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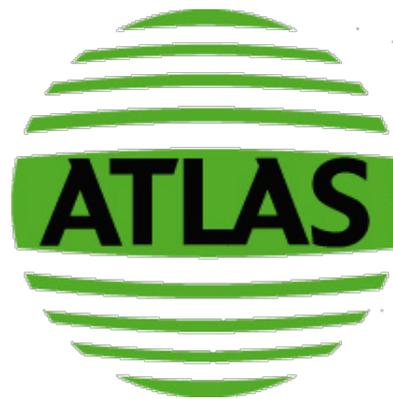
Index

- [Call for abstracts](#)
- [Submission of abstracts](#)
- [Meeting venue](#)
- [Meeting fee](#)
- [Registration](#)

[Back to event calendar](#)

ATLAS Events Special Interest Group

MAY 9-10TH, 2013, PENICHE, PORTUGAL



Expert Meeting on Imagineering Events

● Call for abstract

Following the successful inaugural meeting of the ATLAS Events Special Interest Group on the Social Dimension of Events in Breda in 2011, the following meeting on Imagineering Events will be held in at the Polytechnic Institute of Leiria in Peniche, Portugal in May 2013.

Events are becoming more complex as their range of functions grows, as: meeting places, creative spaces, economic catalysts, social drivers, community, image makers, business forums, and network nodes

Events are increasingly being designed to fulfil particular roles in society and business, and this process requires creative imagination, and a design methodology or in other words 'Imagineering'. Events don't just happen, they are carefully crafted to weave narratives (content), into places (context) through processes of Imagineering. Effective design of an event can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times.

Imagineering can be viewed as the creation and innovation of value from an experience perspective. Imagineering goes far beyond the original design concept of Disney. In the context of events Imagineering 'concerns creating and managing worlds of experience, based in internal values (DNA) on the one hand and/or values of the target groups on the other, with the objective of creating the emotional involvement of all stakeholders' (Hover, 2008)

The Imagineering process therefore needs to involve far more than just the creators and organisers of events. Because most events have a wide range of stakeholders, the Imagineering process can also involve the local community,

policy makers, creative entrepreneurs, and a wide range of other stakeholders. It also covers the entire process of event conception, production, consumption and co-creation, and can encompass many of the different 'touch points' that make up the event experience.

Key questions to be addressed at the meeting include: how should events be Imagineered in these complex times? How can Imagineering contribute to improving event business models? How can events be effectively co-Imagineered to involve a wide range of event stakeholders? How can city event programmes be Imagineered to maximise outputs for the local community?



Up

● Submission of abstracts

The ATLAS Events Special Interest Group therefore invites papers related to the social impact of events for the expert meeting in Peniche, Portugal. Themes expected to be covered during the event include:

- **Learning from traditional events – implicit imagineering**
- **Imagineering event experiences**
- **Creative entrepreneurship and events**
- **New business models for events**
- **Service design and events**
- **Co-creation and Imagineering in events**
- **Imagineering event marketing and promotion**
- **Imagineering event policies**
- **Imagineering the eventful city**

The Expert Meeting is designed as a small-scale event for researchers to present and discuss their work with colleagues. Participation in the meeting is subject to approval of an abstract and preparation of a draft version of the paper prior to the meeting. Selected papers will then be published in an edited volume.

Please submit an abstract of your proposed submission (maximum 300 words) to Greg Richards at the Centre for Leisure and Tourism Research (CeLToR) in the Netherlands (g.w.richards@uvt.nl) by 30th September 2012. Authors of accepted abstracts will be invited to develop a long abstract (2000 words) for presentation at the conference. Long abstracts are due for submission by February 15th 2013.



Up

● Conference venue

The meeting will be hosted by the Polytechnic Institute of Leiria at the Superior School of Tourism and Maritime Technology in the seaside resort of Peniche, Portugal. The School is a leading centre for event education and research. The organisation of the meeting will be supported by ATLAS and the Dutch Centre for Leisure and Tourism Research (CeLToR), which also includes the Universities in Breda, Tilburg and Wageningen.

Reference

Hover, Moniek (2008) *Imagine your Event: Imagineering for the event industry*. In: Ulrich Wunsch (Editor) *Facets of Contemporary Event Management-Theory and Practice for Event Success*. Verlag K.H.Bock, Bad Honne.



Up

Meeting fee



● Meeting fees

Fees:	ATLAS members	Non-Members
Participants		
This covers all meeting sessions, coffee breaks, lunches and materials.	€ 150	€ 200



● Registration

- **Contact**

Please contact: e-mail admin@atlas-euro.org.

- **Registration**

Submit [this form](#) to register for the conference.



Association for Tourism and Leisure Education
mail: info@atlas-euro.org

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