



Queen Margaret University  
EDINBURGH

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International Centre for  
the Study of Planned Events

School of  
Arts,  
Social Sciences  
and  
Management

# 2012 BROCHURE



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

## WELCOME

The International Centre for the Study of Planned Events (ICSPE) at Queen Margaret University in Edinburgh was founded in 2008 within the School of Arts, Social Sciences and Management (ASSaM) as part of the division of Business, Events and Hospitality. Since its founding it has made significant strides in advancing the Schools' international profile, generating external financial and in-kind support and securing important research grants.

The Centre is 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. It provides assessment and evaluation, research and development services for government officials, policy makers, event professionals in corporations, festivals, sports and corporate sponsors.

## LEADERSHIP

Professor Joe Goldblatt, FRSA is the Executive Director of the International Centre for the Study of Planned Events. He is the author and editor of 25 books in the field of event management and marketing. Professor 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.



“The work of the ICSPE 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. Researchers 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. Rebecca Finkel

Dr. Brian Hay

Trevor Laffin

Dr. Cathy Matheson

Mike Pretious

Chris Preston

Philip Riddle

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 (TTHTI)*



#### DISTINGUISHED RESEARCH AND CONSULTANCY FELLOWS

In addition to the highly skilled and experienced internal academic team, external experts are engaged as required for projects. The following individuals are Distinguished Fellows of the Centre and provide research, evaluations, assessments, consultancies, training and professional development.

Dr. Dessislava Boshnakova, Sofia (Bulgaria)

Dr. Ros Derrett, formerly of Southern Cross University (Australia)

Gene Columbus, Entertainment Casting (retired), Walt Disney World (USA)

Dr. Donald Getz, Senior Distinguished Fellow, University of Calgary (Canada)

Sam deBlanc Goldblatt, Director, deBlanc Ltd. (UK)

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

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

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

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)

Alexander Shumovich, Eventum, Moscow, (Russia)

Lynn Van der Wagen, TAFE Australia

Dr. Oleg Vorob, Siberian Federal University at Krasnoyarsk (Russia)



“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





## International Centre for the Study of Planned Events

### PLANNED EVENTS EVALUATION AND RESEARCH

For over thirty years, members of ICSPE have evaluated planned events outcomes for local and central governments, associations, the third sector and corporations throughout the world. Some examples of this evaluation research include the following projects.

**ICSPE may provide your organisation with the following evaluation and research services:**

- Economic impact studies
- Social well-being studies
- Media impact studies

**To achieve the best outcomes for your event, ICSPE uses the following methods:**

- Surveys of participants and organisers
- Focus panels with participants and organisers
- Observation of participants
- Photographic documentation and analysis of participants
- Media scanning

Each evaluation study is customised to achieve the individual outcomes desired by the sponsoring organisation.

The cost for these services varies based upon the scope, resources and time required. In some cases, external grant funding may be available to support your project.

### FLAGSHIP STUDIES

#### Philadelphia Welcome America Celebration Study

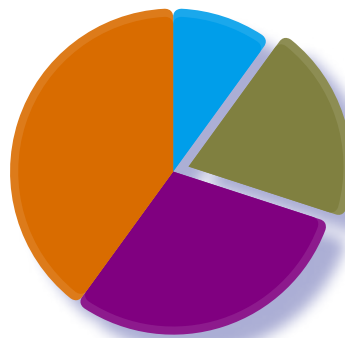
This is the largest Fourth of July event in America. Professor Goldblatt and associates conducted survey research to identify the economic, social and environmental impacts of this annual event that is attended by over one million persons.

#### Fife Council Celebrating Fife 2010 Study

The Fife Council contracted with the Centre to evaluate the well being outcomes experienced by the rounds of participants and hundreds of organisers associated with this event. The study included focus panels, survey research and observation (ethnography). As a result of this research, the Fife Council adopted the methodology developed by the Centre for future evaluation of all events held in the county.

#### The Papal Visit of His Holiness Pope Benedict XVI

His eminence, Cardinal O'Brien appointed the centre as the official evaluation partner for the state visit of The Pope to Edinburgh. The centre conducted interviews with participants, observation and a media scan to determine the well being and media image outcomes of this visit.



“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



#### 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 Hospi-  
tality training programme (2011)

Celebrating Fife 2010 Well-being Study and  
Evaluation Tool Kit (2011)



*Celebrating Fife  
2010 Well-Being  
Research Study  
(2011)*



“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





## International Centre for the Study of Planned Events

### PUBLICATIONS AND PRESENTATIONS

**Centre Research associates have published books and refereed articles in international academic journals in 2011.**

Goldblatt, J.J. (2011) *Special Events: A New Generation and the Next Frontier*. 6th ed., Hoboken, NJ: John Wiley & Sons.

Goldblatt, S. (2011) *The Complete Guide to Greener Meetings and Events*, New York, NY: John Wiley & Sons.

Lee, S., Goldblatt, J.J. (2010) 'The Current and Future Economic Impact of the Economic Crises Upon Festivals and Events', *International Events*, 21(4).

Lin, K.W., Stein, P. and Goldblatt, J.J. (2011) 'New Investment: An Explanatory Case Study of Three Mature Edinburgh Festivals and Their Future Funding Opportunities', *Event Management*, 15(2), 179-195.

Preston, C.A. (2012) *Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions*. 2nd ed., New York, NY: John Wiley & Sons.

**The following presentations were held at international conferences:**

Finkel, R. and Matheson, C.M. (2011) 'When Event Spaces and Commercialised Sex Spaces Overlap: Gendered discourses of sex and the Olympic Games.' *European Geographies of Sexualities Conference* Brussels, September 2011.



Goldblatt, J.J. (2012) 'Twenty-First Century Trends and Forces That Will Produce Greater Outcomes for Your Meetings and Events', University of San Diego, USA.

Goldblatt, J.J. (2012) 'Meeting and Event Technology: Pedagogical Development in Higher Education', Professional Convention Management Association, San Diego, USA

Hay, B. (2012) 'Political Intervention in a National Tourism Event: The Politics of Homecoming Scotland', 2012 CAUTHE conference, La Trobe University, Melbourne.

Matheson, C.M. and Finkel, R. (2011) 'The relationship between human rights and mega sporting events: a case study of the Vancouver Winter Olympics and the spectre of human trafficking.' *International Conference on Tourism and Management Studies*, Faro, October 2011.

Matheson, C.M., Rimmer, R. and Tinsley, R. (2011) 'An understanding of audience involvement at the Beltane Fire Festival.' *International Hospitality and Tourism Research Conference*. Sorenberg, HTMi, Nov 2011.

Matheson, C.M., Rimmer, R., and Tinsley, R. (2011) 'What brings people to an unconventional festival on a cold night?: An understanding of audience involvement at the Beltane Fire Festival.' *International Conference on Tourism and Management Studies*, Faro, October 2011.

*Centre director, Professor Joe Goldblatt, FRSA signing his new book 'Special Events' in Moscow, May 2011*



"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."





### CONFERENCES

#### The Getz Colloquia

In October 2011, the Centre produced a successful programme honouring the lifetime achievements of Dr. Donald Getz. The programme featured speakers from the Glasgow Commonwealth Games 2014, Walt Disney World retired executive and author Gene Columbus, Microsoft vice president Robert McDowell, and EventScotland Chief Operating Officer, Mr. Paul Bush, OBE. The attendance was over 400 persons with the majority of participants coming from six different further education colleges in Scotland. All programmes were web streamed and taped for delayed broadcast on YouTube.



Professor Donald Getz (left)

### GUEST SPEAKERS

Ivan Artolli, General Manager, The Balmoral Hotel, Edinburgh

David Benton, General Manager, The Rittenhouse Hotel, Philadelphia

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

Michael Foreman, Director, Kenes International

Sir Thomas Ingilby, Owner, Ripley Castle

J'Michael 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, 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



Sir Thomas Ingilby, Chairman of Ripley Castle, Professor Joe Goldblatt and Sir Francis Ogilvy, Chairman of Winton House (from left to right.)



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

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





## International Centre for the Study of Planned Events

### MEMBERSHIPS

Association for Events Management Education (AEME) ([www.aeme.org](http://www.aeme.org))

International Festivals and Events Association (IFEA) ([www.ifea.com](http://www.ifea.com))

International Special Events Society (ISES) ([www.ises.com](http://www.ises.com))

Professional Convention Management Association (PCMA) ([www.pcma.org](http://www.pcma.org))

### CONSULTING, SERVICES AND PRODUCTS

Assessment and evaluation of planned event well-being outcomes.

Consulting in government planned event policy development.

Executive consulting and training.

Feasibility, viability and sustainability studies.

Event programme and product development.

### MEETING MATRIX 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



JAPAN INSTITUTE OF EVENTOLOGY  
イベント学会



MeetingMatrix™  
INTERNATIONAL



### CONTACT

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Visit us!



“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

