

**Tony Rogers** is Chief Executive of the British Association of Conference Destinations (BACD), a position he has held since 1989. BACD's 75 destination members represent approximately 2,600 conference and event venues throughout the British Isles. Members also include the business tourism departments of the UK's national tourist boards.

Since 2000 Tony has also acted as the Executive Director for the Association of British Professional Conference Organisers (ABPCO). He represents both organisations within national bodies such as the UK's Business Tourism Partnership (BTP). He chairs the BTP Research Group.

As well as contributing regularly to the industry's trade media, Tony has written two books on the international conference industry, including 'Conferences and Conventions: A Global Industry' published in 2003. He is now working on a third book (jointly with Rob Davidson of the University of Westminster) entitled 'The Marketing of Destinations and Venues for Conferences, Conventions and Business Events', to be published by Elsevier Butterworth-Heinemann in Spring 2006.