

Rob Davidson

**Rob Davidson** is a Senior Lecturer in Business Travel and Tourism at the **University of Westminster** in London. He joined the University in 1998, after spending nine years in France teaching at two universities (Lyon and Montpellier) and at the ESSEC-Cornell Institute of Management in Paris. Prior to that, he spent five years as Education and Training Manager with **VisitBritain** in London. His main areas of expertise are conference and business travel, and over the last ten years he has written widely on these themes. His latest book was published in 2006: *Marketing Destinations and Venues for Conferences, Conventions and Business Events*, co-written with Tony Rogers of the British Association of Conference Destinations. In addition, he regularly writes articles for the professional business tourism press, including *Conference News*. Rob also runs his own **consultancy** business, and has carried out research for a number of conference organisations in the UK and overseas.

He is regularly invited to speak at international conferences on the theme of trends in business tourism. Since 2002, Rob has been employed as business tourism Industry Analyst by Reed Travel Exhibitions, for whom he carries out ongoing research. At EIBTM in Barcelona each year, he launches his annual report on current and future developments in the conference and incentive industry worldwide. In February 2005, he was nominated **Meetings and Incentive Personality of the Year 2005**, at the *Meetings & Incentive Travel Awards* ceremony in London, in the presence of Her Royal Highness Princess Anne. In 2006, he was nominated as one of *Conference & Incentive Travel* magazine's '**Power 50**' – the 50 most influential people in the UK conference industry.