

ENCORE! CO-AUTHORS COLLEGE TEXTBOOK

The International Association of Exhibitions and Events (IAEE) appointed Christine Fletcher, CEM and owner of Encore! Event Management as a contributing author to the *Art of the Show* college textbook.

The *Art of the Show* is used in 20 universities that offer the highly specialized Expo and Trade Show Management classes.

Fletcher will contribute her expertise to the Project Management chapter of this latest 3rd edition.

Fletcher stated, "I am flattered to have the opportunity to be a part of this monumental project and share my behind-the-scenes knowledge with the future leaders of this industry.

IAEE funds the production of this college textbook with additional support from the Las Vegas Convention and Visitors Bureau.

Encore! Event Management is the premier event planning firm in North Dallas, specializing in niche consumer shows.

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