Maximising the value of sports and cultural events

Date: 13th November 2015   **Time**: 1.30 – 4pm   **Venue:** Carnegie Pavilion 418, Headingley

A free ESRC festival of social science event

Programme

It depends what you mean by 'value': reflections of different ways of valuing arts and cultural events
Jane Earnshaw
Independent producer and programmer

'Social' goals: benefits beyond the economic
Dr Emma Wood
International Centre for Research in Events, Tourism and Hospitality (ICRETH), Leeds Beckett University

Are big events worth it? An insight into their cost and bidding processes
David Andrews
Independent Consultant

Maximising the economic impact of sports and cultural events
Dr ShiNa Li
International Centre for Research in Events, Tourism and Hospitality (ICRETH), Leeds Beckett University

Refreshments will be provided and there will be ample opportunity for discussion and networking

To register for this free event please visit:

http://icreth-esrc-social-science-fest.eventbrite.co.uk

Details of speakers:

David Andrews was Chief Executive Officer of Yorkshire Tourist Board (now Welcome to Yorkshire) and lead the team that successfully bid for the Bollywood Awards (IIFA) in 2007 with its 500 million viewers worldwide. He also help secure IIFA for Macau and Toronto, and will provide insight into other high profile events - Tour of France, Clipper Around the World Race, and Tour of Britain.

Jane Earnshaw is currently the Programmer for Leeds Inspired at Leeds City Council, prior to that she was the Director of I Love West Leeds, commissioning and programming events ranging from mass participation projects to staging orchestral concerts in swimming pools.

Dr ShiNa Li is a member of the International Centre for Research in Events, Tourism and Hospitality (ICRETH) and Senior Lecturer at the UK Centre for Events Management, Leeds Beckett University. In addition to having undertaken a number of economic impact studies for a variety of agencies, she has a strong profile of publications and is invited regularly to speak at major international conferences.

Dr Emma Wood is Reader in Events Marketing within the International Centre for Research in Events Tourism and Hospitality. With a background in market research and postgraduate degrees in statistics and marketing management Emma focused her doctoral studies on event evaluation from a local government/community perspective. Her latest co-edited book, The Festival and Event Experience was published in 2015 and she is also co-author of Innovative Marketing Communication for Events published by Elsevier and the European Edition of Hoffman and Bateson's Services Marketing text, published by Cengage. Emma's current research interests are in the areas of experiential marketing, social marketing via festivals and events and the social impacts of events. Emma is joint editor of the Journal of Policy Research in Tourism, Leisure and Events and also chairs the Academy of Marketing special interest group in Sport and Event Experiential Marketing. Recent consultancy projects include festival impact studies for local government, the use of social media for events industry professional bodies, and a longitudinal study of the changing role of local government in supporting events and festivals.

For further information about this event please contact:
Dr Neil Ormerod
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The 13th annual Festival of Social Science takes place from 7-14 November 2015 with over 200 free events nationwide. Run by the Economic and Social Research Council, the Festival provides an opportunity for anyone to meet with some of the country's leading social scientists and discover, discuss and debate the role that research plays in everyday life. With a whole range of creative and engaging events there's something for everyone including businesses, charities, schools and government agencies. A full programme is available at www.esrc.ac.uk/festival. You can also join the discussion on Twitter using #esrcfestival.