



Queen Margaret University

EDINBURGH

School of Business, Enterprise 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

Welcome to the International Centre for the Study of Planned Events

The International 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. The International Centre provides 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, CSEP is the executive director of the International Centre. He is the author and editor of 19 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, Thailand for organizations such as the U.S. 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 is managed by a team of professional researchers selected from the most qualified academic and professional experts of the Queen Margaret University.

Centre Research Associates

Douglas Brown

Dr. Senja Causevic

Dr. Mike Donnelly

Dr. Peter Falconer

Dr. Rebecca Finkel

Pauline Gordon

Trevor Laffin

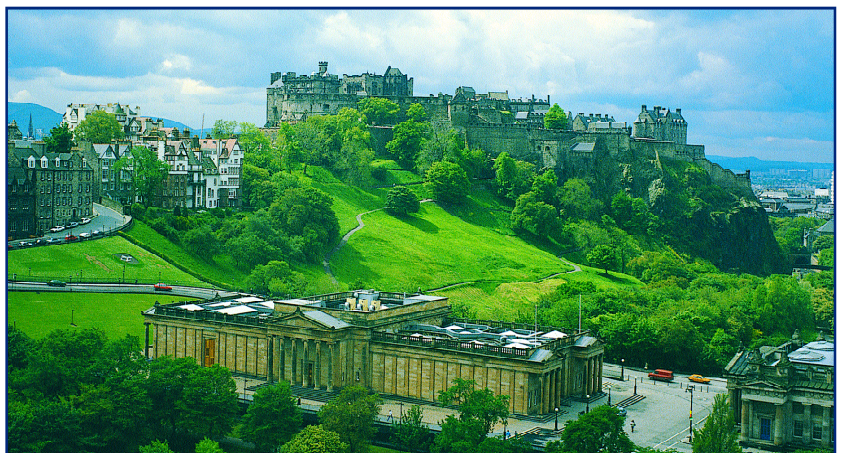
Dr. Cathy Matheson

Bernard Quinn

Dr. Russell Rimmer

Claire Seaman

Dr Majella Sweeney



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 by each project. The following individuals are distinguished fellows of the International Centre and provide research, evaluations, assessments, consultancies, training and professional development.

Distinguished Research and Consultancy Fellows

International Distinguished Fellows

Donald Getz, PhD, University of Calgary
Senior Distinguished Fellow

Dessislava Boshnakova, PhD, Sofia, Bulgaria
Ros Derrett, PhD, Victoria University
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, legendary producer of the Macy's Thanksgiving Day Parade (USA)
Mary Miller, Director, Stavanger 2008, Stavanger, Norway European Capital of Culture (Norway)
Polo Looser, Managing Director, Central Region, MCI (Switzerland)
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)
Joan Serafini, Managing Director, Equator Events and the former private secretary of two First Ministers within Scottish Government (Scotland)

"The International Centre for Study of Planned Events is a valuable resource for the global events industry."

Steven Wood Schmader, CFEE, President and CEO,
International Festivals and Events Association

Consultancies, Services and Products

- Assessment and evaluation of event strategic objectives, outcomes and impacts
- Consultancies in government event policy development
- Executive consulting and training
- Feasibility, viability and sustainability studies
- Event programme and product development

Strategic Industry Partners



Memberships

Association of Event Management Educators (AEME)

British Academy of Management (BAM)

International Festival and Events Association (IFEA)

International Special Events Society (ISES)

Meeting Professionals International (MPI)

Professional Convention Management Association (PCMA)

For more information, please visit www.qmu.ac.uk/be/
or contact Dr. Joe Goldblatt, executive director, jgoldblatt@qmu.ac.uk,
telephone: 0-131-474-0000

The International Centre for the Study of Planned Events is an approved and endorsed research centre within the School of Business, Enterprise and Management at Queen Margaret University Edinburgh, Scotland