

## TONY ROGERS

Tony Rogers is Chief Executive of the British Association of Conference Destinations (BACD), a position he has held since 1989. BACD's 60 destination members represent approximately 3,000 conference and event venues throughout the British Isles. Members also include the business tourism departments of the UK's national tourist boards. There are also over 100 affiliate members (venues, consultancies, universities, suppliers, etc.).

Since 2000 Tony has also acted as the Executive Director for the Association of British Professional Conference Organisers (ABPCO). He represents both BACD and ABPCO within national bodies such as the UK's Business Tourism Partnership (BTP) and he chairs the BTP Research Group. He is also a Board member of the European Federation of the Associations of Professional Congress Organisers (EFAPCO) and serves as the BACD representative on Destination Marketing Association International's European Advisory Council. In September 2007 he was appointed Visiting Fellow by the UK Centre for Events Management at Leeds Metropolitan University.

Tony is a regular speaker at conferences and events in the UK, and at a number of UK universities and colleges. He has also presented at conferences in Belgium, Germany, Greece, Malaysia, Malta, Monaco, The Netherlands, South Africa, and Spain.

In 1999 Tony won *Meeting & Incentive Travel's* 'Personality of the Year' award and, in 2007, he achieved 9<sup>th</sup> position in *Conference & Incentive Travel's* 'Power 50' listing of the top 50 people who contributed significantly to the development of the industry in the previous 12 months.

As well as contributing regularly to the industry's trade media, Tony has written three books on the international conference industry, including:

- *Conferences and Conventions: A Global Industry* published in 2003. A second edition of *Conferences and Conventions: A Global Industry* will be published in November 2007.
- *The Marketing of Destinations and Venues for Conferences, Conventions and Business Events*, (written jointly with Rob Davidson of the University of Westminster) published by Elsevier Butterworth-Heinemann in May 2006.

Both of these books have been translated into Chinese, and other translations are in the pipeline.

### Specific Research and Consultancy Projects Undertaken

- Tony oversees the production and publication of the annual 'British Conference Venues Survey' research, analysing the value, volume and other characteristics of the UK conference market from a supply-side perspective
- He also contributes to (and BACD is one of the sponsors of) the annual 'UK Conference Market Survey', which researches the market from a demand-side (or organiser) perspective
- He contributes regularly to discrete research projects being undertaken on behalf of BACD members, and for non-member destinations and venues (e.g. on construction of new facilities and infrastructure; on marketing strategies for destinations; on convention bureau or DMO roles and structures)

Before joining BACD in 1989, Tony held positions as: a careers adviser; a business economist in a local authority economic development department; an area secretary with a world development charity.