



Queen Margaret University
EDINBURGH



International Centre for
the Study of Planned Events

[www.qmu.ac.uk/
be/research/ICSPE](http://www.qmu.ac.uk/be/research/ICSPE)

11 JULY 2012
ANNUAL REPORT





International Centre for the Study of Planned Events

CONTENT

- 1.0 Introduction
- 2.0 Recent Awards and Honors
- 3.0 Book and Research Article Publishing
- 4.0 Conferences, Programmes, Workshops and Media
- 5.0 Research Activities
- 6.0 Future Activities
- 7.0 Summary

1.0 INTRODUCTION

Dear Colleague,

I am pleased to provide my fifth annual report regarding the 2011- 2012 activities of the International Centre for the Study of Planned Events. This report is being drafted on the national day of the United States and coincidentally the same date that Her Majesty Queen Elizabeth II officially opened the new campus of Queen Margaret University in 2008.

In 1976, the United States of America celebrated its bi-centennial with a year long programme of events that were held throughout every state and territory. This celebration marked one of the first times the federal government of the United States provided massive funding to local governments for the purpose of creating and developing new events to commemorate and celebrate a national day. As a result of the injection of funds, many of these local events are still celebrated over 35 years later.

The International Centre for the Study of Planned Events was founded in 2008 with the mission of providing event planners and governments with the research and technical assistance to increase the

capacity and quality of planned events throughout the world. Four years later, I am pleased to report, that we are on precisely target to achieve these goals.

2.0 RECENT AWARDS AND HONORS

- Dr. Majella Sweeney and Rebecca Finkel received the Best Research Paper award at the CHME conference in Birmingham, England,
- Professor Joe Goldblatt received a lifetime achievement award from Shanghai University of Finance and Economics and a Honorary Professorship from Donghua University in the People's Republic of China,
- Professor Joe Goldblatt received a Professional Convention Management Association (PCMA) faculty scholarship to enable his attendance at the PCMA annual conference where he presented a workshop regarding new developments in meeting and events curriculum for undergraduate students,
- Two QMU Event Management students also received scholarships from the PCMA foundation to support their attendance at this conference and their future studies,
- The QMU leadership team headed by Principal Professor Petra Wend, PhD, FRSA received the highest honour from the Times Higher Education for the most outstanding leadership and management team in higher education in the United Kingdom,
- Susan Boyle, the internationally acclaimed recording star and Norman Springford, the well respected chief executive of Apex Hotels accepted Honorary Doctorate Awards from QMU at its graduation ceremonies on 6, July 2012.



3.0 BOOK AND RESEARCH ARTICLE PUBLISHING

Associates of the Centre have published numerous research articles relating to economic, social and other impacts of planned events. Here is a brief example of a few of the publishing activities of our associates.

- Christopher Preston published *Event Marketing*, second edition (John Wiley & Sons, NY) in 2011. This is the leading text book in the field of events marketing and has recently been translated into Mandarin for publication in the P.R. China,
- Sam Goldblatt published *Greener Meetings and Events* (John Wiley & Sons, NY) in 2011. This book is the first book in the field of sustainable development for meetings and events,
- Professor Joe Goldblatt contributed a chapter entitled *Temporal Retail Events* for a book edited by Charles McIntyre (*Tourism and retail: The psychogeography of liminal consumption*, Routledge 2012),
- Seung-won Lee and Professor Joe Goldblatt published two refereed journal articles in the *International Journal of Festival and Event Management and Tourism Research International*,
- Kuan-wen Lin, Patrick Stein and Professor Joe Goldblatt published a refereed journal article in *Event Management*, an *International Journal*,
- Visiting Professor Brian Hay undertook presentations about Homecoming Scotland to both the Satire Society and Tourism Society Scotland, and published a paper titled "The Political Intervention in a National Tourism Event: The Politics of Homecoming" at the CAITHE conference in Melbourne, Australia,
- Honorary Professor Philip Riddle and Professor Joe Goldblatt published an opinion article regarding the develop-

ment of festival event tourism in Edinburgh in the Scotsman newspaper,

- Tom Eisner, Kimberly Severt, Kuan-Wen Lin and Professor Joe Goldblatt wrote an article regarding the development of the MeetingMatrix Meeting and Event Management technology curriculum that will be published with MeetingNews.

4.0 CONFERENCES, PROGRAMMES, WORKSHOPS AND MEDIA

- Professor Joe Goldblatt was a featured speaker at the Governor's Conference on Tourism in the state of Iowa in the United States in October 2011.
- Dr. Majella Sweeney presented a paper co-authored with Dr. Rebecca Finkel at the Council for Hospitality Management Education (CHME) conference in Birmingham, England,
- Professor Joe Goldblatt delivered major speeches at Donghua University and Shanghai University of Finance and Economics in Shanghai, People's Republic of China,
- Professor Joe Goldblatt delivered a master class in event management for the University of San Diego in January 2012,
- The Centre successfully presented QMU's Homecoming Archives exhibit and digital collection at VisitScotland's major 'Winning Years' tourism conference in March 2012,
- Professor Joe Goldblatt delivered a keynote speech for the University of Portugal in Porto, Portugal in June 2012,
- Professor Joe Goldblatt appeared as an expert regarding Edinburgh and cultural festivals on the BBC television programme *Newsnight Scotland* in July 2012.



5.0 RESEARCH ACTIVITIES

- The Centre completed a successful Event Tourism Charette for the East Lothian Council to investigate the feasibility of celebrating the John Muir Centennial (Death) in 2014,
- The Centre has received a grant from Kenes Group to conduct a study regarding new trends in adult education for conferences and meetings,
- The Centre is developing a certification programme for MeetingMatrix International to provide a qualification for persons who meet competency standards in meeting and event technology.

6.0 FUTURE ACTIVITIES

- The Centre has received invitations to conduct consultancies and workshops in Moscow and St. Petersburg, Russia, Port of Spain, Trinidad, and Manila, The Philippines,
- The Centre will finalize the development of the MeetingMatrix Certification programme,
- The Centre will conduct a study regarding the motivation and satisfaction factors of single persons (singletons) attending the 2012 Edinburgh summer festivals.

[www.qmu.ac.uk/
be/research/ICSPE](http://www.qmu.ac.uk/be/research/ICSPE)

7.0 SUMMARY

During 2011 and 2012 the Centre has focused upon generating publications that will further research and build greater capacity in the field of planned events. In late 2012 the Centre looks forward to presenting the first annual Donald Getz award for research in planned events. This award was established in 2010 at the Getz Conference that was attended by over 500 persons. Finally, the Centre welcomes your participation in our programmes. If you have an idea for a research project or require technical assistance or consulting please contact our Centre coordinator Mr. Vasillii Penny at vpenny@qmu.ac.uk

As noted above, we have much to celebrate from the past year and even more to celebrate in the next two years. VisitScotland, the national tourism agency for Scotland has described 2013 and 2014 as The Winning Years for Scotland as we will be hosting the Glasgow 2014 Commonwealth Games, the Ryder Cup and many other mega and hallmark events. The celebration actually began this summer with the London 2012 Olympic Games and the celebration of the Diamond Jubilee for Her Majesty Queen Elizabeth II. We look forward to working with you in the future to increase research, publications, and the capacity and quality of planned events throughout the world. Have a great summer!

Kind regards,

Professor Joe Goldblatt, CSEP
Executive Director