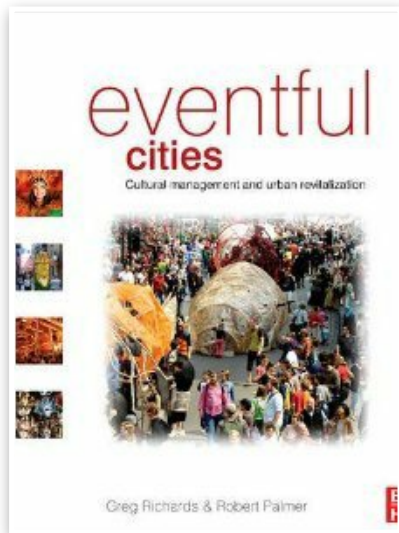


17th April 2013, Palau Moja, Barcelona



A Conversation with the authors of eventful cities

Globalization, economic restructuring and urban redevelopment have placed events at the centre of strategies for change in cities.

Events offer the potential to achieve economic, social, cultural and environmental outcomes.

Critical success factors are identified which can help to guide cities and regions to develop event strategies.



Robert Palmer is former Director of Culture and Cultural and Natural Heritage at the Council of Europe (since 2004). Previously, he was founder and director of Palmer-Rae Associates, an independent cultural consultancy. He was the Director of two European Capitals of Culture - Glasgow (1990) and Brussels (2000) and the author of a major study on European Capitals of Culture for the European Commission.



Greg Richards is Professor of Leisure Studies at Tilburg University and Professor of Events at NHTV in the Netherlands. He has worked on projects for numerous national governments, national tourism organisations and municipalities. He is a European Executive Member of the Association for Tourism and Leisure Education (ATLAS). Prior to *Eventful Cities*, his major publications include *Cultural Tourism in Europe*, *Cultural Attractions and European Tourism* and *Tourism and Gastronomy* (2002).

Registration

Registration includes formal and informal conversations with the authors, learning materials, morning coffee, three course lunch and afternoon tea. The registration fee is 295€ per attendee.

Register early, as only 20 places are available! In order to ensure the possibility for one-to-one as well as group conversations with the authors, places have been kept to a minimum. You are kindly advised to register as early as possible.

Registration deadline is 12th April 2013 and a 10% discount is available for payments received before 22nd March 2013. Initial enquiries are not treated as registration. Registration is only confirmed after full payment is received and a receipt issued.

For full details and to register contact: info@art-idea.eu