
- **2.1.8 Secondary use venues** (p. 44)
- **2.1.9** Multi-use halls (p. 48)
- 2.2 Site and space requirements (p. 48)
- **2.2.1 Location** (p. 48)
- **2.2.2 Site investigation** (p. 49)
- 2.2.3 Site details (p. 51)
- **2.2.4** External relationships (p. 51)
- **2.2.5 Visitor entrances** (p. 51)
- **2.2.6 Other entrances** (p. 58)
- 2.2.7 Internal planning: relationships (p. 58)
- 2.2.8 Horizontal and vertical arrangements (p. 58)
- **2.2.9 Circulation planning** (p. 58)
- 2.3 Space and facilities (p. 59)
- 2.3.1 Space requirements (p. 59)
- 2.3.2 Types of rooms and flexibility (p. 60)
- **2.3.3 Ratios of space** (p. 64)
- 2.3.4 Rationalization: multiple use (p. 64)

- **2.3.5** Entrance halls (p. 64)
- 2.3.6 Toilet and cloakroom facilities (p. 65)
- **2.3.7 Foyers** (p. 65)
- **2.3.8** Analysis of areas (p. 67)
- **2.4 Auditorium requirements** (p. 67)
- **2.4.1 Characteristics** (p. 67)
- 2.4.2 Aural and visual considerations (p. 67)
- **2.4.3 Plan shapes** (p. 71)
- **2.4.4 Seating arrangements** (p. 72)
- 2.4.5 Means of escape in event of fire (p. 74)
- **2.4.6** Ceiling requirements (p. 74)
- 2.4.7 Changes in floor levels and areas (p. 77)
- 2.4.8 Projection, control and interpreters' rooms (p. 77)
- 2.5 Multi-use halls: stage facilities (p. 78)
- **2.5.1 Planning requirements** (p. 78)
- **2.5.2 Stage house** (p. 80)
- **2.5.3 Flexibility of use** (p. 80)
- 2.5.4 Relationship with audience (p. 80)
- **2.5.5 Stage dimensions** (p. 81)
- 2.5.6 Fire requirements (p. 81)
- **2.5.7 Stage operation** (p. 82)
- **2.5.8 Stage management** (p. 82)
- **2.5.9 Dressing and changing rooms** (p. 82)
- 2.6 Multi-use halls: environmental control systems (p. 83)
- 2.6.1 Ventilation and air-conditioning systems (p. 83)
- **2.6.2 Airflow distribution** (p. 83)
- **2.6.3** Air handling plant (p. 84)
- 2.6.4 Lighting systems in auditoria (p. 84)
- **2.6.5 House lighting** (p. 84)
- 2.6.6 Variations in lighting levels (p. 84)
- **2.6.7 Emergency lighting** (p. 85)
- 2.6.8 Stage and platform lighting (p. 85)
- **2.6.9 Lighting controls** (p. 86)
- 2.7 Ballrooms, meeting rooms, function rooms (p. 86)
- **2.7.1 Types of rooms** (p. 86)
- 2.7.2 Ballrooms and grand halls (p. 86)
- **2.7.3 Room division** (p. 88)
- **2.7.4 Food and beverage service** (p. 89)
- **2.7.5** Furniture requirements (p. 89)
- **2.7.6 Furniture layouts** (p. 89)
- **2.7.7** Other requirements for large halls (p. 90)
- **2.7.8 Furniture storage** (p. 90)
- **2.7.9 Other meeting rooms** (p. 90)
- 2.8 Exhibition facilities in congress centres (p. 93)
- **2.8.1 Benefits and feasibility** (p. 93)
- **2.8.2 Range of facilities** (p. 93)

- **2.8.3 Stand arrangements** (p. 93)
- **2.8.4 Circulation requirements** (p. 94)
- **2.8.5** Construction requirements (p. 94)
- 2.8.6 Structural and utility servicing requirements (p. 94)
- **2.8.7** Environmental requirements (p. 95)
- **2.8.8 Operational services** (p. 95)
- 2.9 Technical facilities in auditoria and halls (p. 95)
- **2.9.1 Projection and control rooms** (p. 95)
- **2.9.2 Projection room** (p. 96)
- **2.9.3 Lighting control room** (p. 96)
- 2.9.4 Sound control and recording rooms (p. 96)
- **2.9.5** Simultaneous interpretation booths (p. 97)
- 3 Trade fair and other exhibition centres (p. 99)
- 3.1 Range of activities (p. 99)
- **3.1.1 Exhibition facilities** (p. 99)
- 3.1.2 Characteristics of trade fairs and consumer exhibitions (p. 99)
- **3.1.3 Provision of facilities** (p. 101)
- **3.1.4 Organization roles** (p. 101)
- **3.1.5 Development** (p. 102)
- **3.1.6 Entertainment events** (p. 102)
- **3.1.7 Exhibition operation** (p. 102)
- **3.1.8** Access and storage (p. 103)
- 3.1.9 Shell schemes and individual stands (p. 103)
- **3.2 Planning and design** (p. 105)
- **3.2.1 Site requirements** (p. 105)
- **3.2.2 Site planning** (p. 105)
- **3.2.3 Hall design** (p. 107)
- 3.2.4 Stand layouts and circulation (p. 111)
- **3.2.5 Engineering services** (p. 112)
- 3.2.6 Reception and registration facilities (p. 113)
- 3.2.7 Other accommodation requirements (p. 114)
- 3.2.8 Food and beverage services (p. 115)
- 3.3 Permanent and semi-permanent exhibitions (p. 115)
- **3.3.1 Range of facilities** (p. 115)
- 3.3.2 Museums, art galleries and visitor centres (p. 117)
- 3.3.3 Planning exhibition areas (p. 117)
- 3.3.4 Exterior areas (p. 117)
- **3.3.5 Visitor facilities** (p. 117)
- 3.3.6 Interior areas: entrance hall (p. 118)
- 3.3.7 Management requirements (p. 121)
- 3.3.8 Exhibition requirements (p. 122)
- 3.3.9 Environmental conditions (p. 123)
- **4 Hotels** (p. 124)
- 4.1 Marketing opportunities for hotels (p. 124)
- **4.1.1 Roles of hotels** (p. 124)
- **4.1.2 Meetings in hotels** (p. 124)

- **4.1.3 Profile of business: Europe** (p. 125)
- 4.1.4 Hotel meetings in North America (p. 125)
- **4.1.5 Other uses** (p. 125)
- **4.2 Types of hotels and resorts** (p. 130)
- **4.2.1 Locations and range of properties** (p. 130)
- **4.2.2 Standards of hotel** (p. 130)
- **4.2.3 Guestroom requirements** (p. 130)
- **4.2.4** Access requirements (p. 131)
- **4.2.5** Car parking requirements (p. 132)
- **4.2.6 Service access** (p. 132)
- **4.2.7 Structural considerations** (p. 135)
- **4.2.8 Entrances** (p. 135)
- **4.2.9** Hotel reception lobbies (p. 135)
- **4.3 Planning hotel facilities** (p. 137)
- **4.3.1** Unit areas (p. 137)
- **4.3.2 Main types of meeting rooms** (p. 138)
- **4.3.3 Ballroom design** (p. 138)
- **4.3.4 Division of areas** (p. 139)
- **4.3.5 Flexibility** (p. 140)
- **4.3.6 Banquet hall requirements** (p. 140)
- 4.3.7 Meetings and conventions (p. 141)
- 4.3.8 Operational requirements (p. 141)
- **4.3.9 Exhibitions** (p. 142)
- **4.4 Technical systems** (p. 142)
- 4.4.1 Range of technical installations (p. 142)
- 4.4.2 Lighting requirements in ballrooms and large halls (p. 143)
- **4.4.3 Air-conditioning** (p. 143)
- **4.4.4 Electrical services** (p. 143)
- **4.4.5 Control rooms** (p. 143)
- 4.4.6 Audio-visual aid equipment (p. 143)
- **4.4.7 Other business facilities** (p. 144)
- 4.5 Hotel services and facilities (p. 144)
- 4.5.1 Food and beverage services (p. 144)
- 4.5.2 Systems of food production (p. 144)
- **4.5.3 Planning requirements** (p. 144)
- 4.5.4 Restaurant, lounge and bar design (p. 145)
- 4.5.5 Housekeeping and laundry services (p. 145)
- **4.5.6 Staff facilities** (p. 146)
- 4.5.7 Administration and business services (p. 146)
- **4.5.8 Leisure facilities** (p. 146)
- 4.5.9 Indicative space standards (p. 147)
- 4.6 Accommodation for delegates (p. 148)
- **4.6.1 Hotel classification** (p. 148)
- **4.6.2 Room descriptions** (p. 148)
- **4.7 Incentive travel requirements** (p. 148)
- **4.7.1 Roles of incentive travel** (p. 148)

- **4.7.2 Incentive travel products** (p. 149)
- 5 Other types of conference and training centres (p. 150)
- 5.1 Executive conference centres (p. 150)
- **5.1.1 Concept** (p. 150)
- **5.1.2 Marketing considerations** (p. 150)
- **5.1.3 Variations** (p. 152)
- 5.1.4 Planning executive conference centres (p. 153)
- 5.1.5 Guestrooms and public areas (p. 154)
- **5.1.6 Conference areas** (p. 157)
- **5.1.7 Technical support** (p. 157)
- 5.1.8 Typical facilities in conference rooms (p. 157)
- **5.1.9** Calculation of space requirements (p. 158)
- **5.2** Other types of conference centres (p. 158)
- 5.2.1 Conference resort and country hotel centres (p. 158)
- 5.2.2 Corporate conference and training centres (p. 159)
- **5.2.3** University conference centres (p. 159)
- **5.3 Other venues for meetings** (p. 159)
- **5.3.1** Non-residential conference centres (p. 159)
- 5.3.2 Institutions and charitable organizations (p. 160)
- **5.3.3 Unusual venues** (p. 160)
- **5.3.4 Cruise ships** (p. 160)
- **6 Technical requirements** (p. 161)
- 6.1 Acoustic design of meeting rooms and auditoria (p. 161)
- **6.1.1 Importance of acoustics** (p. 161)
- **6.1.2 Variations in sound levels** (p. 161)
- **6.1.3 Characteristics of speech** (p. 161)
- **6.1.4** Acoustic design for speech (p. 162)
- **6.1.5 Direct sound** (p. 163)
- **6.1.6 Audible distance** (p. 163)
- 6.1.7 Reinforcement of direct sound by early reflections (p. 163)
- 6.1.8 Adjustments in hall and auditorium acoustics (p. 164)
- **6.1.9 Sound absorption** (p. 165)
- **6.2** Multipurpose use and noise control (p. 165)
- **6.2.1** Acoustic requirements for music (p. 165)
- 6.2.2 Multipurpose halls: adjustable acoustics (p. 166)
- 6.2.3 Amplification of sound: acoustic conditions (p. 167)
- **6.2.4 Masking of sound** (p. 167)
- **6.2.5 Reduction of noise** (p. 168)
- **6.2.6 Standards for noise insulation** (p. 169)
- **6.2.7 Flanking paths** (p. 169)
- **6.2.8 Impact noise ratings** (p. 169)
- **6.2.9 Noise from adjacent areas** (p. 169)
- **6.3 Sound systems and equipment** (p. 169)
- **6.3.1** Types of systems and equipment (p. 169)
- **6.3.2 Permanency of installation** (p. 169)
- **6.3.3** Comprehensive audio systems (p. 171)

- **6.3.4 Control rooms and audio equipment** (p. 171)
- **6.3.5 Microphones** (p. 172)
- **6.3.6 Sound amplification** (p. 172)
- **6.3.7 Loudspeakers** (p. 173)
- **6.3.8** Simultaneous interpretation systems (p. 174)
- **6.3.9 Interpreters' booths** (p. 175)
- **6.4 Lighting** (p. 175)
- **6.4.1 Exterior lighting** (p. 175)
- **6.4.2 Interior lighting** (p. 176)
- **6.4.3 Daylighting** (p. 176)
- **6.4.4 Decorative effects** (p. 176)
- **6.4.5 Subjective impressions** (p. 177)
- **6.4.6 Illumination standards** (p. 178)
- **6.4.7 Light sources** (p. 178)
- **6.4.8 Specific areas** (p. 179)
- **6.4.9 Display and exhibition lighting** (p. 181)
- 6.5 Audio-visual aid equipment and projection systems (p. 182)
- **6.5.1 Video technology** (p. 182)
- **6.5.2 Slide and cine projection** (p. 185)
- **6.5.3 Projection systems** (p. 185)
- **6.5.4 Screens** (p. 186)
- **6.5.5 Multi-vision presentations** (p. 186)
- **6.5.6 Controls** (p. 187)
- **6.5.7 Room furniture and fittings** (p. 187)
- **6.5.8 Specific cases** (p. 187)
- **6.6 Electrical services** (p. 189)
- **6.6.1 Regulations** (p. 189)
- **6.6.2 Primary supplies** (p. 189)
- **6.6.3 Emergency supplies** (p. 189)
- **6.6.4** List of supply requirements (p. 190)
- **6.6.5 Demand loads** (p. 190)
- **6.6.6 Protection of installations** (p. 191)
- **6.6.7 Stage wiring** (p. 191)
- **6.6.8 Television broadcasting** (p. 191)
- **6.7 Air-conditioning, ventilation and heating** (p. 192)
- **6.7.1** Interior design conditions for comfort (p. 192)
- **6.7.2 Fresh air requirements** (p. 192)
- **6.7.3 Determination of heat gain or loss** (p. 193)
- **6.7.4** Air-conditioning systems (p. 194)
- **6.7.5 Considerations affecting choice of system** (p. 194)
- **6.7.6 Heating** (p. 195)
- **6.7.7 Specific areas** (p. 195)
- **6.8** Security, safety and risk management (p. 196)
- **6.8.1** Security and business continuity planning (p. 196)
- **6.8.2 Surveillance and protective systems** (p. 197)
- **6.8.3 Detection systems and identity checks** (p. 197)

- **6.8.4 Safety** (p. 197)
- **6.8.5 Fire protection** (p. 198)
- **6.8.6** Means of escape in event of fire (p. 198)
- **6.9 Other requirements** (p. 198)
- **6.9.1 Facilities for the disabled** (p. 198)
- **6.9.2** Energy conservation and environmental policies (p. 199)
- 7 Investment, maintenance, upgrading (p. 200)
- 7.1 Development proposals (p. 200)
- 7.1.1 Development policies and goals (p. 200)
- **7.1.2 Financial appraisal** (p. 200)
- 7.1.3 Economics of operation: some case studies (p. 202)
- **7.1.4 Planning programmes** (p. 203)
- **7.1.5 Direct investment** (p. 203)
- 7.1.6 Other sources of finance (p. 203)
- **7.1.7 Costs** (p. 204)
- 7.1.8 Construction summary (p. 204)
- 7.2 Maintenance and operation (p. 205)
- **7.2.1 Importance** (p. 205)
- **7.2.2 Costs of maintenance** (p. 205)
- **7.2.3** Life-cycle costing (p. 206)
- **7.2.4 Life-cycle periods** (p. 206)
- **7.2.5 Planned maintenance** (p. 206)
- 7.2.6 Planned maintenance organization (p. 206)
- 7.2.7 Advantages of planning maintenance (p. 207)
- 7.3 Upgrading and improving potential (p. 207)
- 7.3.1 Comprehensive schemes (p. 207)
- **7.3.2** Costs (p. 207)
- 7.3.3 Investigation and appraisal (p. 207)
- **7.3.4 Market feasibility** (p. 208)
- **7.3.5 Other influences** (p. 209)
- 7.3.6 Briefing and programming (p. 209)
- **7.3.7 Monitoring** (p. 210)
- 8 Organization of events: checklists (p. 211)
- **8.1 Planning meetings** (p. 211)
- **8.1.1 Work plans** (p. 211)
- **8.1.2 Contracts** (p. 211)
- 8.1.3 Meeting planners' checklists (p. 212)
- **8.1.4 Service providers' checklists** (p. 213)
- 8.1.5 Post-congress/ convention reports (p. 213)
- **8.2 Exhibition organization** (p. 213)
- **8.2.1 Participation** (p. 213)
- **8.2.2 Exhibitors** (p. 213)
- **8.2.3 Technical sub-contractors** (p. 214)
- 8.2.4 Organizers' checklists (p. 214)
- **8.2.5 Venue particulars** (p. 214)
- **8.2.6** Model of the exhibition process (p. 215)

- **8.3 Organizations** (p. 216)
- 9 Trends and future developments (p. 220)
- 9.1 Opportunities and threats (p. 220)
- **9.2 Marketing** (p. 220)
- **9.3 Facilities** (p. 220)
- **9.4 Venues** (p. 221)
- Projects illustrated (p. 222)
- References and Bibliography (p. 223)
- **Index** (p. 226)