

BEATRIZ GARCÍA, PhD

School of Sociology and Social Policy, University of Liverpool
Eleanor Rathbone Building, Bedford St South, Liverpool, L69 7ZA, UK

Tel : +44 (0)151 794 2540 Email : email@beatrizgarcia.net

Web : www.impacts08.net | www.beatrizgarcia.net | www.culturalolympics.org.uk

EDUCATION

- 2000 - 2002: *Doctoral Thesis Viva, Graded A Cum Laude*, Universidad Autònoma de Barcelona, Spain
1999 - 2000: *MA on Arts Policy and Management (First)* at University of Technology Sydney, Australia
1997 - 1999: *PhD Studies on Cultural Policy & Communication* at Universidad Autònoma de Barcelona, Spain
1996 - 1997: *BA Honours (First) Degree in Communication Studies* at Napier University, Edinburgh, UK
1993 - 1996: *BA (First) in Advertising and Public Relations* at Universidad Autònoma de Barcelona, Spain

Languages

Spanish / Catalan: Mother Tongues

English: Fluent (second language)

French: Fluent (8 formative years + 1 year French residence)

German: Medium (5 formative years)

Chinese Mandarin: Beginner (1 formative year)

Specialist training

- Apr 2005: *Research on personal data and the data protection act*, University of Glasgow
Jun 2004: *Presentation skills, Voice Business*, Glasgow
Feb 2004: *Winning research income*, University of Glasgow
Jan 2004: *Managing a research project*, University of Glasgow
Dec 2003: *Using and managing web databases for academic work*, University of Glasgow
Nov 2002: *NVivo* (textual analysis software), Durham University
Mar 2001: *Dreamweaver* (web design software), Universitat Autònoma de Barcelona, Spain
Oct 1999: *SPSS* (statistical analysis software), University of Technology of Sydney, Australia

FUNDING: RESEARCH COMMISSIONS and GRANTS

- Dec 2005: *Small Research Grant by The British Academy* (£7,474)
Jul 2005: *Research Commission by the University of Liverpool and John Moores University* (£20,000)
Mar 2004: *Overseas Conference Grant by The British Academy* (£456)
Dec 2003: *Small Research Grant by The British Academy* (£3,320)
Sep 2002: *Research Commission by the Cultural Consortium North West* (£26,000)
Oct 2001: **Fulbright Scholarship** to pursue post-graduate research in the United States (I was awarded the scholarship, but withdrew to accept position at University of Glasgow. Award was: £25,000)
May 2000: *28th Postgraduate Seminar on Olympic Research, International Olympic Academy*, Athens (£800)
Apr 2000: *Research Grant of the Olympic Museum, International Olympic Committee*, Lausanne (£1,700)
Jul 2000: *Grant to support Olympic Research by Centre for Olympic Studies*, Barcelona (£400)
1999-2000: *UAB Exchange Grant: Master's Research at University of Technology*, Sydney (£550)
1996-1997: *Erasmus Grant for Undergraduate study (Honours year) at Napier University*, Edinburgh (£400)

SPECIAL MENTIONS and AWARDS

- Feb 2005: Award of a five-year Academic Fellowship by the **Research Councils UK** (RCUK) leading to a Lectureship (grade B) at the University of Glasgow (£125,000)
Mar 1999: Award of an *Intercampus Grant* by the **Agencia Espanola de Cooperación Internacional** to undertake an academic collaboration at Universidad de Playa Ancha, Valparaiso, Chile (withdrawal due to progression of research at the University of Technology of Sydney, Australia)
Nov 1998: *Cum Laude* for University Studies, **Universitat Autònoma de Barcelona**, Special Mention on the BA Qualifications, Barcelona, Spain
Jul 1992: *Bachelor Extraordinary Prize*, **Spanish Ministry of Education and Science**, National Award for Academic Merit on Completion of Bachelor Degree, Spain

AFFILIATIONS

Member of the **London 2012 Culture and Education Advisory Committee** (chaired by Jude Kelly, OBE), involving private conversations with the Prime Minister's wife and the Secretary of State for Culture, Media and Sport

Member of the review panel of the following academic journals: **Cultural Politics, International Planning Studies, Journal of Tourism and Cultural Change, Urban Studies, Local Economy, Cultural Sociology, Urban Design**

Member of the curators panel of **Creative Clusters**

Referee to applications to the **Arts and Humanities** and the **Economics and Social Research Councils**

Academic advisor to the **International Olympic Academy** (Olympia, Greece) and the Olympic Studies Centre of the **International Olympic Committee** (Lausanne, Switzerland)

Research collaborator / advisor to the **Centre for Olympic Studies** at Universitat Autònoma de Barcelona

RESEARCH INTERESTS and PROJECTS

Research on urban cultural policy, culture-led regeneration and major events

Analysis of the cultural policy rationale of cultural programmes staged within major national and international events. I have developed theoretical and methodological frameworks to evaluate how event cultural programming responds to the cultural policy needs and aspirations of the host-city and assess whether the process results in sustainable legacies such as long-term cultural, social, economic and environmental/physical regeneration.

Projects under way

- Director: *Impacts 08 – The Liverpool Model* (May 2006, external collaborator since July 2005) – Longitudinal research programme commissioned by the **Liverpool City Council** and led by the University of Liverpool and Liverpool John Moores University. The programme combines established and innovative methodologies to assess the cultural, social, economic and environmental dimensions of Liverpool's regeneration in the lead to, during and in the aftermath of becoming the 2008 European Capital of Culture.
- Co-investigator (with Dr Andy Miah): *Towards London 2012: Non-accredited Media, Cultural Discourses, and Olympic Host City Identity* (since January 2006) - Research funded by the **British Academy**. We are undertaking fieldwork at the Turin Winter Olympic Games (February 2006), pre-Olympic Beijing (September 2006) and documentation review at the London Organising Committee for the 2012 Olympic Games.

Projects that I have led and completed to date

- Principal investigator (PI): *Understanding the Long-term Legacies of Glasgow 1990, European City of Culture'* (Jan 2002- Jun 2005) – Research funded by the **Centre for Cultural Policy Research**, University of Glasgow. I trained and managed two RAs over four years and established an international forum of experts to help advance theoretical and methodological frameworks on longitudinal impact analysis. A book contract has been secured with Ashgate for publication of the main research findings - '*Rematerialising Cultural Geography*' series.
- PI: *Urban Cultural Policy Implications of the Universal Forum of Cultures, Barcelona 2004* (Oct 2003-Dec 2004) – Research funded by the **Centre for Cultural Policy Research** and conference travel support from the **British Academy**. The project involved one month field-work in Barcelona in May 2004 and has resulted in one refereed paper and six conference/guest presentations. Discussions are underway for a co-authored monograph.
- PI: *From Athens 2004 to London 2012: the contribution of non-accredited media centres to the Olympic Games host city* (Jan – Sep 2004) – Research funded by the **British Academy**. The project involved one month field-work in Athens during the Olympic Games in August 2004 and has resulted in the creation of the magazine *Culture @ the Olympics*. The project outcomes are being fed to the Culture and Education Advisory Committee of the London Organising Committee for the Olympic Games, of which I am a member.
- PI: *Evaluation of Cultureshock, North West Cultural Programme for the 2002 Commonwealth Games* (Sep 2002-Jan 2003) – Research commissioned by the **Cultural Consortium NorthWest** with support from the **British Council** and the **Foreign & Commonwealth Office**. The final report is available at England North West Arts Board.

- PI: *Analysis of the programming, management and promotion of the Sydney 1997-2000 Olympic Arts Festivals* (Mar 1999-Jun 2002) – Research supported by a Mobility Grant by the **Universitat Autònoma de Barcelona** (UAB), an Olympic Research Grant by the **Centre for Olympic Studies** at UAB, and a Postgraduate Seminar Grants by the **International Olympic Academy**. The research results form the basis of my PhD Thesis, 'Towards a Cultural Policy for Great Events. Lessons from the Sydney 2000 Olympic Arts Festivals'.
- PI: *Cultural Policy of the Olympic Movement. A review of cultural agendas and structures at the International Olympic Committee* (Apr-May 2001) – Funded by the Postgraduate Research Grant Programme 2000 of the Olympic Museum and Olympic Studies Centre, **International Olympic Committee**.

Projects I have contributed to

- Contributor to: *Highland 2007: Year of Highland Culture* (Jun 2005 – Dec 2007) - Research commissioned by **Highland 2007** and conducted by the Centre for Cultural Research, University of Glasgow. The project involves a longitudinal assessment of the social, cultural and economic impacts of the programme. I oversaw the analysis of media representations.
- Academic advisor to: *Study on the European Cities and Capitals of Culture and the European Cultural Months 1995 – 2004* (Jan-Dec 2004) – Project funded by the **European Commission** and conducted by the consultancy Palmer/Rae Associates (Brussels). The resulting report is available online at the European Commission website.
- Contributor to: *The effectiveness of the Scottish Arts Council's links and partnerships with other agencies* (Mar - May 2002) – Project commissioned by the **Scottish Executive** and conducted by the Centre for Cultural Policy Research. Main aims: investigating and reviewing the Scottish Arts Council's external links and partnerships considering the 'effectiveness of the Council's wider links and partnership working with other agencies including local authorities, social inclusion partnerships, the enterprise and tourism networks, artists and the cultural community more widely'. The research was part of the Quinquennial Review of the Scottish Arts Council in 2002. The resulting report is available online at the Centre for Cultural Policy Research website.
- Project collaborator to: *Comparative Analysis of the International Television Coverage of the Sydney 2000 Olympic Opening and Closing Ceremonies* (Oct 2000- Sep 2001) – Research commissioned by the **International Olympic Committee** and conducted by the Centre for Olympic Studies at the UAB.

Web-based projects

Co-editor of specialist academic magazine on the cultural dimension of the Olympic Games (with Dr Andy Miah)



Web-based collection of articles and commentary on cultural matters at the Olympic Games. The website includes a blog section with diary reports from Games live experiences and a visual archive

[<http://www.culturalolympics.org.uk/>]

Creation and maintenance of a web-site and electronic group on international cultural policy initiatives



Web-based project aimed at linking international research and institutions dedicated to the study and development of cultural policy initiatives. The web-site promotes and interactive forum and offers direct links to online materials including: university programmes, research centres, on-line papers, institutions and foundations, cultural policy networks, journals and magazines, events and projects. [http://www.culturalpolicy.arts.gla.ac.uk/international_forum/]

Co-authorship and maintenance of a website and electronic group on Olympic-related research (with Dr Andy Miah)



Web-based project designed to generate awareness and discussion about current social issues, new research, and critical matters relating to the Olympic Movement and the Olympic Games. The central aspect of the project is the maintenance of a discussion group and the distribution of news on the field [<http://www.osn.paisley.ac.uk/>]

PUBLICATIONS

Major works

With Scullion, A. (in progress) *Glasgow City of Culture. Myths, politics and identity*, Ashgate - Re-materialising cultural geography series [expected for publication: 2006/7]

(2002) *Towards a Cultural Policy for Great Events. Lessons from the Sydney 2000 Olympic Arts Festivals*, Barcelona: Universitat Autònoma de Barcelona (PhD Thesis)

Refereed academic journals

(2006, in print) Book review: 'Cultural Qu4rters. Principles and practices' in: *Cultural Sociology*.

(2006, in progress) Book review: 'Cities and Culture: Tourism, Promotion and Consumption of Spectacle in Western Cities Since 1851' in: *Journal of Urban Design*.

With Reason, M. (2006, forthcoming) 'Approaches to the newspaper archive: Content analysis and press coverage of Glasgow's year of culture' in: *Media, Culture and Society*.

With Scullion, A. (2005) 'What is cultural policy research?' in: *International Journal of Cultural Policy* (vol 11, n2) (pp. 113-127)

(2005) Book review: 'Transforming Barcelona' in: *Urban Studies* (vol 42, n7) (pp. 1234-1236)

(2005) 'De-constructing the City of Culture: The long term cultural legacies of Glasgow 1990' in: *Urban Studies* (vol 42, n5/6) (pp. 1-28)

(2004) 'Cultural Policy in European Cities: Lessons from Experience, Prospects for the Future' in: *Local Economy*, 19(4) (pp. 312-326)

(2003) 'Urban Regeneration, Arts Programming and Major events: Glasgow 1990, Sydney 2000 and Barcelona 2004' in: *International Journal of Cultural Policy*, 10(1) (pp. 103-118)

(2001) 'Enhancing Sports Marketing through Cultural and Arts Programmes. Lessons from the Sydney 2000 Olympic Arts Festivals' in: *Sports Management Review*, 4(2) (pp. 193-220)

Book chapters

(2006, in print) 'Living the multicultural Olympic city. Cultural policy and planning in the Sydney 2000 Olympic Summer Games', in: Gold, J.R. & Gold, M.M. (Eds) *Olympic Cities: Urban planning, city agendas and the World's Games, 1896 to the present*, London: Routledge.

(2004) 'Reinventando Glasgow como Ciudad Europea de la Cultura. Impactos en turismo cultural (1986-2000)' in: Font, J. (Ed) *Casos de turismo cultural: de la planificación estratégica a la evaluación de productos*, Barcelona: Editorial Ariel (pp. 31-56).

Conference proceedings

(2002) 'Securing Sustainable Legacies through Cultural Programming in Major Events' in: Moragas, M. de; Kennet, C. & Puig, N. (Eds), *The Legacy of the Olympic Games: 1984-2000*, Lausanne: Centre for Olympic Studies (UAB) and Olympic Museum (pp. 314-320).

(2000) 'Comparative analysis of the Olympic cultural program, design and management of Barcelona'92 and Sydney'2000' in: Wamsley, K.B; Martyn, S.G; MacDonald, G.H. & Barney, R.K. (Eds), *5th International Symposium for Olympic Research*, International Centre for Olympic Studies - University of Western Ontario (pp. 153-158).

(2000) 'Opportunities and constraints to promote the Cultural Olympiad in the host city and country. The Sydney 1997-2000 Olympic Arts Festivals' in: International Olympic Academy (Ed) (2001) *Report on the IOA's Special Sessions and Seminars 2000*, Ancient Olympia: International Olympic Academy (pp. 173-186).

Specialist magazines

A collection of essays on my Olympic-related research can be found at the online magazine *Culture @ the Olympics* [www.culturalolympics.org.uk]. Other publications include:

(2006) 'Impacts 08 - The Liverpool Model. Understanding the effect of cultural regeneration in the lead to Liverpool 2008 - European Capital of Culture' in: *8 Days a Week* (n1)

With Miah, A. (2006) 'Cultural Games' in: *Locum Destination Review* (n 18)
<http://www.locum-destination.com/LDR18.html>

(2005) 'Taking part. Participating in the London Games through sport, arts and education' in: *MailOut. The national magazine for developing participation in the arts* (n October/November) (p. 12)

(2004) 'More than a Game. The Value of Olympic arts programming to increase local participation' in: *MailOut. The National Magazine for developing participation in the arts* (n August/September) (pp. 9-10)

(2004) 'La Dimensión Cultural de Macro-Eventos en el 2004. Potenciales y Limitaciones para una Experiencia Sostenible' in: Portal Iberoamericano de Gestión Cultural (Eds) *Boletín Gestión Cultural* (n 6) [online]
<http://www.gestioncultural.org/boletin/pdf/MacroEventos/BGarcia.pdf>

(2003) 'Glasgow Lessons can help Liverpool' in: *Regeneration & Renewal* (4 Jul) (p. 14)

(2002) 'City Fathers Win Medal for Style but last Place in Social Events' in: *The Times Higher Education Supplement* (11 Oct) (pp. 22-23)

With Miah, A. (2002) 'The Truth about Olympic Truce: Rights, Responsibilities and the Impossibility of Being Global and Apolitical' in: *Human Rights Tribune* (vol 9, n 1) [online]
<http://www.hri.ca/cftribune/templates/article.cfm?IssueID=22&Section=2&Article=392>

With Miah, A. (2002) 'The Olympics is not a sporting event! Arts and culture in the 2002 Winter Olympics' in: *Some Things about Art and Cities* [online] <http://www.newmediastudies.com/art/olympic.htm>

With Miah, A. & (2002) 'The Olympic Games should happen nowhere or everywhere' in: *Spark-Online* (n 31) [online] <http://www.spark-online.com/issue31/miah-garcia.html>

(2001) 'The Concept of Olympic cultural programmes: origins, evolution and projection' in: *Fundamental Lessons in Olympism* [online] http://www.blues.uab.es/olympic.studies/web/pdf/fl1_eng.pdf

(2001) 'A Necessidade de Complementar a Informação Desportiva e Não Desportiva para Promover a Educação Olímpica' in: *Desporto* (vol Sep-Oct, n 5) (pp. 4-7)

With Miah, A. (2000) 'Olympic ideals and Disney dreams: Opportunities and constraints for cultural representation during Sydney's Opening Ceremony' in: *Human Kinetics: Social Science and Sports News*, [online]
<http://www.humankinetics.com/products/hperd/news.cfm?suic=0sss&id=2933>

(2000) 'Olympic Arts Festivals and the Visual Arts' in: *National Association for the Visual Arts Newsletter* (Sep) (pp. 4-5)

INVITED PRESENTATIONS

With Miah, A. (2006) Invited plenary speaker 'We Are the Media': Citizen Journalists & Non-Accredited Media', in: *Narrative, Counter Narrative and The Beijing Olympics: Hearts, Minds and the Projection of Modern China*, Annenberg School for Communication at the University of Pennsylvania, Philadelphia (28 November 2006)

(2006) Guest speaker: *10 Minute Talks at FACT, Liverpool Biennial, Liverpool* (31 October 2006)

- (2006) Chair of session 'Context Sensitivity, Regeneration and Competence', in: *City Breaks? Art and culture in times of expediency*, Liverpool Biennial, Liverpool (19-22 October 2006)
- (2006) Invited panellist: *Launch of 8 Days a Week Magazine*, Liverpool (17 October 2006)
- (2006) Invited panellist within session 'The Postmodern Festival: at The Cross Roads Between The Local And The Global?', in: *International Conference On The Arts In Society*, The Centre for Festival and Event Management, Napier University, Edinburgh (15-18 August 2006)
- With Miah, A. (2006) Invited plenary speaker 'The new media @ the Olympics: Citizen journalists and the non-accredited media', in: *Communication Forum 2006- Global Olympiad, Chinese Media International Symposium*, National Center for Radio and Television Studies, Communication University of China and Annenberg School for Communication University of Pennsylvania, Beijing (28-29 July 2006)
- (2006) Invited plenary speaker 'Cultural programming at the Olympic City', in: *Fourth International Forum on the Beijing 2008 Olympics - Olympic Creative Industry and City Development*, The Organizing Committee for the Beijing 2008 Cultural Festival, Humanistic Olympic Studies Centre - Renmin University of China, Beijing (9 July 2006)
- (2006) Chair of session 'Culture and the Olympics', in: *The World Summit on Arts and Culture: Transforming Places, Transforming Lives*, International Federation of Arts Councils and Culture Agencies, Newcastle (14-17 June 2006)
- (2006) Chair of session 'The formulas of cultural tourism: Events', in: *Cultural tourism in the Mediterranean. Innovation, creativity and regional development*, European Institute of the Mediterranean and Universitat Rovira I Virgili, Tarragona (29-31 March 2006)
- (2006) Invited panellist within session 'Olympic Games: Heritage, Culture and Education', in: *Carrying the Torch: Host Cities, Education, Culture and Regeneration*, University of East London, London (30 March 2005)
- (2006) Guest speaker with A. Miah: 'The Olympics, Culture and Citizen Journalism', presented in: *The Olympics and Web 2.0*, Bryght and New Media British Columbia, British Columbia Canada Place, Turin (17 February 2006)
- (2005) Guest speaker: 'Exchanging culture for style... Glasgow's reinvention, from City of Culture into Scotland with Style', presented in: *Screen Studies Seminar Series*, Department of Theatre, Film and Television, University of Glasgow (1 December 2005)
- (2005) Keynote: 'The Olympic Games and Culture', presented in: *The London Games of 2012*, Association of London Government, London (16 November 2005)
- (2005) Guest speaker: 'Glasgow: A view from outside', presented in: *Glasgow Profile 2005*, Common Purpose, Glasgow (9 November 2005)
- (2005) Guest speaker with A. Miah: 'Culture @ the Olympics. Intangible, invisible but impacting', presented in: *Exploring Internationalism. Scotland responds to London's Olympic vision for culture in 2012*, Centre for Cultural Policy Research, University of Glasgow (20 June 2005)
- (2005) Adaptation of 'From Glasgow to Liverpool. Understanding the long-term legacies of becoming European Capital of Culture.', presented in: *Leisure Studies Seminar Series*, Division of Media, Culture and Leisure Management, Glasgow Caledonian University (12 April 2005)
- (2005) 'The modern Cultural Olympiad. From Barcelona 1992 to... London 2012?', presented in: *National Olympic Academy Annual Meeting*, British Olympic Foundation, London (8-10 April 2005)
- (2004/5) 'From Glasgow to Liverpool. Understanding the long-term legacies of becoming European City/Capital of Culture', presented in: *Geography 2004-05 Seminar Series*, Department of Geography and Geomatics, University of Glasgow (14 January 2005) AND in: *Urban Studies 2004-05 Seminar Series*, Department of Urban Studies, University of Glasgow (8 October 2004)
- (2004) 'Culture and Education in the Olympic Games', presented in: *Meeting of London 2012 Advisory Committee on Culture and Education*, London (14 September 2004)
- (2004) Adaptation of 'Understanding Glasgow post 1990. The value of a longitudinal approach to research', presented in: *The Cultural Consortium North West Board Meeting*, Manchester (29 April 2004)

- (2004) 'Understanding Glasgow post 1990. The value of a longitudinal approach to research', presented in: *What Happened Next? Researching the Long-Term Impact of The Arts on People and Places, Arts Research Seminar V*, Northumbria University (22 April 2004)
- (2004) 'Glasgow's Image Transformation. Understanding the impact of media narratives on contemporary understandings of the City of Culture' presented at: *Seminar of the Centre for Cultural Policy and Management*, Northumbria University (22 Apr 2004)
- (2004) 'Glasgow as European City of Culture. The Long Term Implications' presented in: *Liverpool 800 Seminar Series*, Liverpool University (10 Mar 2004)
- (2003) 'The Contribution of Cultural Programmes to the Olympic Games. Origins, Evolution and Projection' two papers presented in: *A Shared Culture, Day Long Consultation within the Making Amends Programme*, to discuss the potential for regeneration of the London 2012 Olympic Bid in the Lower Lea Valley, Stratford (6 Dec 2003)
- (2003) 'Glasgow's International Appeal. Personal and Research Views' presented in: *Common Purpose Seminar*, Glasgow (1 Oct 2003)
- (2003) 'Informing Cultural Policy in Scotland' presented in: *Symposium on Computer Games + Cultural Policy*, Paisley University, Ayr Campus (10 Jun 2003)
- (2003) 'Política cultural, regeneración urbana y grandes eventos' presented in: *Postgraduate Course in Cultural Management and Cultural Policy*, Universitat de Barcelona, Barcelona (11 April 2003)
- (2002) 'Industrial displays, sport competition and cultural debate. Transformations in the format of great events, from World Exhibitions to the Olympic Games and the Universal Forum for Cultures' presented in: *The Privatization for Culture Project*, New York University, New York (9 September 2002)
- (2002) 'The potential of arts programming in major events. The arts programme of the Sydney 2000 Olympic Games' presented in: *Definitions Seminars: The Event*, Centre for Cultural Policy Research at University of Glasgow (6 February 2002)
- (2001) 'Branding the Cultural Program of the Olympic Games.' *Guest Seminar* presented at: Sports School, Johannes-Gutenberg Universität, Mainz, Germany (23rd April 2001)
- (2000) 'Sydney 1997-2000: Challenges and prospects for programming, management and promotion', *Guest Seminar* presented at: Faculty of Leisure and Tourism, Griffith University, Australia (24th August 2000)

CONFERENCE PRESENTATIONS

- (2006) 'The cultural policy dimension of the Olympic Games. Opportunities for the Olympic Winter Games', in: *Torino 2006 - XX. Olympic Winter Games Symposium*, University of Turin and Johannes Gutenberg University, (Turin, 9 February 2006)
- (2005) 'City of style... and substance. Tracing the legacy of 1990 on Glasgow's creative communities', presented in: *Creative Clusters Conference*, Belfast (23-26 October)
- (2005) 'Exchanging culture for style... Glasgow's image transformation from 'City of Culture' into 'Scotland with Style' (1983-2004)', presented in: *Festivals and Events: Beyond Economic Impacts, Leisure Studies Association Annual Conference*, Napier University, Edinburgh (6-8 July)
- (2004) 'Local Roots for a Universal Event? The value of city-specific cultural policies in the Forum Barcelona 2004', presented in: *3rd International Conference on Cultural Policy Research*, HEC Montreal (25-28 August)
- (2004) 'Communicating Diversity through Major Events. The case of Cultureshock, North West Cultural Programme of the Manchester 2002 Commonwealth Games', presented in: *Diàleg sobre Comunicació i Diversitat Cultural*, Universal Forum of Cultures, Barcelona 2004 (24-27 May)
- (2004) 'Second to What? Glasgow's Cultural Role in Scotland, the UK and Beyond', presented in: *Second Cities Symposium*, Andrew Hook Centre for American Studies, University of Glasgow (30 April - 1 May)

- (2004) 'Glasgow's Image Transformation. Tracing the origin of current media narratives (1986-1991, 2003)', presented in: *Images of the City Conference*, Centre for Cultural Policy Research, University of Glasgow (23 January)
- With Miah, A. (2003) 'A Cultural Philosophy: Tempering the Desire of Spectacle' presented in: *IFEA 12th Festivals and Events Conference. Emotional Marketing: Festivals, Events, Tourism*, IFEA & Sheffield Hallam University, Vienna (6-9 March)
- (2003) 'Urban Regeneration, Arts Programming and Major Events' presented in: *IFEA 12th Festivals and Events Conference. Emotional Marketing: Festivals, Events, Tourism*, IFEA & Sheffield Hallam University, Vienna (6-9 March)
- (2002) 'Towards a Cultural Policy for Great Events. Lessons from Barcelona (1992-2004)' presented in: *Cultural Returns. Assessing the Place of Culture in Social Thought*, Pavis Centre for Social and Cultural Research at the Open University, Oxford (18-20 September)
- With Miah, A. (2002) 'Getting on-line with Olympic Studies' presented in: *Annual meeting of the British National Olympic Academy*, British Olympic Association, Manchester (24-28 April)
- (2001) 'The use of cultural programming to extend sports event marketing' presented in: *9^o Congress of the European Association for Sports Management*, Vitoria-Gasteiz (19-23 September)
- (2001) 'Information projects supporting Olympic education: sporting and non-sporting documentation' presented at: *11th IASI World Congress, Sports Information in the third Millennium*, Lausanne (25-27 April)
- (2001) 'Tourism promotions in Australia on occasion of the Sydney 2000 Olympic Games. Contrast between the promotion of sporting and artistic activities to express the cultural identity of the host country', distributed at: *World Conference on Sport and Tourism*, International Olympic Committee and World Tourism Organisation, Barcelona (22-23 February)
- (2000) 'Comparative analysis of the Olympic cultural program, design and management of Barcelona'92 and Sydney'2000', presented at: *5th International Symposium for Olympic Research*, International Centre for Olympic Studies - University of Western Ontario & Centre for Olympic Studies, University of New South Wales (12 September)
- (2000) 'Opportunities and constraints to promote the Cultural Olympiad in the host city and country. Case Study: the Sydney 1997-2000 Olympic Arts Festivals', presented at: *8th International Postgraduate Seminar on Olympic Studies*, International Olympic Academy, Greece (4-14 June)
- (1999) 'Management and promotional strategy of the Sydney 1997-2000 Olympic Arts Festivals', presented at: *1st Tourism Studies Annual Conference at the Faculty of Tourism and Leisure*, University of Technology, Sydney, Australia (3 October)
- (1999) 'Potential impact of the Cultural Olympiad in the host city and country. Opportunities and constraints for the arts during and after the lead-up to the Sydney 2000 Olympic Games', presented at: *Olympics and the New Millennium. Inaugural Conference* of the Centre for Olympic Studies at University of New South Wales, Sydney, Australia (22-23 September)

TEACHING

PhD supervision

(2006-) *The role of the 'Glasgow Style' design and decorative art form - A comparative study of Glasgow 1890-1910 with 1990-2010* by Michael Durell, School of Sociology and Social Policy, University of Liverpool.

(2005-2006) *European cultural policy and the construction of a European cultural identity* by Floris Langen, Centre for Cultural Policy Research, Department of Theatre, Film and Television, University of Glasgow.

Guest teaching

(2005) 'Gestión e innovación de acontecimientos (Event Management and innovation)' in: *MA in Tourism Management*, Universitat Rovira i Virgili, Reus (15-16 December 2005)

(2005) 'The Olympics as a global phenomenon: social, political, cultural and economic aspects', in: *MA in European Cultural Planning*, De Montfort University, Leicester (10 October 2005)

(2005, 2003) 'Case Studies in Cultural Policy and Urban Regeneration in Spain. The Guggenheim-Bilbao and the Forum Barcelona 2004' presented in: *MA in European Cultural Planning*, De Montfort University, Leicester.

(2004) 'The International Projection and Future Prospects of the Barcelona Forum 2004', discussion at: *Postgraduate Course in Cultural Management and Cultural Policy*, Universitat de Barcelona, Barcelona (28 May 2004)

(2003) 'Current Issues in Cultural Policy in Spain' presented in: *MA in European Cultural Planning*, De Montfort University, Leicester (16 May 2003)

(2000) 'Disseny, organització i producció dels Jocs Olímpics de Sidney 2000', *Guest Seminar* presented at *Asignatura Campus, Universidad Autònoma de Barcelona, Spain* (30 March 2000)

(2000) 'Oportunitats i amenaces per promoure la Olimpíada Cultural a la ciutat anfitriona: El cas dels Festivals Olímpics de les Arts durant els Jocs Olímpics de Sidney 2000', *Guest Seminar* presented at *Asignatura Campus, Universidad Autònoma de Barcelona, Spain* (3 April 2000)

Core teaching

(2006, 2005) Cultural Policy module in: *MPhil in Urban Policy and Practice*, University of Glasgow, Glasgow.

(2005, 2004, 2003) Changing Cities and Neighbourhoods module, in: *MPhil in Urban Policy and Practice*, University of Glasgow, Glasgow.

(2005) Media and Cultural Policy module in: *MA(Hons) in Film and Television Studies*, Department of Theatre, Film and Television, University of Glasgow.

EMPLOYMENT HISTORY

May 06: *Impacts 08, The Liverpool Model: Director*; School Sociology & Soc. Policy, University of Liverpool: **Lecturer**
Key tasks: I am directing a major longitudinal project to assess the effects of culture-led regeneration in Liverpool in the lead to, during and in the aftermath of its title as 2008 European Capital of Culture (2006-2010).

Feb 05 - Apr 06: *Centre for Cultural Policy Research*, University of Glasgow: **RCUK Academic Fellow**
Key tasks: As below plus postgraduate supervision (1 PhD on European cultural policy) and postgraduate teaching (leader of module on 'Cities and cultural policy', contributor to modules on neighbourhood regeneration - Urban Studies Department, and on media and cultural policy - Theatre Film and Television)

Jan 02-Jan 05: *Centre for Cultural Policy Research*, University of Glasgow: **Research Fellow**
PI to major research projects on urban regeneration, cultural policy and major events; managing and training project RAs; publication in relevant refereed and specialist publications; seminar co-ordinator/presenter (Depts of Theatre, Film and Television; Urban Studies; Geography); national and international conference presentations; development of national and international networks in cultural policy research and practice

Mar 00- Oct 01: *Centre for Olympic Studies*, Autonomous University of Barcelona: **Project Collaborator**
Contributor to major project commissioned by the International Olympic Committee; updating web resources; contributor to seminars and conferences; contributor to special publications; co-ordinator of post-graduate courses (sports marketing); seminar leader of undergraduate courses (cultural policy and major events)

Mar 99- Mar 00: *Sydney Organising Committee for the Olympic Games: PR and Publications Assistant*
Publications tasks: Liaising with authors / editing chapters of the 'Official Report of the Sydney 2000 Olympic Games'. Monitored sections: Olympic Arts Festivals, Olympic Education, Community Relations;
PR tasks: Maintenance of the Games Public Relations database; liaising with local opinion-leaders (media, community leaders, cultural institutions, academic institutions, non-governmental organisations)

Sep 99- Mar 00: *UTS Gallery and Art Collection*, University of Technology, Sydney: **Curatorial Assistant**
Maintenance of the stakeholders database (local and national cultural institutions, public arts bodies, arts journalists, academic institutions); co-ordination and distribution of information about gallery activities

Jul 98 - Feb 99: *Champagne Veuve Clicquot Ponsardin*, Reims (France): **Communications Assistant**
Development of the media database; liaising with Spanish and English-speaking media; contributor to the company internal magazine; contributor to VIP functions – patrons programme

MEDIA APPEARANCES

- The Guardian, Education* (29 Mar 2006) 'Limbering up for the Olympics: Universities are already planning their strategy to make the most of the 2012 games in London' (by Stephen Hoare, p. 12)
- BBC Radio 3* (12 Jul 2005) within the programme 'Night Waves', discussing the potential legacy of a cultural programme for the London 2012 Olympic Games with presenter Susan Hitch and guest Jude Kelly
- Evening Times* (Glasgow) (7 Jul 2005) 'Glasgow can win at Olympics' (by David Leask, p. 8)
- The Sunday Herald* (28 Feb 2005) 'Glasgow benefits of being City of Culture' (by Senay Botzas, p. 6)
- BBC Radio Wales* (23 Nov 2004) within the programme 'Wales @ work': discussion on the potential legacy of the Wales Millennium Centre, with Peter Tyndall and Robert Noble
- Scotsman* (8 September 2004) 'Put peace at centre of London Olympic bid, Scots demand' (by James Doherty, p. 28)
- Press & Journal* (8 Sep 2004) 'Academic study could help bring Olympic Games to London' (by Jennifer Hill, p. 9)
- The Herald* (8 Sep 2004) 'Academics help London's bid for 2012 Olympics' (p. 8)
- Courier* (8 Sep 2004) 'Bid to raise profile of Olympic Truce' (p. 10)
- Evening Times* (26 Aug 2004) 'Uni expert in Olympic challenge' (p. 12)
- Paisley Daily Express* (26 August 2004) 'Uni doc bids to bring Olympics to UK' (by Gabin Pennie)
- Paisley Extra* (26 Aug 2004) 'A positive Olympic image' (by Lesley Brown)
- The Sunday Herald* (4 Apr 2004) 'The empire strikes back' (by Leon McDermott, p. 6)
- Deutsche Welle* (13-15 Mar 2004) within the programme 'Arts 21': discussion on lessons from Glasgow 1990 to Lille, European Capital of Culture 2002
- BBC Radio Meyerside* (11 Mar 2004) within the programme 'Morning News': discussion on the long term legacy of Glasgow 1990 and lessons for Liverpool 2008
- The Herald* (24 Jan 2004) 'Myths of the city of culture success' (by Phil Miller, p. 26)
- The North East* (12 Aug 2003) 'A response that was not so cultured' (by Ian Reeve)
- BBC Radio Four* (23 Jul 2003) within the programme 'You and Yours': discussion on the impact of the Manchester 2002 Commonwealth Games on social regeneration in the city
- BBC Radio Four* (25 Jun 2003) within the programme 'Thinking Allowed' programme presented by Laurie Taylor: discussion on the long-term legacies of Glasgow 1990 and lessons for Liverpool 2008
- BBC Radio Five Live* (4 Jun 2003) Commentary on the announcement of Liverpool European Capital of Culture 2008
- BBC Radio Scotland* (4 Jun 2003) Commentary on the announcement of Liverpool European Capital of Culture 2008
- The Guardian* (2 Jun 2003) 'Can Culture Save Us' (by Andy Beckett, Features Pages, p. 2)
- BBC Radio Scotland* (2002) On the benefits for Scotland to host the Euro2008 Football Cup
- The Australian* (15 Sep 2000) 'Cultural Cringe' (by Jennifer Sexton)
- The Sydney Morning Herald* (14 Sep 2000) 'Nation of arts heroes goes quietly into battle' (by Kelly Burke)