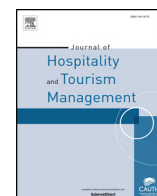




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## Book Review

**The 21st century meeting and event technologies: Powerful tools for better planning, marketing, and evaluation, Seungwon “Shawn” Lee, Dessislava Boshnakova, Joe Goldblatt. Apple Academic Press, Oakville, ON, Canada (2017). xxiii + 352 pp. (Tables, Figures, Bibliographical references and index). ISBN: 978-1-77188-023-7 (Hardcover), ISBN: 978-1-4822-5184-5 (eBook)**

“*The trouble with our times is that the future is not what it used to be,*” this was well-written by the French Poet Paul Valery (1871–1945) and intact used by the three authors viz. Seungwon “Shawn” Lee, Dessislava Boshnakova and Joe Goldblatt in their book titled, “*The 21st Century Meeting and Event Technologies: Powerful Tools for Better Planning, Marketing, and Evaluation*”. It is evident that imagining the future without the influence of digital technology is defunct. Similarly, in most of the areas, the utility of digital technology in Meeting and Event Management are equally appreciable.

As far as this book is concerned, it is divided into four parts whereas, Part I titled “*The Traditions and Trajectory of Meeting and Event Technology*” has four chapters which are based on history of meeting and event technology; using the right technology for the right purpose; search engine optimization and concluded with venue and suppliers search engine technology. Right from the historical development of technology in the meetings and events industry to social media technologies, the first chapter has proceeded in a chronological manner. The second chapter has explained the gap analysis to use the right technology and importance of mobile applications as the effective events technological tool. The chapter 3 is based on content and social media campaigns for Search Engine Optimization (SEO) and integrate towards branding. And chapter 4 has included the e-venue search services, which saves time and energy for the meeting planners.

The next Part titled, “*Meeting and Event Technology for Design, Planning, and Evaluation*” has also divided into four chapters viz. Meeting and Event Design Technology; Meeting and Event Administration Technology Solutions; Virtual Meetings and Events and the last one Evaluation of Meeting and Event Technology. Chapter 5 has the information related to floor design, evaluate and forecast the event and meeting design technology and Chapter 6 is based on event administration technology, which includes Intranet and other internal solutions like Database Management System and Cloud administration. The next chapter discussed the all important areas of Virtual meeting technology (VMT), its types and various effective tools to materialize it. This part concludes with the chapter in which various evaluation techniques of meeting and event technology were discussed.

Part III titled, “*Successful Marketing of Meetings and Events through Technology*” has six chapters which based on Marketing with Wikis, Websites, Blogs, and Podcasts; Meeting and Event Social Media and Network Technology Solutions; Mobile Applications for Meeting and Event Marketing; Guest-Generated Content; Registration and Transaction Systems and concluded with Crowdsourcing for Events. Chapter 9 and 10 have included the description of various e-marketing

and social media platforms for event promotions and network technology solutions. The next chapter explains the all-important mobile applications for meeting and event marketing, its strategies and practical policies for fully utilized the mobile or m-platform for yielding the maximum benefits with minimum inputs. Chapter 12 focussed on the Guest-Generated content, its implications, benefits and probable disadvantages which might hamper the overall meeting and event marketing efforts. The next chapter discusses the crucial e-security phenomenon during online registration and transaction systems, which could provide benefits, if it will be monitored securely. This part concludes with the concept of crowdsourcing, which begins from crowd creation and ends with crowd funding.

The last part titled, “*The Future of Meeting and Event Technology: Case Studies and Additional Resources*” has one chapter, which discussed the futuristic tech trends that will influence the events, whereas all important fourteen case studies (rather its caselets) has also added practical perspectives to the overall deliberations on Meeting and Event Technologies.

Moreover, in addition to these four parts and fifteen chapters along with the caselets, the foreword, preface and acknowledgment have provided crucial insights for this publication. The profile of three authors speaks volume about them and their contribution through this book has already accolade by the industry practitioners has actively monitored the domain of Event Technology for so long. For example, Corbin Ball, Meeting Technology Analyst in Corbin Ball & Co., have written the Foreword of this book has appreciated this volume.

Each chapter is written in a simple and lucid way, it starts with the famous quote of any visionary personality and then in Learning Outcomes, the expected knowledge delivery has discussed point-wise, afterward, with the help of tables and figures the sub-topics have explained. Hereafter, a box titled, “SCREENSHOT” is given, in which relevant information has discussed in the form of additional knowledge, which is worth for the reader. At last, the chapter is closed with “SUMMARY AND CONCLUSION”, “DISCUSSION QUESTIONS”, “TASK”, “REFERENCES” and “ADDITIONAL RESOURCES”, which could help the reader to go beyond and understand the critique of the whole chapter along with every single topic and sub-topic.

Presently, across the globe, Meetings and Event Management sector have yielded enormous monetary and non-monetary benefits to the host nations and communities. Henceforth, even in academics, it is a full-fledged stream in which this publication will prove its worth. From a historical point of view to the modern tools of event management technologies, this book is offering everything for students, academicians, practitioners, event management professionals, meeting planners and other stakeholders. It would be exemplary if the authors plan to write the next volume in which they may add descriptive cases and industry examples. In that volume, they may explore the technological perspectives in Incentives, Conventions and Exhibitions sub-sectors of MICE, so that both of these publications will contribute towards existing textbook as well as advanced knowledge in these areas. In the current competitive time, there is a need to grasp the nitty-gritty,

therefore, in the field of meetings and event management one should continually update their skills so that competitive advantage can be achieved. The publication like this one will serve the purpose of providing the basic and advanced version of technological aspects, which are must know in order to serve in meeting and event management fields.

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