

会展实践与研究

Practice and
Research on MICE

黄彬◎著



ZHEJIANG UNIVERSITY PRESS

浙江大学出版社

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杭州市属高校
市级特色专业建设项目

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图书在版编目 (CIP)数据

会展实践与研究 / 黄彬著. —杭州:浙江大学出版社, 2011. 11

ISBN 978-7-308-09242-5

I. ①会… II. ①黄… III. ①展览会—工作—文集
IV. ①G245-53

中国版本图书馆 CIP 数据核字(2011)第 216605 号

会展实践与研究

黄 彬 著

责任编辑 李海燕

封面设计 续设计

出版发行 浙江大学出版社

(杭州市天目山路 148 号 邮政编码 310007)

(网址: <http://www.zjupress.com>)

排 版 杭州中大图文设计有限公司

印 刷 杭州日报报业集团盛元印务有限公司

开 本 710mm×1000mm 1/16

印 张 22.5

彩 插 4

字 数 441 千

版 印 次 2011 年 11 月第 1 版 2011 年 11 月第 1 次印刷

书 号 ISBN 978-7-308-09242-5

定 价 48.00 元

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浙江大学出版社发行部邮购电话 (0571)88925591

商务部国际贸易经济合作研究院院长评语：

黄彬同志的《会展实践与研究》一书，较为全面地回顾了我国会展业发展的基本历程，深入分析了目前会展实践中存在的问题，并提出了解决问题的方法及思路。

本书通过探讨未来我国会展业发展的方向，将会展业的发展实践升华到理论层面，为我国会展产业的研究奠定了较好的基础，具有一定的前瞻性和可操作性。是一本值得推荐的好书。

二〇一一年八月

国际展览联盟（Union of International Fairs UFI）当选主席评语：

今年7月，在郑州举办的“中国国际会展文化节”上，黄彬同志给了我这本名为《会展实践与研究》的书稿，回沪后浏览了一下，很有启发。十多年来，黄彬同志既从事过会展业务的操作，也潜心研究了一些会展专业课题，现在更是活跃在会展教育的一线岗位，因此，无论从实践上、还是理论上都形成了较系统的观点和思路，这对长期以来会展界存在的理论与实践如何更好结合的问题作了有益的探索，提供了值得关注的范例。我希望会展界有更多的人士能像黄彬同志那样，把实践升华到理论，把理论付诸实践，并把这些经过检验的思想和观点总结提高，与更多的同行人士分享，为提高中国会展业的整体水平而努力。

二〇一一年七月

中国会展经济研究会常务副会长评语：

黄彬《会展实践与研究》一书虽是一本论文集，却很值得一读。该书从“实践、探索、提升”三个方面，具有内在逻辑地展开了关于十个专题的论述；体现出黄彬作为一个既有实践经验又有理论素养的中国会展人的深入思考；对于中国会展业的发展与提高也将是大有裨益的。

二〇一一年七月二十七日

浙江国际会议展览行业协会会长评语：

实践出真知。《会展实践与研究》是黄彬多年以来对会展的研究成果，从实践出发，以自己独特的见解，从而升华为理论研究。阅读此书，使会展从业者摆脱了原有单纯的只在理论中学习会展知识的模式，通过更具体的实践经验来学习理论。书中的十个专题，字里行间透露着黄彬作为中国会展人的不断进取，在实践与理论之间体现了黄彬对会展事业的无限热爱。

二〇一一年七月二十七日

浙江省义乌市人民政府会展管理办公室主任评语：

欣闻黄彬先生《会展实践与研究》一书杀青在即，倍感欣喜。黄彬先生曾在义乌工作十余年，其间对“义博会”的国际化推广及义乌会展业的发展提出了许多真知灼见，业界已有目共睹，不复赘言。黄彬先生善思考，有所悟必著之为文，现将多年体会呕心沥血归纳成书，藉此为展览业之昌盛奉绵薄之力。

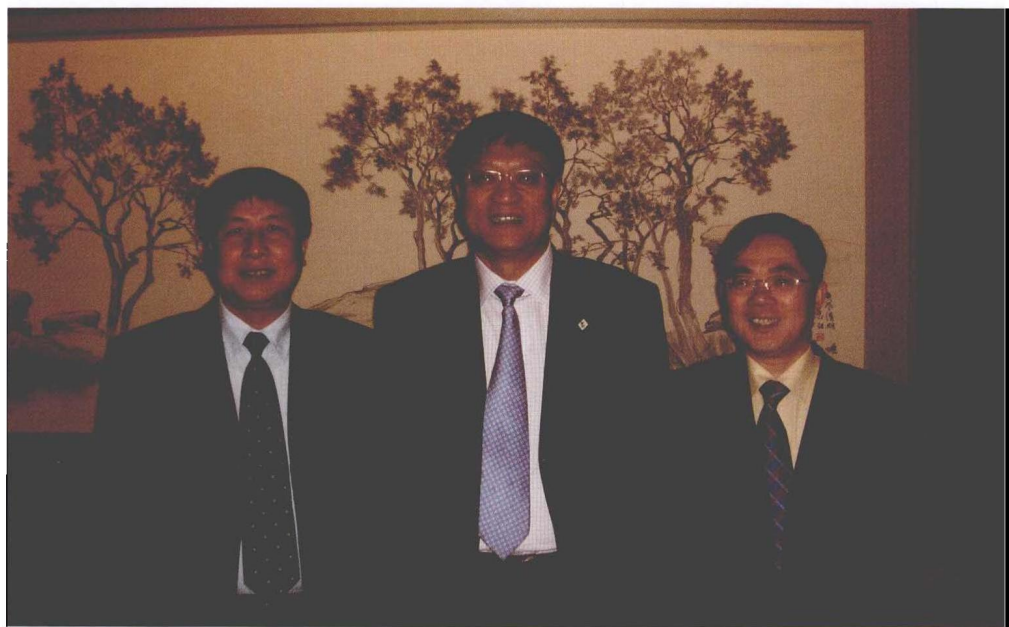
本人入会展界数年，每有新书定先读为快。然纵览会展群书，能将具体操作升华为理论者鲜有矣。读黄彬先生之书，内容深入浅出，主题高屋建瓴，理论精辟而不晦涩，尤其是对“义博会”的发展设以专题悉心研究、总结评估，字里行间都洋溢着先行者的智慧和会展人的真诚。不觉间，胸中沉淀的疑惑与块垒在此释怀，掩卷沉思，获益良多。此为拙见，以俟斧正！

二〇一一年八月

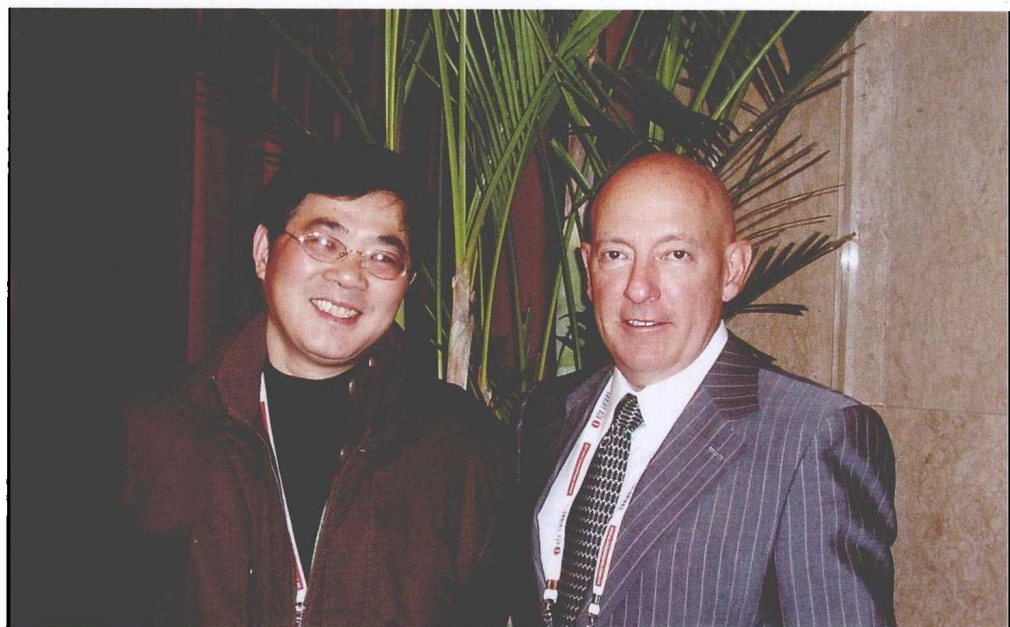
《中国贸易报》会展周刊主编，首席记者评语：

中国会展业的发展是实践经验先于理论研究，长期以来，实践与理论又交集甚少。黄彬《会展实践与研究》一书，正是将其多年累积的实践经验与理论研究进行了贯通与融合，并试图探索出适合中国会展业的发展规律，亦实属难能可贵。相信对中国会展业众多从业者来说，也将受益匪浅。

二〇一一年七月二十七日



作者与国际展览联盟(UFI)新当选主席陈先进先生(中), UFI理事丁云峰(左)合影
Mr. Chen Xianjin,(middle) Newly Elected Chairman of UFI & Mr. Yunfeng Ding,,left) Director of UFI



作者与美国国际展览与项目协会IAEE总裁史蒂文•哈克先生合影
Mr. Steven Hacker, President, IAEE at UFI Conference in Seoul



作者荣获德国政府德国国际继续教育与发展协会InWEnt颁发的高级会展管理课程证书
 Won Certificate of Advanced Training Seminar from Internationale Weiterbildung und Entwicklung gGmbH



作者与前国际展览业协会（UFI）总裁王礼仕（中）UFI理事丁云峰（左）合影
 Mr. Cliff Wallace (middle), Former-President UFI & Mr. Yunfeng Ding, (left) Director of UFI



作者与德国瑞文斯堡BA会展系白桦教授（右）、北京第二外国语学院刘大可教授（左）
 Prof. Dr. Jörg Beier (right) BA Ravensburg, & Prof. Dr. Dake Liu (left) BISU



作者执教的首届会展经济与管理专业本科毕业生（会展0701班）
 First Session of Graduate Specialized Convention Economy and Management



瑞文斯堡大学会展经济与管理课程证
Certificate of Advanced Training BA Ravensburg



中国CCPIT与美国IAEE签发的CEM证书
Certificate of CEM Signed by CCPIT & IAEE



美国国际展览与项目协会IAEE会员证书
Certificate of Membership IAEE

序

《会展实践与研究》编辑了作者黄彬老师自 2002 年来在国内外各类专业杂志与学术刊物上公开发表的有关会展实践与理论的研究文章与学术论文以及部分尚未公开发表的研究文章共 47 篇。

黄彬是我院会展经济与管理专业方向负责人,是一个来自会展业界的“双师型”教师,黄彬老师从事会展行业的道路稳定而扎实,在业界作为会展实践的实干家多年奋战在第一线。他从实践中总结、提炼从事会展业的经历和经验,将自己丰富的实践经验与会展行业的理论形成前期的文字成果。自 2007 年调入浙江大学城市学院后,先后承担了《广告学概论》、《会展运营管理》、《展览策划与组织》、《会展项目管理》、《电子商务与电子政务》等课程的教学工作,他又将自己十余年对会展业界的探索和研究迅速融入课堂教学。实战经验与教学理论紧密结合的特色,为专业学生喜闻乐见。

黄彬老师非常勤奋和刻苦。进校五年来主持和参与了多项省、市与学校的科研课题及教改项目,并发表各类专业论文 60 余篇,发表论文数量创下了传媒分院教师论文学年发表数的最高纪录,为我院的会展教学与会展经济与管理专业的建设做出了突出的贡献。在 2011 年南京召开的中国会展经济研究会年会上,中国会展经济研究会常务副会长陈泽炎先生对黄彬在会展研究方面所作的努力与贡献给予了高度评价,指出黄彬是自中国会展经济研究会成立以来,累计在历届学术研究论文集发表论文为全国会员中数量最多的一位,且论文质量高,见解独到,联系实际。因此,被中国会展经济研究会推选为该会学术指导委员会委员。

这本文集基于黄彬老师的大量会展实践和理论思考,以一个职业会展人的学术发展脉络进行梳理,通过实践、探索、提升的逻辑顺序,形成本书稿。这些文章集中体现了作者十余年来在会展领域中的持续思考与探索。作为会展学界以实践派为代表的“双师型”教师,这本文集与一般纯理论派的作品有明显不同,黄彬老师将他这些曾在《人民日报》人民网、中国商务部世界买家网、阿里巴巴、德中会展经济网等具有影响力的网络,以及在《中国展会》、《中国展览》、《中国会展》、《中外会展》等专业杂志以专栏作者或特邀作者的名义发表过的主要文章经

过精选汇编成册。

文集分别从会展实践、理论探索与研究的视角,对会展业的发展战略、会展组织活动、会展工作方法、会展教育本质等进行了有意义的探索。文集归纳为三编:上编是实践篇,分列三个主题:会展企业营销与管理、展览营销实用技巧与会展信息技术管理;主要汇集了作者在会展企业参与大量展会活动后,从实践中归纳的经验与做法。中编是探索篇,分列四个主题:会展业的 CRM 理念与实践、会展项目组织与管理、会展与城市——义博会研究和展会管理与应用;整理和重新编辑了作者对会展业理论探索的思考性文章,其中两篇文章系首次公开发表。下编是提升篇,分列三个主题:会展国际化探讨、会展教育与教改、会展国际学术交流,会展国际化探讨主题中的 5 篇文章均为首次发表,会展国际学术交流主题中的国际学术论文中 4 篇已被 EI 收录,1 篇已被 ABI/INFORM 收录。

本文集的内容广泛,涉及了会展实践、理论与教学的各个方面。作者对其中各编的论文作了相关的串联及必要的铺垫和补充。这些论文充分展示了作者十多年间在会展领域研究和思考的多方面探索与历程,从一个会展人的视角客观反映了会展业和会展教育在我国的发展轨迹,并从一定程度反映了我国会展研究的理论成果。

浙江大学城市学院的会展经济与管理专业虽然 2007 年才经教育部批准设立,但近几年来,该专业的老师们秉承“求是创新”的校训,坚持“创特色,上水平”,努力培养高素质的应用型、复合型、创新型会展人才,在人才培养、教学改革和科研工作上都取得了丰硕的成果。浙大城市学院先后被评为“2008 年度全国会展优秀教育院校”、“2010 全国会展业‘金五星’十佳会展院校”,会展经济与管理专业获得“2010 年度中国会展教育优秀奖”等荣誉称号。会展学生在全国性的学科竞赛中,发挥出色,屡创佳绩,2009 年、2010 年分获全国大学生会展策划大赛的二等奖和一等奖;在刚结束的 2011 年浙江省会展策划大赛上,黄彬等老师指导的城院学子更是包揽了冠亚季军奖项,深获同行赞誉。2009 年我院的会展经济与管理专业又以最高分被评为杭州市首批特色专业,这其中,黄彬老师发挥了重要的作用。在与同事们共同取得集体荣誉的同时,黄彬老师也先后获得“2008 年度中国会展教育理论人物奖”、连续二届被评为“中国会展院校大学生专业技能大赛优秀指导教师”、“2010 年度浙江省十大会展优秀人物”、“2010—2011 年度中国会展产业最佳理论人物”以及“城市学院先进工作者”等荣誉。

作为黄彬老师的同事和所在传媒与人文学院的院长,我很高兴黄彬老师和会展专业的其他老师齐心协力,屡创佳绩。会展业在我国是朝阳产业,正方兴未艾,蒸蒸日上。这为我们广大会展业界的朋友和会展教育界的老师们提供了无数实践和理论研究的课题。衷心希望黄彬老师能再接再厉,不断为我们奉献高质量的新著!也希望黄彬老师和他的会展专业的同事们,能戒骄戒躁,在专业建设和人才培



养方面,取得更大的成绩!

张梦新

2011年6月于杭州

(张梦新,浙江大学教授、博士、博导;浙江大学城市学院传媒与人文分院院长,杭州城市会展研究发展中心主任)



Foreword

The book *Practice and Research on MICE* was written by Mr. Huang Bin. In this book, the author selected and edited totally 47 articles related to MICE theory and practice, including articles published in both domestic and overseas professional magazines since 2002, as well as some articles which have not been published.

Mr. Huang Bin takes charge of the major of MICE Economy and Management in Zhejiang University City College (ZUCC). As a “teacher specialized in both theory and practice of MICE”, he teaches students not only theories in books but also lots of beneficial knowledge which comes from his experience as a professional working in the field of MICE during the past years. In 2007, Mr. Huang Bin began to work in Zhejiang University City College. Since then, he has successively been lecturing on “Advertising Introduction”, “MICE Operation and Management”, “Exhibition Planning and Organization”, “Convention Project Management”, “Electronic Commerce and E—government” and so on. He has integrated his exploration and research on MICE with the classroom teaching, and thus his classes are quite popular among students.

Mr. Huang Bin is extremely diligent and assiduous. During the past five years, he has been in charge of as well as participated in many research projects as well as educational reform projects at provincial, municipal and college level. Moreover, he has published totally 60 academic articles, which makes him the teacher in ZUCC with the largest number of papers published annually among all teachers in School of Media & Humanities of ZUCC. He has made prominent contribution to both MICE teaching and the construction of the Major of MICE Economy and Management in ZUCC. Mr. Chen Zeyan, the Vice Chairman of (China Convention & Exhibition Society CCES) gave Mr. Huang Bin a high praise for his efforts and contribution to MICE research during CCES Annual Meeting in 2011. Mr. Chen pointed out that Mr. Huang Bin was the one who

published the largest number of articles in collections of MICE academic research articles since this Research Board has been established. He acclaimed that these articles are of high quality. Thus, Mr. Huang Bin was elected by CCES as a member of Academic Supervision Committee.

This anthology is based on massive MICE practice and theoretical thinking of Mr. Huang Bin. The author straightened out the train of thought about his own road of academic development. He finally completed the manuscript according to the logic sequence of practice, exploration and promotion. These articles reflect continual thoughts and explorations in MICE industry by the author in past years. As a “teacher specialized in both theory and practice of MICE”, Mr. Huang Bin pays more attention to practice in this industry, and therefore his anthology is different from other works which are made up of pure theories. The author meticulously selected pieces of works that had been published in some influential Internet Media, such as People’s Net (affiliated to People’s Daily), World Buyer Net (affiliated to Chinese Ministry of Commerce), ALIBABA as well as German and China MICE Economy Web. At the same time, he has also chosen some important papers which had been published in professional magazines as a column writer, such as “China Exhibition”, “Chinese Conference”, “China MICE”, “Chinese and foreign MICE”, to be part of this book.

The anthology carries on meaningful exploration into MICE industry developmental strategy, MICE organizations and activities, method of MICE work, essence of MICE education and so on. It consists of three parts. The first part is “Practice in MICE Industry” and it covers three topics, which are “Management of Marketing in Enterprises of MICE Industry”, “Practical Skills in Exhibition Marketing” and “Trade Fair’s Information Technology Management”. It mainly presents some experience and strategies concluded from practice by the author after participating in a large number of industry events. The second part is “MICE Theory” and it includes four topics, which are “MICE Industry & CRM Theory and Management”, “Implementation of MICE Programs”, “Exploration on MICE Industry & City Development: Study on Yiwu Expo” and “Management and Marketing of Exhibition”. The author reorganized and re-edited a series of his idealistic articles on theory exploration and two of them are published for the first time. The third part is “Enhance the MICE Industry” and it consists of three topics. They are “Exploration on internationalization of MICE Industry”, “C&E Education and Educational



Reform”, “International Academic Exchange on MICE”. For the topic of “Exploration on internationalization of MICE Industry”, 5 articles are published for the first time, and For the topic of “ International Academic Exchange on MICE”4 articles are indexed by EI, one by ABI/INFORM.

This anthology has touched upon almost all aspects of MICE practice, theory and teaching. The author arranged these papers according to their intrinsic connection and made some essential upholstery and supplement. These articles fully demonstrate the author’s research in the field of MICE industry as well as his various explorations. This book reflects both the development of China’s MICE industry and MICE education. Moreover, it reflects theoretical achievement of domestic MICE research to a certain extent.

Zhejiang University City College set up the major of MICE Economy and Management with the authoritarian from the Ministry of Education since 2007. In its short history, MICE education in ZUCC achieves substantial success in talent training, teaching reform and research. Teachers in this major carry forward the school instruction of “Seeking Truth and Innovation”, and therefore have made great efforts to cultivate high quality talents with multi—skills, interdisciplinary knowledge and innovative ability. A series of honors have been the best repayment for their hard work, such as “National Outstanding University in MICE Education” in 2008, “China MICE Education Outstanding Prize” and so on. Our students also displayed splendid performance and achieved good results repeatedly in various nationwide competitions. They respectively received the first and second place in “National University Students MICE Planning Competition” in 2009 and 2010. Recently, our students are continuing to achieve greater success. They have won the first place, the second and the third place in “Zhejiang Province MICE Planning Competition” this year with the guidance from Mr. Huang Bin and other teachers. In 2009, the major of MICE Economy and the Management in ZUCC was evaluated as one of the first group of majors with special features in Hangzhou. During this process, Mr. Huang Bin has played a vital role. While obtaining the collective honors together with his colleagues, Mr. Huang Bin also successively obtained the prize of “China MICE Education Theory Figure” in 2008, “Outstanding Supervisor in the Second Chinese MICE University Student Professional Skill Competition”, one of “Zhejiang Province Ten Outstanding MICE Figures” in 2010, “Annual China MICE Industry Best Theory Figure” in 2011 as well as the honor of “ZUCC Advanced Worker”.



As Mr. Huang Bin's colleague and the dean of School of Media & Humanities, I am happy to see Mr. Huang Bin and other teachers in MICE department to work as a team and create good results continuously. MICE industry in China is a sunrise industry. It is in flourishing day by day. It provides both friends who are working for MICE industry and teachers who are devoting themselves to MICE education innumerable opportunities of practice as well as research projects. I give my wholehearted wish to Mr. Huang Bin and hope that he will make persistent efforts. Thereby he may unceasingly offer us more high quality works.

Prof. Zhang Mengxin
June, 2011, Hangzhou

(Prof. Zhang Mengxin, Ph. D and Ph. D. supervisor, and professor of Zhejiang University. He is the dean of School of Media & Humanities, Zhejiang University City College. He is also the chief of Hangzhou MICE Research and Development Center.)



Preface

I am honored to have been asked by my good friend Associate Professor Huang Bin (Robert) to provide a brief Preface for his new book. I first met Robert ten years ago in Fuzhou, Fujian province, when I was working as the head of a private business school and Robert was managing projects for the Yiwu Commodities Fair. I was immediately struck by his sincerity, intelligence, and great communication skills. We formed an immediate and enduring friendship. Since that time, we have collaborated on numerous national and international consulting and academic research projects that have been a true highlight of my life in China. Huang Bin's impressive move from being an award-winning MICE practitioner to a celebrated Associate Professor and prolific researcher at Zhejiang University, City College, is both inspirational and humbling. Over the years, I have also had the pleasure of meeting many of his students who unanimously praise his abilities as a gifted and caring professor, teacher, and mentor.

This new collection of Huang Bin's works offers MICE students and practitioners a rare insight into MICE realities. The expert perspectives offered by Huang Bin are invaluable because of his experiences of having been an active part of the industry's historical growth and technological advancement in China. Most importantly, he is able to communicate his experiences in a meaningful and practical way for readers. Huang Bin's expertise has been shared in countless national and international journals, leading industry magazines, conferences, and special presentations throughout China and abroad. This new volume of Huang Bin's works marks the first time that his most celebrated writings have been compiled in one book. The book systematically walks the reader through the ideals and challenges of MICE practice, to the exploration of MICE realities, to the offering of solutions and innovations for enhancing MICE theory, policy and practice in China and internationally.

I look forward to reading this published book and recommending it to col-

leagues and students interested in gaining deep and meaningful insights into the state of China's MICE industry. I wish my friend Huang Bin all the best with this book and I look forward with great anticipation to reading and recommending his future works.



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