

Global Events Congress IV: Events and Festivals Research: State of the Art 14-16 July 2010

You are invited to gain access to over 100 institutional representatives, academic researchers, policy makers and industry practitioners interested in events and festivals management as an academic and professional discipline. A discipline that continues to grow rapidly across the UK and the World.

In summer 2010 Leeds Met will host the Global Events Congress in partnership with the University of Queensland, Australia and Sun Yat-sen University, China. This prestigious global event will see leading international event academics, practitioners and policy makers present on a wide range of issues relating to major and cultural events and festivals worldwide. Over 90 papers have been received from 20 countries spread across four continents. It promises to be the biggest global congress to date.

Leeds Met is inviting you to be an exhibitor at this event, providing you with an opportunity to build new contacts, promote your services and strengthen your business in this growing and dynamic sector.

Read on ...



About the Global Events Congress

The Global Events Congress began in Queensland Australia in 2006. The aim of the congress was to keep ahead with international research in events and to provide the opportunity for event researchers from various disciplines and event industry managers to share their experiences and learn about new trends and challenges. The Congress has become the premier international meeting for those interested in the different perspectives and the various contexts of events. Since its inauguration, the congress has been hosted in Australia, China and Malaysia. This will be the first time that the Congress has come to the UK and indeed Europe.

The Global Events Congress IV in Leeds on 14-16 July 2010 will combine the unique features of this premier international meeting with new elements to **help promote events education and research and will host the Association of Event Management Educators meeting which brings together institutions specialising in events and festivals education from across the UK.**

Congress features

- Combination of theory, policy and practice
- High quality keynote speakers
- Special editions in the leading journals in the field
- Prizes for outstanding policy and practice papers
- PhD track with prize
- Comprehensive social and networking programme including visits to cultural and event venues across Yorkshire

Target Audience

- ✓ Academics interested in events and festivals
- ✓ Event and festival researchers, advisors and consultants
- ✓ Representatives from the international event and tourism industry
- ✓ Policy makers involved in major events and festivals
- ✓ PhD students studying events and festival phenomena
- ✓ Event and festival organisers, managers and professionals
- ✓ Regional event businesses and festival organizations
- ✓ Local Government officials

Programming for the congress is underway and the coordinating team at Leeds Metropolitan University's UK Centre for Events Management are aiming to make sure **this congress showcases the best learning materials, technologies and journals available to maximize the benefits for all who attend and support the Global Events Congress IV 2010.**

