

# DRAFT PROGRAM

## Tuesday, 12 December 2017

- 16:00-17:00 Registration Open Rosen College of Hospitality Management  
17:00 Departure from Rosen College to Orange County Convention Centre (OCCC)  
17:30-19:00 Visit to Orange County Convention Centre (OCCC) and Technology Presentation  
19:00-19:30 Travel back to Rosen College of Hospitality Management  
19:00-21:00 Registration Open Rosen College of Hospitality Management  
19:30-21:00 Welcome Reception at Rosen College (Courtyard)

## Wednesday, 13 December 2017

- 08:00-17:00 Registration Open  
08:30 Bus Depart Rosen Shingle Creek Hotel  
08:30-09:00 Breakfast at Rosen College (Disney Dining Room)  
09:00-09:30 Official Opening  
09:30-10:00 **Introductory Keynote:**  
How to go beyond the waves: Moving from hedonic to utilitarian events. Dean Abraham Pizam  
10:00-10:30 **Keynote:**  
Designing the Event Management Curriculum for the future: Donald Getz  
10:30-11:15 **Curriculum Panel:** **Moderator: Youcheng Wang**
  - Arend Hardorff – NHTV Breda University of Applied Science (Netherlands)
  - Caroline Jackson – Bournemouth University (UK)
  - Donald Getz
  - Kelly Semrad – University of Central Florida, Rosen College of Hospitality Management (USA)
  - Steve Brown – AUS
  - Steve Shmader - IFEA
  - Ubaldino (Dino) Couto – Institute for Tourism Studies (Macau)

11:15-11:45 Tea/Coffee Break (Disney Dining Room/Courtyard)  
11:45-12:15 **Keynote:**  
Taking Events and Festival Journals to SSCI status: Fevzi Okumus – Editor-in-Chief International Journal of Contemporary Hospitality Management (IJCHM)  
12:15-13:00 **Editors Panel:** **Moderator: Mathilda van Niekerk**
  - Alan Fyall – University of Central Florida, Rosen College of Hospitality Management (USA): Journal of Destination Marketing and Management
  - Charles Arcodia – Griffith University (Australia): International Journal of Event Management Research
  - Fevzi Okumus – University of Central Florida, Rosen College of Hospitality Management (USA): International Journal of Contemporary Hospitality Management.
  - Karin Weber – Hong Kong Poly Technic (Hong Kong): International Journal of Event and Festival Management

- Ken Backman – Event Management
  - Margaret Deery – University of Surrey (UK): Journal of Hospitality and Tourism Management
  - Rhodri Thomas – Journal of Policy Research in Tourism, Leisure & Events
- 13:00-14:00 Lunch (Disney Dining Room/Courtyard)
- 14:00-14:30 Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(1-5)
- 14:30-15:00 Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(6-10)
- 14:55-15:30 Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(11-15)
- 15:30-16:00 Tea/Coffee Break (Disney Dining Room/Courtyard)
- 16:00-16:30 Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(16-20)
- 16:30-17:00 Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(21-25)
- 17:30-18:00 Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(26-30)
- 18:00 Busses back to Shingle Creek
- 19:30 Busses leaving for Gala Dinner
- 20:00-23:00 Gala Dinner and announcing next times host
- 23:00 Busses back to Rosen Shingle Creek Hotel

**Thursday, 14 December 2017**

- 08:00-17:00 Registration Open
- 08:30 Bus Depart Rosen Shingle Creek Hotel
- 08:30-09:00 Breakfast at Rosen College (Disney Dining Room)
- 09:00-09:30 **Keynote:**  
Taking Event Research to the next level: Steven Page – Bournemouth University
- 09:30-10:15 **Research and Grants Panel:** **Moderator: Sevil Sonmez**
- Judith Mair – University of Queensland (Australia)
  - Julie Whitfield – Bournemouth
  - Leo Jago - Surrey University (UL)
  - Leonardo (Don) Dioko – Institute for Tourism Studies (Macau)
  - Management (USA)
  - Rhodri Thomas or Glenn Bowdin
  - Robertico Croes – University of Central Florida, Rosen College of Hospitality
  - Steven Page – Bournemouth University
- 10:15-10:45 Tea/Coffee Break (Disney Dining Room/Courtyard)
- 10:45-11:15 **Keynote:**  
Working with educational institutions: Misty Johantgen- Chief Operating Officer Experience Kissimmee
- 11:15-12:00 **Industry Panel:** **Moderator: Leo Jago**

- John Poole: Director of Sports Marketing and Development – Experience Kissimmee Sports Commission
- Kathie Canning: Executive Director – Orlando County Convention Centre
- Misty Johantgen: Operating Officer Experience Kissimmee
- TBA: Florida Event and Festival Organization
- TBA: TBA

12:15-12:45	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(31-35)
12:45-13:15	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(36-40)
13:15-13:45	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(41-45)
13:45-14:15	Lunch (Disney Dining Room/Courtyard)
14:15-14:45	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(46-50)
14:45-15:15	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(51-55)
15:15-15:30	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(56-60)
15:30-16:00	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(61-65)
16:00-16:30	Tea/Coffee Break (Disney Dining Room/Courtyard)
16:30-17:00	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(66-70)
17:00-17:30	Parallel Sessions: Presentations (20 min presentation, 5 min questions, 5 change)(71-75)
17:45	Closing in Rosen College Courtyard
19:30	Busses leaving