

# The Business and Management of Convention and Visitor Bureaus

*- a global approach*



Krzysztof Celuch



for the habanera girl

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## About the author

**Krzysztof Celuch, PhD, CMM, CITE, CIS, HMCC, CED** – a speaker and an entrepreneur; a business consultant and an academic professor. Krzysztof specialises in the meetings industry, event marketing and leadership. His scientific research, training sessions and keynotes are all built on a knowledge of economics, business psychology, sociology, marketing and cultural studies. He helps organisations, institutions and companies in the areas of management, communication, motivation and business development, with particular emphasis on the leadership experiences. He holds a diploma in tourism and recreation, PhD in the field of humanities (political sciences), and has experience gained in international organisations, management of a destination marketing organisation (DMO), participation in scientific and research projects – all of these factors contributed to the development of new qualities in the discussed interdisciplinary field.

Krzysztof is the author of more than 150 articles and ten books dedicated to event management, experiences and leadership. He has almost 20 years of experience in providing training in an international environment, i.e. in the USA, Scandinavia, Mexico and Poland; 15 years of academic experience in the USA, China and Poland at such universities as San Diego State University, Skema Business School, Vistula School of Hospitality Management (part of the Vistula Group of Universities), Warsaw University and Nicolaus Copernicus University in Toruń.

According to *The Meeting Professional Magazine* '30 under 30, 2008', he is the person who made the greatest impact on the development of business tourism in the world in 2008 and 2007. Winner of MPI RISE AWARD Young Professional Achievement 2009/2010 and CIC Young Pacesetter Award 2012. Awarded "Meeting Architects: 40 Under 40" and DMAI 30 under 30 Award (2012). Meeting Planner Power Award jury chairman, SITE and MPI trainer.

In his private life, Krzysztof is a mountain rescue team member, folklore dance instructor and passionate about mountaineering.

