



Queen Margaret University
EDINBURGH

“ A FIRST for the TWENTY-FIRST CENTURY ”

School of Arts, Social Sciences and Management



International Centre for
the Study of Planned Events



**Advancing Global Knowledge of Planned Events
Through Scientific Research and Development to Benefit Society**

www.qmu.ac.uk/be/research/ICSPE

Welcome

The International Centre for the Study of Planned Events, based at QMU, the Centre is the only institution of its kind in the world dedicated to providing government, event professionals and sponsors with scientific evidence of the linkages between planned events and education, health, wealth, environmental sustainability and social cohesion. We provide assessment and evaluation, research and development services for government officials and policy makers, event professionals in corporations, festivals, sports and corporate sponsors.

Leadership

Dr Joe Goldblatt, FRSA is the Executive Director of the International Centre for the Study of Planned Events. He is the author and editor of 20 books in the field of event management and marketing. Dr Goldblatt has conducted event management consultancies in Scotland, United Kingdom, Israel, Jordan, Kazakhstan, Palestine, the Philippines and Thailand for organizations such as the US Agency for International Development (US AID). In addition, he has conducted assessment and evaluation programmes for a wide range of government and commercial clients throughout the world.

Team Approach

Each project that the Centre is involved in is managed by a team of professional researchers selected from the most qualified academic and professional experts at Queen Margaret University, Edinburgh.



Papal Visit Research 2010 Impacts and Well-Being Research Study.

“The work of the International Centre for the Study of Planned Events at Queen Margaret University, Edinburgh, was involved during the course of 2010 in assisting the Catholic Church in Scotland to assess the impact and legacy of the historic visit of Pope Benedict XVI. Under the supervision of Professor Joe Goldblatt, Executive Director and Dr. Majella Sweeney of the International Centre, the students made direct contact with planners and participants and undertook an analysis of the St Ninian’s Day Parade which was a major component of the programme of the Papal Visit. This research has provided sound and academically robust evidence to demonstrate the benefit of this event which was witnessed not only by the 125,000 participants who were physically present but by a global television audience of something in the order of a billion people.”

Rev. Paul M. Conroy,
General Secretary
Bishops’ Conference of
Scotland

Centre Research Associates

Dr. Peter Falconer

Dr. Rebecca Finkel

Dr. Brian Hay

Trevor Laffin

Dr. Cathy Matheson

Chris Preston

Bernard Quinn

Philip Riddle

Dr. Russell Rimmer

Duncan Robb

Dr. Majella Sweeney



From left to right: Dr. Majella Sweeney, Dr. Rebecca Finkel and Pat Butcher, Executive Director of the Trinidad and Tobago Hospitality and Tourism Institute (THTI)

International Luminaries

In addition to the highly skilled and experienced internal academic team, external experts who are luminaries in their field are engaged as required for each project. The following individuals are Distinguished Fellows of the International Centre for the Study of Planned Events and provide research, evaluations, assessments, consultancies, training and professional development.

“The International Centre for the Study of Planned Events is a professional research centre in the field of Event Management. The Centre’s professional team provided an Event Management Master Class at the Hyatt Regency Hotel in Trinidad and Tobago in 2009 and 2011 and delighted the 120 participants who attended the workshop. It was an unforgettable “WOW” experience for all the participants. We look forward to the Centre experts’ return to Trinidad and Tobago to continue to share their knowledge on this subject.”

Patricia Butcher,
Executive Director,
T&T Hospitality &
Tourism Institute

Distinguished Research and Consultancy Fellows - International Distinguished Fellows

Donald Getz, PhD, University of Calgary, Senior Distinguished Fellow

Dessislava Boshnakova, PhD, Sofia, Bulgaria

Rosalyn Derrett, PhD, Victoria University(Retired)

Alexander Shumovich, Eventum, Moscow, Russia

Lynn Van der Wagen, TAFE Australia

Oleg Vorob, PhD, Siberian Federal University at Krasnoyarsk, Russia

Distinguished International Consultants

Gene Columbus, entertainment casting (Retired), Walt Disney World (USA)

Peter Irvine, President, Unique Events Ltd, producer of Edinburgh's Hogmanay (Scotland)

Jean McFaddin, Former Producer of the Macy's Thanksgiving Day Parade (USA)

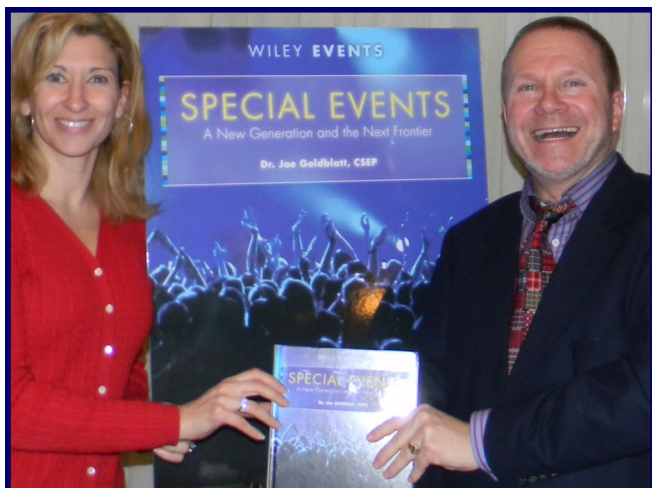
Mary Miller, Former Director, Stavanger 2008, Stavanger, Norway European Capital of Culture (Norway)

David Rich, Senior Vice-President, Strategic Marketing/Worldwide, George P. Johnson, Experience Marketing (USA)

Steven Wood Schmader, CFEE, author and President / CEO International Festivals and Events Association (USA)

Publications

Research associates have published refereed articles in Event Management, and other international academic journals. Professor Goldblatt published in 2010 the sixth edition of his text book, *Special Events, A New Generation and the Next Frontier* (Wiley).



Margaret Barrett,
Manager of
Marketing for John
Wiley & Sons, Inc.
and Professor Joe
Goldblatt, FRSA at
book signing in
Charlotte, North
Carolina in January.

“Professor Joe Goldblatt, FRSA has been at the heart of the Events industry for over 30 years and has educated, trained, inspired and provided the insight that has made the event business the professionally recognised industry it is today.”

Richard Foulkes,
Director Imagination,
London

Recent Research and Training Projects

Moscow, Russia, Event Management Trends training programme (2009, 2011)

Homecoming Scotland 2009 The Gathering Well-Being Study (2009)

Homecoming Scotland 2009 East Lothian Tourism Impacts Study (2009)

Homecoming Scotland 2009 East Lothian Saltire Finale Study (2009)

Homecoming Scotland 2009 Digital Archives Development and Management (2010)

East Lothian Saltire Celebration Impacts Study (2010)

Manila, The Philippines Event Management Trends training programme (2010)

Trinidad, Event Management Trends training programme (2010)

The Papal Visit to Edinburgh, His Holiness, Pope Benedict XVI, Well-being and Media Analysis Study (2010)

Trinidad, Cultural Event Tourism and Hospitality training programme (2011)

Celebrating Fife 2010 Well-being Study (2011)

Celebrating Fife 2010 Evaluation Tool Kit (2011)

"The Centre gives our industry the insights and data that are so critical to proving the value and impact of live experiences. Particularly in our era of seismic change, new opportunities and new challenges, the rigor and thoughtful analysis are essential to the industry, clients and agencies."

Josh McCall
Chairman & CEO
Jack Morton Worldwide

Producer, Olympic Games
Opening and Closing
Ceremonies, Athens 2004



Professor Goldblatt, FRSA addresses Charlotte, North Carolina chapter of the International Special Events Society in January 2011. Goldblatt shared a new economic study of global events he has conducted with Dr. Seungwon Lee of George.



Professor Goldblatt lecturing during master class in Moscow, Russia in May 2011.

Media Coverage

Research associates from The International Centre for the Study of Planned Events have been featured in the following media.

BBC Television

BBC Radio

The Guardian

The Scotsman

The Mirror

The Herald Tribune

The Independent

The Telegraph

Conferences and Guest Speakers

In 2010, The International Centre for the Study of Planned Events hosted the first Donald Getz Colloquia at Queen Margaret University, Edinburgh. This event was attended by over 500 delegates and featured Microsoft Vice President Robert L. McDowell, EventScotland COO Paul Bush, Glasgow 2014 Commonwealth Games Chief Operating Officer David Grevemberg, former Disney Executive and author of *The Complete Guide to Careers in Special Events*, Gene Columbus and Professor Donald Getz.

“The Centre is an important promoter of planned event management issues in the world. The publications, research and teaching by the Centre to help professionals from different countries feel like participants in a common information environment.”

Alexander Shumovich
Eventum Premo, Russia



Professor Donald Getz



Gene Columbus, former Disney Executive and author of “The Complete Guide to Careers in Special Events”.

The following distinguished guest speakers have appeared on behalf of the International Centre for the Study of Planned Events:

Ivan Artolli, General Manager, The Balmoral Hotel, Edinburgh

David Benton, General Manager and Vice President, The Rittenhouse Hotel, Philadelphia, Pennsylvania

Father Paul Conroy, Coordinator, The Papal Visit to Edinburgh 2010

Sir Thomas Ingilby, Owner, Ripley Castle

J'Michaele Keller, President, MeetingMatrix International

Faith Liddell, Head, Festivals Edinburgh

Mary Miller, Director, Stavanger, Norway, European Capital of Culture

William Morton, Chairman (retired) Jack Morton Worldwide (Producer, Athens, Greece Olympic Games Opening and Closing Ceremonies)

Frank Supovitz, Senior Vice President, Events, (American) National Football League

Michelle Sweeney, Team Leader, Creative Links Programme, Community Services, Fife Council



From left to right:
Sir Thomas Ingilby,
Chairman of
Ripley Castle,
Professor Goldblatt and
Sir Francis Ogilvy, Chair-
man of
Winton House.



Centre student
researcher interviewing
guests at The Big Tent
festival in Fife as part of
Celebrating Fife 2010
research study.

“Over the past year I have worked with Joe and Majella on the wellbeing evaluation of our year of culture and on the development of our Wellbeing Toolkit which will be the first of its type in Scotland. I knew from the outset - as anyone who meets them immediately knows - that I would be working with someone who is far more than just an expert in their field. Their passion, ability to inspire and take people with them, coupled with their accessibility, attention to customer satisfaction and commitment to delivering excellence, instill confidence and ensure a customer focused outcome. I could not recommend working with them highly enough.”

Michelle Sweeney,
Team Leader,
Cultural Partnerships,
Fife Council

Memberships

Association for Events Management Education (AEME) (www.aeme.org)

International Festivals and Events Association (IFEA) (www.ifea.com)

International Special Events Society (ISES) (www.ises.com)

Professional Convention Management Association (PCMA) (www.pcma.org)

Consultancies, Services and Products

Assessment and evaluation of planned event well being outcomes.

Consultancies in government planned event policy development.

Executive consulting and training.

Feasibility, viability and sustainability studies.

Event programme and product development.

MeetingMartix International

Meeting and Event Technology Laboratory

The International Centre for the Study of Planned Events coordinates the world's first laboratory solely dedicated to advancing knowledge in meeting and event technology.

Strategic Industry Partners



For more information, please visit
www.qmu.ac.uk/be/research/ICSPE
or contact **Dr. Joe Goldblatt, FRSA**
Telephone: **+44(0)131-474-0000**
Email: jgoldblatt@qmu.ac.uk

“The Centre’s research is vital to the development and design of our Event Management educational programme. The training programmes are high impact and very inspirational.”

Cynthia Reantaso-Bernabe, Programme Director and Faculty for Higher Education, Post Graduate and Post Bachelor Programs, Manila, Philippines

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