

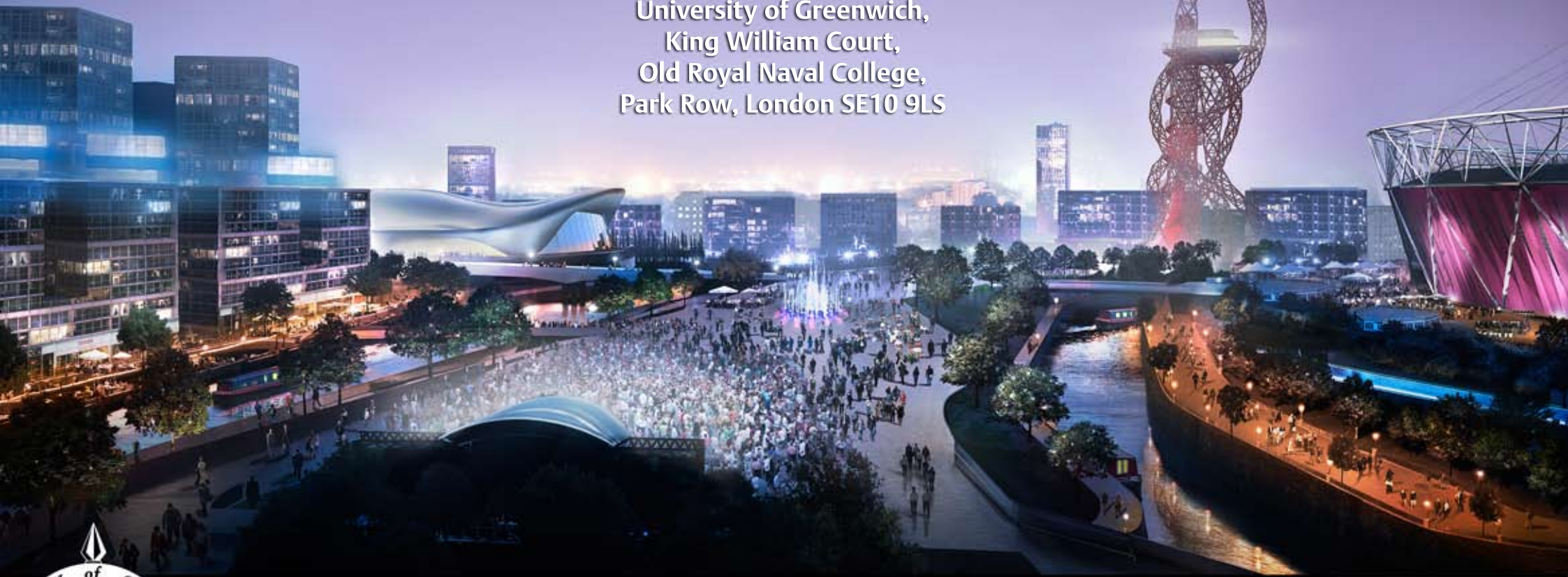
The Queen Elizabeth Olympic Park: what legacy for tourism?

Date: 8 December 2011

Time: 18.00 - 20.00

Drinks reception: 20.00

Venue: The Business School,
University of Greenwich,
King William Court,
Old Royal Naval College,
Park Row, London SE10 9LS



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This event focuses on the tourism legacy of the Queen Elizabeth Olympic Park after The Games in 2012. Panel presentations and answers to audience questions explore the relationship between tourism and mega-event legacies and how these relate to the broader regional tourist offer at the local and city-wide level. The event draws on the lessons of previous regeneration initiatives and explores the emergence of new kinds of event programming opportunities and tourist economies.

Organised on behalf of the Olympic Park Legacy Company by Dr Gillian Evans (Centre for Research on Socio-Cultural Change, University of Manchester) in association with The Business School, University of Greenwich, (www.gre.ac.uk/business).

Chair: Dr Gillian Evans

Speakers: Clive Little, Director of Events and Programming, Olympic Park Legacy Company
Tracy Halliwell, Director of Business Tourism and Major Events, London & Partners
Kevin Millington, Director, Acorn Tourism
James Kennell, Senior Lecturer, Regeneration and Tourism, University of Greenwich

This event is free but registration is essential.

For more information about this event, please email:

Victoria Stonebridge at info@legacycompany.co.uk or telephone on +44 (0) 20 3288 1800