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## The Function of Conference Organisers and the Marketing for Information Technology Seminars of Small and Medium-Sized Industries

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By Karin Schneider

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Inhaltsangabe:Abstract: As the European Union (EU) is getting bigger and the movement of people, capital, goods and services across the 15 participating countries is simplified, the European conference scene has been boosted with this enlarged competition. The latest knowledge and information have become vital economic assets of the information-driven society. While there are numerous ways to obtain this information, seminars are particularly attractive because they communicate desired knowledge quickly in a compact form. The major destination cities show increasing business, allied with enhanced competition, a toughening attitude amongst organisers and meeting planners as well as the need for improved marketing techniques. The use of cyberspace has gained an important influence on this sector. Due to increasing competition, services are under pressure to be improved, and the whole business of meeting is searching for higher standards. Definition of the subject 'Information systems have // aided the growth of multinational organizations by

### Reviews

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