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**CONTACT:** Kaitlin Friedmann  
Creative Marketing Alliance  
(609) 799-6000 ext. 21  
[kfriedmann@cmasolutions.com](mailto:kfriedmann@cmasolutions.com)

### **ACOM LENDS EXPERTISE ON CONVENTION OPERATIONS IN NEW EDITION OF *PROFESSIONAL MEETING MANAGEMENT***

*For the First Time, ACOM Provides Complete Chapter in Meetings Industry's Top Reference Guide*

**PRINCETON JUNCTION, NJ – July 31, 2006** – As one of the leading associations providing resources and opportunities for professionals in the event management industry, ACOM, the Association for Convention Operations Management, has authored a chapter entitled: “Convention Services Manager” in the fifth edition of *Professional Meeting Management*. Distributed by the Professional Convention Management Association (PCMA), *PMM* is the most widely-read reference guide keeping professionals at the forefront of the latest developments and standardized information in the meetings industry.

*PMM* serves as an educational tool and “how to” manual for meeting planners, sales and servicing arms of the hospitality community. The publication has been used as one of the key resources for those not only wanting to learn more about the industry, but for candidates applying for their CMP (Certified Meeting Professional) designation, a credential recognizing those who have achieved the industry’s highest level of professionalism. This compendium of information is used by meeting planners, individuals in hotels, convention centers, arenas/special venues, convention & visitors bureaus (CVB’s), and third-party planners. ACOM representatives authored the entire 35<sup>th</sup> chapter on Convention Services Management, including its theme, structure and text. Members collectively lent their expertise and cited a variety of sources which are documented at the end of the chapter.

“*PMM* is an important resource for a variety of disciplines that range from meeting planning do’s and don’ts, to servicing strategies and platforms,” said Lynn McCullough,

Executive Director of ACOM. "ACOM was very pleased to be included in the formation of the text for the first time. It was a great way to showcase our organization's valuable expertise."

In its fifth edition, *PMM* has been updated and expanded to tackle more of the issues that impact the industry on a daily basis. Aside from the coverage provided by ACOM, the updated content features topics such as the newest strategies for calculating ROI, how to exceed goals through strategic partnerships, the latest and most lucrative approaches to contract negotiation, and how to implement new technologies.

Copies of *PMM* are available through PCMA's website [www.pcma.org](http://www.pcma.org) or from Kendal Hunt Publishing, [www.kendallhunt.com](http://www.kendallhunt.com). For more information on ACOM please visit [www.acomonline.org](http://www.acomonline.org), or contact Lynn McCullough at (609) 799-3712 or email [LMccullough@acomonline.org](mailto:LMccullough@acomonline.org).

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#### **About ACOM**

The Association for Convention Operations Management (ACOM) was founded and incorporated as a not-for-profit organization in 1988 by William H. Just, CAE, CMP and is dedicated to advancing the practice of convention services management in the meetings industry, and to preparing Convention Service Management professionals for their critical role in the growth and success of their organizations. ACOM members hold many positions in convention and visitor bureaus, convention centers, conference centers, hotels and resorts including: convention service managers, housing managers, operations managers, event service coordinators, directors of convention/trade shows, catering managers and directors, facility managers, attraction/entertainment facilities, audio visual companies and decorator management companies.