



dr beatriz **garcía**

Director, Institute of Cultural Capital. University of Liverpool

www.beatrizgarcia.net • www.iccliverpool.ac.uk • bgarcia@liverpool.ac.uk • [@beatriz_garcia](https://twitter.com/beatriz_garcia)

biography

Dr Beatriz Garcia has been at the forefront of debates about culture-led urban regeneration since 1999. Her pioneering work on the cultural impact and legacy of mega-events has informed city strategists around the world, from Sydney to Liverpool and from Taipei to London. Dr Garcia grew up and was educated in Barcelona, specialising in international communication policy, city marketing and the then emerging field of cultural policy research. During her studies, she spent exchange years in France, Australia, the USA, and the UK, where she now resides.

Dr Garcia has led and delivered some of the most high profile projects in culture-led regeneration, first working on the Sydney 2000 Olympic cultural programme; then studying the legacy of the Glasgow 1990 European City of Culture; directing the pioneering Impacts 08 research framework on the multiple impacts of Liverpool as 2008 European Capital of Culture (ECOC), and reviewing the first three decades of ECOC legacies throughout Europe. Beatriz has conducted primary research across the ECOC programme and at every Olympic Games – Winter and Summer – since 2000, funded by such organizations as the British Council, British Academy, the UK Arts and Humanities Research Council, the UK Social and Economic Research Council, the Universities China Committee in London, the London Organising Committee for the Olympic Games, the European Commission, the European Parliament and the International Olympic Committee.

Her work was widely utilized to inform the culture bid for the London 2012 Olympic & Paralympic Games and resulted in the first full evaluation of a national Cultural Olympiad for London. She has acted as expert advisor for many cities bidding for the European Capital of Culture and the Commonwealth Games. She has also been an expert assessor of the bidding process towards the UK City of Culture programme since its inception in 2002, and is a member of European Capital of Culture Selection panel, appointed by the European Commission.

Dr Garcia is a highly sought after public speaker and has given more than 150 invited keynotes in over 32 countries. Considered a leader in her field, she is committed to advancing academically sound and policy relevant methodologies to capture the intrinsic value of cultural interventions as well as their role as catalysts for social, political and economic change.

curriculum overview

International Cultural Policy. Olympic Cultural Programming. European Capitals of Culture.

ROLES

Director, **Institute of Cultural Capital**
University of Liverpool

Senior Research Fellow in Communication
University of Liverpool

Member, Culture and Olympic Heritage Commission
International Olympic Committee

Member, European Capital of Culture Selection Panel
European Commission

Strategic Peer Review College member
Art & Humanities Research Council

EDUCATION

PhD, Communication Science (Cum Laude), Universidad Autònoma de Barcelona
MA, Arts Management (First), University of Technology Sydney
BA Hons, Communication Studies (First), Napier University, Edinburgh
BA, Advertising & Public Relations (First), Universitat Autònoma de Barcelona

LANGUAGES

fluent: English, Spanish, Catalan, French
basic: German, Italian, Portuguese

EXPERTISE

Cultural Policy

Urban Regeneration

Arts Management

Cultural Impact

Mega-Events

Olympic Games

European Capitals
of Culture

Communication

Media Content Analysis

Discourse Analysis

Image impacts

PROJECTS (2017)

Liverpool 2018 | 10 year legacy of Liverpool as European Capital of Culture
(funded by: Culture Liverpool, Arts and Humanities Research Council)

Shakespeare Lives Evaluation | Impact on perceptions of Britain across three
world regions: China, Russia, Horn of Africa (funded by: British Council)

How the British Council adds value to UK Cities of Culture | British Council

The value of global cultural policy-making | Building bridges between Olympic
cities and the Olympic Movement (funded by: International Olympic Committee)

Images of Olympic Brazil | Cultural narratives on the wake of the Rio 2016
Olympic Games (Newton Fund, British Academy & University of São Paulo)

Cultural Sustainability | A new agenda for culture in Galway (Ireland), Swansea
(UK), Makati (Philippines) (funded by: Agenda 21 for Culture - Pilot Cities)

education & training

Oct 2002: *Doctoral Thesis Viva, (Graded A Cum Laude)*, Universidad Autònoma de Barcelona, Spain
1997 - 2001: *PhD Studies in Communication & Cultural Policy* at Universidad Autònoma de Barcelona,
1999 - 2000: *Exchange, Communications & Business School*, University of Technology, Sydney
1993 - 1997: *BA (First) in Advertising and Public Relations* at Universidad Autònoma de Barcelona, Spain
1996 /7: *Erasmus Honours year in Communication Studies* at Napier University, Edinburgh

Languages

Spanish / Catalan: Mother tongues *French:* Fluent (8 formative years and 1 year residency in France)
English: Fluent (second language) *German:* Beginner (5 formative years)

Specialist training:

Research Team Leader, Equal Opportunities and Diversity, Data Protection Act, Verbal Presentation Skills, Winning Research Income, Research Project Management, Web & Database Management, Specialist software: NVivo, SPSS

university roles

University of Liverpool

November 2010- present

Head of Research, Institute of Cultural Capital
Senior Research Fellow, Communication and Media, University of Liverpool

May 2006- October 2010

Director, Impacts 08 | European Capital of Culture Research Programme
Seconded from: Department of Sociology and Social Policy, University of Liverpool

Key tasks and Responsibilities

strategic vision | Since the creation of the Institute of Cultural Capital in 2010, I have worked with the appointed Directors to shape the Institute's research vision and have set its priorities in the areas of culture and regeneration, international cultural policy and impact assessment methodologies. This follows on my role establishing the foundations for the Institute in 2009, on the back of the Impacts 08 programme I directed for five years across the University of Liverpool and Liverpool John Moores University (2005-2010). As Impacts 08 Director, I established the framework to assess the multiple impacts of culture-led regeneration in Liverpool. This covered the period from the lead up to, during and in the aftermath of its title as 2008 European Capital of Culture (ECoC). I developed the business plan for the legacy of this programme, linking it to a sub-regional Culture Campus initiative and plans for the maintenance of a Northwest Culture Observatory archive. The latter involved regular conversations with University Pro-Vice Chancellors and other senior management across the three Liverpool Universities (including Hope University). Although Culture Campus and the Culture Observatory are now defunct, the good will established during this time - and the vision I helped establish to demonstrate the value of sustaining a cultural-policy research unit within UoL and LJMU - resulted in the creation and launch of the Institute of Cultural Capital (ICC) in November 2010.

research and **academic development** | I have developed the theoretical framework and methodological vision for all the research programmes I have led to date, which cut across cultural, economic, social and governance impact policy assessments (see: **RESEARCH projects**). This includes the identification of appropriate interdisciplinary collaborators and training of emerging scholars. I also conduct projects in my areas of research specialism: longitudinal media narrative analysis, city branding analysis, stakeholder relationship analysis, national and international cultural policy analysis.

In my role at the ICC, I have secured the longitudinal follow up of key methodologies and a critical reappraisal of the programme's research framework so that it can be replicated in other contexts. This is evident in the high profile commissions secured, including the 30 year evaluation of the European Capital of Culture programme for the European Parliament, and the nationwide evaluation of the London 2012 Cultural Olympiad (see: **GRANTS & COMMISSIONS**). This work has resulted in academic outputs within international refereed journals, edited monograph chapters and a range of authored monographs (see: **PUBLICATIONS**). In parallel, a series of specialist magazine articles and reports have been produced, aimed at academic, practitioner and policy circles. These research outputs are attracting citations and influencing policy worldwide.

team management | At present, I line manage four Research Assistants and support / offer direction to an additional two members of staff. I am also PI to projects involving leading cultural policy scholars across the UK and internationally (eg. AHRC –Impact of Creative Clustering project). I also was involved in securing the appointment of the ICC's first Knowledge Exchange officer (2011), one FT Research Assistant (2011), and contributed to the appointment of three Post-doctoral Fellows and two fully funded PhDs . I manage additional fixed-term research assistants, fellows and collaborators in the context of specific research projects as and when they are funded (see: **RESEARCH projects**).

Between 2006 and 2010, I was in charge of delivering a £ 1.41m research programme taking place over five years as well as coordinating outcomes with research funding secured in addition to the original Impacts 08 budget. I managed three FT staff from 2006-2007, and five PT staff since 2008. I also oversaw 27 major projects and 30 programme contributors. In these roles I reported to a Steering and Management Group involving representatives from the Liverpool City Council, Liverpool Culture Company, The University of Liverpool and Liverpool John Moores University, Arts Council England and North West Culture Observatory.

consultancy & research funding: Since my appointment at the University of Liverpool in 2006, I have regularly led or co-led funding applications, **attracting over £1.8m** from RCUK and other sources such as Arts Council England, English Heritage, British Council, British Academy, the London Organising Committee for the Olympic Games, European Commission and European Parliament (see: **GRANTS & COMMISSIONS**).

stakeholder liaison | I am in charge of embedding the programmes of research I manage within the cultural sector and within policy circles locally, UK-wide and internationally. Since 2006, I have managed liaison and knowledge transfer activities with local organisations such as the Liverpool Culture Company - Culture Liverpool and the Liverpool Arts Regeneration Consortium (LARC); national organisations such as Arts Council England, English Heritage and the Department of Culture Media and Sport; national organisations with an overseas outlook such as the British Council and the British Academy; and international organisations such as the International Olympic Committee, European Commission and European Parliament.

talks & dissemination | Since 2006, I have been regularly invited to present keynotes within international events hosted by leading organisations and networks in the fields of urban regeneration, cultural policy and major event hosting such as the European Commission, the British Council and the International Olympic Committee. These public presentations have been aimed at academics as well as practitioners and policy-makers and have been extensively documented via dedicated websites, related online gateways, media coverage, event proceedings and related reports. I have been keen to invest in appropriate online channels to present up-to-the-minute information about all the activities undertaken, be it in the form of blog postings newsletters, summary and full report findings, research toolkits or access to relevant datasets. This has contributed to establishing a strong international reputation in the field as a research leader in the area of cultural policy and impact and this is manifest by the extensive number of referrals to my work.

postgraduate supervision & student engagement: I supervise PhD students in my areas of specialism and have supported the establishment of special reading groups to encourage critical debate with the University's postgraduate community. In the context of the ICC, I have attracted PhD studentships in collaboration with local cultural institutions as well as visiting international students. (see : **Teaching & Supervision**).

previous employment

Jan 2002- Apr 2006: *Centre for Cultural Policy Research, University of Glasgow*
RCUK Academic 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 (Dept 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; 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)

Mar 2000- Oct 2001: *Centre for Olympic Studies, Autonomous University of Barcelona (Spain)*
Research Fellow.

Contributor to major project commissioned by the International Olympic Committee; 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)

Sep 1999 – Mar 2000: *Gallery and Art Collection, University of Technology of Sydney (Australia)*
Assistant to the Curator.

research projects

Urban cultural policy, culture-led regeneration, city branding and major events

Since 1999, I have developed theoretical and methodological frameworks to evaluate how major event cultural programming responds to the policy needs and aspirations of the host-city and assess whether the process results in sustainable cultural, social, economic and political legacies.

Current projects

1. 2016-2019, Principal Investigator: *Impacts'18: Legacy of Liverpool as European Capital of Culture, 10 years on*, funded / developed in Knowledge Exchange collaboration with **Culture Liverpool**, with funding from: **AHRC, ICC Endowment Fund**. This programme of work delivers against the original Universities (UoL / LJMU) promise to establish a long term / longitudinal programme of assessment and knowledge exchange to document and analyse the impact of a large scale cultural intervention (culture-led regeneration) in Liverpool. The programme attempts replicates the full scope of the Impacts 08 programme (2005-2010), 10 years on. Up to March 2017, funding has been secured to replicate the assessment of image / symbolic / reputation impacts, as well as governance impacts (from event bidding stage - 2002- to 2018). Additional funding is being sought to establish a follow up on economic (tourism and investment trends), creative (cultural vibrancy) and social impacts.
2. 2017, PI: Scoping Study: *Impact and Legacies of Creative Clustering. The new Culture and Education District*, Queen Elizabeth Olympic Park (funded by the **Arts and Humanities Research Council**). This project offers an unprecedented opportunity to document the impact of creative clustering (ie. the creation of a 'new' themed district) from inception. I have been appointed to lead on a team of world-renowned scholars, each delivering against a separate but complementary theme, following on the model I created for the Impacts 08 programme in Liverpool. I am in charge of coordination, reporting, partner liaison (KE) and the delivery of my thematic area of specialism: symbolic and governance impact assessment. The team includes: Prof Andy Pratt (City University, in charge of creative impact assesment) Prof Eleonora Belfiore (Loughborough University, social impact analysis), Dr Max Natham (Birmingham University / LSE / What Works Centre, economic impact).
3. 2017: PI: *The role of the British Council and how it adds value to the UK Cities of Culture programme* (funded by: the **British Council**).
4. 2016-2018, (PI): *Shakespeare Lives: Impact on Perceptions of Britain (Case Studies: China, Russia, Horn of Africa)*, funded by the **British Council**: This project has involved a yearlong collaboration with the British Council to assess changing perceptions of Britain in China, Russia, and the Horn of Africa before and after the British Council-led Shakespeare Lives initiative held internationally in 2016. Results were produced through the co-operation with the three respective British Council team areas, media content analysis, and stakeholder surveys and interviews. This work will be used as the source of the British Council's report on the success of Shakespeare Lives.
5. 2016-2017, PI : *The value of global cultural policy-making: Building bridges between Olympic cities and the Olympic Movement through transnational cultural narratives*, funded by the **International Olympic Committee – Advanced Olympic Studies Grant**. The project documents the implementation of the first International Olympic Committee (IOC) Cultural Action Plan during the Rio 2016 Olympic Games. The PI has been accredited to act as official academic observer and will help shape the first Olympic cultural observers programme in Rio de Janeiro, as well as its handover to Tokyo, host of the 2020 Games.

6. 2016-2017, Visiting Professor and Official Observer: *Images of Olympic Brazil: Media narratives around Brazil's creative urban centres on the wake of the Rio 2016 Olympic Games*. (Funded by **British Academy – Newton Fund, University of Sao Paulo and Aberje** – Brazil National Association of Corporate Communications.) A collaboration with the Communication Department at the University of São Paulo, involving three weeks fieldwork during the Rio Olympic Games, one month residency in Sao Paulo, a visiting professorship role at the University of Sao Paulo and four public events in Rio de Janeiro.
7. 2016-2017, International Expert: Galway (Ireland); Swansea (UK) and Malaki (Philippines), *Agenda 21 for Culture – Pilot Cities Programme*. Funded by: **United Cities & Local Governments**

Completed projects

- Principal Investigator: *European Capitals of Culture: Success Strategies and Long Term Effects (2013)* Research commissioned by the **European Parliament** involving the assessment of all published material relating to 60 ECoC host cities since 1985 in order to: identify the most common strategies for success; collate and review evidence of impacts and long-term effects from a cultural, economic, social and policy point of view; and understand the main recurrent challenges.
- Principal Investigator: *Heritage, Pride and Place. Exploring the Contribution of World Heritage Site status to future city development (2012)* – Research commissioned by **English Heritage**. The research assessed the impact of this UNESCO accolade on local, national and international city reputation and related effects on local pride, sense of place as well as on tourism attraction.
- PI: *London 2012 Cultural Olympiad Legacy Evaluation (2011-2013)* – Research commissioned by the **Cultural Olympiad Steering Group**, involving the London Organising Committee for the Olympic and Paralympic Games (LOCOG), Arts Council England, Department Media Culture and Sport, Legacy Trust UK. The research looked into the cultural, social and related economic legacies of hosting this programme and the associated London 2012 Festival.
- Collaborator: *London 2012 Knowledge Transfer (2011-2012)* Research funded by **Podium, the Further & Higher Education Unit for the London 2012 Games**. My contribution focused on the analysis of the bidding, delivery and legacy framework for the Cultural Olympiad.
- Director: *Impacts 08 – The Liverpool Model (2006-2010; external collaborator since July 2005)* – Longitudinal research programme commissioned by **Liverpool City Council** and led by the University of Liverpool and Liverpool John Moores University. The programme combined 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.
- PI (co-investigators: Dr Steven Miles and Dr Alan Southern) *Cultural Sustainability? Liverpool in 2008 (2007-2010)*: **AHRC and ESRC Impact Fellowship** to study the cultural policy implications of hosting the 2008 European Capital of Culture in Liverpool.
- PI: *European Capital of Culture (ECoC) Knowledge Exchange Network (August 2009 to July 2010)* – Project funded by the **European Commission**. The project involved a collaboration with Liverpool City Council's Culture team and academic as well as policy representatives from Stavanger 2008, Linz 2009, Turku 2011, Marseille and Kosice 2013
- PI: *Experiencing arts and culture. Understanding and measuring quality in physical and virtual environments (2008-2009)* – **AHRC and ACE Impact Workshops** to study the visitor and audience experience and impact of engaging with arts and humanities activities.

- PI (2008): *Cultural Programming at the Beijing Olympics*- funded by the **Universities' China Committee in London**. This research involved working as an embedded journalist within Beijing's Non-Accredited Media Centre, to capture approaches to communicating the cultural aspects of the Games.
- Co-investigator (with Dr Andy Miah) (Jan 2006- 2008): *Towards London 2012: Non-accredited Media, Cultural Discourses, and Olympic Host City Identity* - Research funded by the **British Academy**, involving fieldwork at the Turin Winter Olympic Games (February 2006), pre-Olympic Beijing (July 2006) and regular meetings, documentation reviews, interviews and presentations to the London 2012 Olympic Organising Committee. Outputs: 2 book chapters, 6 magazine articles, 2 refereed papers.
- Principal investigator (Jan 2002- Jun 2005): *Understanding the Long-term Legacies of Glasgow 1990, European City of Culture*– 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. Main outputs: three research reports, four refereed papers, three magazine articles, one book contract.
- PI (Oct 2003-Dec 2004) : *Urban Cultural Policy Implications of the Universal Forum of Cultures, Barcelona 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. Main outputs: one refereed paper and six conference/guest presentations.
- PI (Jan – Sep 2004): *From Athens 2004 to London 2012: the contribution of non-accredited media centres to the Olympic Games host city*– Research funded by the **British Academy**. One month field-work in Athens during the Olympic Games in August 2004. Main outputs: Establishment of the magazine *Culture @ the Olympics* and refereed papers. The project outcomes have been fed to the Culture, Ceremonies and Education team of the London Organising Committee for the Olympic Games.
- PI (Sep 2002-Jan 2003): *Evaluation of Cultureshock, North West Cultural Programme for the 2002 Commonwealth Games* – Research commissioned by the **Cultural Consortium Northwest** with support from the **British Council** and the **Foreign & Commonwealth Office**. Main outputs: Final report.
- PI (Mar 1999-Jun 2002): *Analysis of the programming, management and promotion of the Sydney 1997-2000 Olympic Arts Festivals*– Research supported by a Mobility Grant by the **Universitat Autònoma de Barcelona** (UAB), Olympic Research Grant by the **Centre for Olympic Studies** at UAB, and Postgraduate Seminar Grants by the **International Olympic Academy**. Main Outputs: PhD Thesis, 'Towards a Cultural Policy for Great Events. Lessons from the Sydney 2000 Olympic Arts Festivals'.
- PI (Apr-May 2001): *The Cultural Policy of the Olympic Movement. A review of cultural agendas and structures at the International Olympic Committee*– Funded by the Postgraduate Research Grant Programme 2000 of the Olympic Museum and Olympic Studies Centre, **International Olympic Committee**. Main outputs: one book contract; one refereed paper.

Project Contributor (selection only)

In addition to my roles as expert advisor on a number of international projects (see DISTINCTIONS), I have been a project contributor to the following programmes of research:

- Academic advisor: **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: **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. Longitudinal assessment social, cultural and economic impacts. I oversaw the analysis of media representations.
- Contributor: **The effectiveness of the Scottish Arts Council's links and partnerships with other agencies** (2002) – Project commissioned by the **Scottish Executive** and conducted by the Centre for Cultural Policy Research, University of Glasgow. Aims: Reviewing Scottish Arts Council's external links and partnerships with other agencies.
- 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.

Online Platforms

- **Impacts 08 website, related blog & image database** (www.impacts08.net | www.culturalmappingspace.com)
- **Culture @ the Olympics : Issues, Trends and Perspectives.** Co-editor of specialist academic magazine on the cultural dimension of the Olympic Games. (www.culturalolympics.org.uk)
- **International Forum for Cultural Policy.** Founder of the first digital platform on international cultural policy initiatives in 2000 (http://www.geocities.ws/cultural_policy/). This site is no longer active as its role was taken over by international agencies such as IFACCA and its Connect CP initiative.

grants & commissions

In the period 2002 to 2016, I have been the PI or co-investigator for successful research bids and commission tenders generating over **£1.8m**. All of these research programmes have combined knowledge advancement (academic projection) and knowledge transfer. I have also secured 100% funding for all travel and expenses related to the invited keynotes and plenaries that are listed under 'INVITED TALKS'.

Research Grants (academic research)

- July 2017: PI, Impacts 2018 – 10 year legacy of Liverpool as European Capital of Culture (£108,000)
- Dec 2016: PI, Impacts of Creative Clustering – The new Culture and Education District, **AHRC** (£70,000)
- Sep 2016: PI, Images of Olympic Brazil, **British Academy, Newton Fund** (£9,450)
- Jun 2016: PI: The value of global cultural-policy making, **International Olympic Committee** (£18,000)
- Jan 2016: PI: Liverpool 2018: Image and Governance Legacies of becoming a European Capital of Culture, 10 years on. **AHRC, Culture Liverpool, ICC Research Endowment** (£65,000)
- Mar 2009: PI, *Cultural Policy Research Network European Commission Culture Programme*: (£150,000)
- Jun 2008: PI, *Impact Workshops*: **AHRC; Arts Council England** (£15,582)
- Apr 2008: PI, *Fieldtrip Grant: Universities' China Committee in London* (£1,950)
- Apr 2007: PI, with two co-investigators, *Impact Fellowship Grant: Arts and Humanities Research Council & Economic and Social Research Council* (£241,977)
- Dec 2005: PI, *Small Research Grant: The British Academy* (£7,474)
- Jul 2005: Research Collaborator, *European Capital of Culture Media Impact Analysis: University of Liverpool and John Moores University* (£20,000)
- Dec 2003: PI, *Small Research Grant : The British Academy* (£3,320)

Research Commissions (consultancy)

- Mar 2017: PI, Role of the British Council at the UK City of Culture Programme, **British Council** (£12,500)
- Mar 2017: Advisor, Evaluation of Hull, UK City of Culture, **Regeneris** (£2,000)
- Jun 2016: PI, Shakespeare Lives, Impact on Perceptions of Britain, **British Council** (£45,000)
- May 2016: Advisor, Coventry UK City of Culture Bid programme. **Warwick Business School** (£2,000)
- Feb 2016: International Expert, *Agenda 21 for Culture – Pilot Cities Programme: Galway and Swansea, United Cities & Local Governments* (£6,000)
- Dec 2015: Advisor, Coventry Candidature to become UK City of Culture, **University of Warwick** (£2,000)
- Sep 2014: Expert Advisor, *Ex Post Evaluation of Cohesion Policy Programmes 2007-2013: ERDF and CF: Work Package 9: Culture and Tourism, European Commission* (£4,500)
- Aug 2014: International Expert, *Agenda 21 for Culture – Pilot Cities Programme: Talca (Chile), United Cities & Local Governments* (£5,000)
- Dec 2012: Principal Investigator (PI), *European Capitals of Culture: Success Strategies and Long-Term Effects, European Parliament* (£90,000)
- Nov 2011: PI, *Cultural Olympiad Evaluation, London 2012 Cultural Olympiad Steering Group* (£95,000)
- Mar 2012: PI, *Heritage, Pride and Place. The Contribution of the World Heritage Title to a City's Future Development, English Heritage and Institute of Cultural Capital* (£25,000)
- Jul 2009: Co-investigator, *We Play Evaluation, Arts Council England North West* (£15,000)
- Jul 2005: Co-Investigator, Research Tender: **Liverpool City Council, Impacts 08 programme** (£800,000)
I was appointed Director in April 2006, and PI in 2008
- Sep 2002: PI, *Research Commission : Cultural Consortium North West* (£26,000)

Study grants and residencies

- Sep 2016: *Visiting Professor :Images of Brazil post- Rio 2016 Olympics programme of research, University of Sao Paulo* (Brazil) (Value: £3,000)
- 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. (Value: £25,000)
- Apr 2000: *Postgraduate Research Grant, International Olympic Committee, Lausanne* (£1,700)
- 1999-2000: *Exchange Grant: MA Research at University of Technology, Sydney* (Value: £1,500)
- 1996-1997: *Erasmus Grant (Honours year) at Napier University, Edinburgh* (Value: £2,000)

publications

Monographs

- Garcia, B. (2012) *The Olympic Games and Cultural Policy*, Routledge.
- Miah, A. & Garcia, B. (2012) *Olympic Games. The Basics*, Routledge.
- Garcia, B. (2002) *Towards a Cultural Policy for Great Events. Lessons from the Sydney 2000 Olympic Arts Festivals*, Barcelona: Universitat Autònoma de Barcelona (PhD Thesis)

Refereed journal articles

- Garcia, B. (2017) 'Taking the long-view. Lessons from Impacts'08 as a holistic and longitudinal research programme', *Cultural Trends*
- Garcia, B. (2016) 'If everybody says so... Press narratives and image change in major event host cities', in: *Urban Studies*, (vol 42, n5) (pp.841-868)
- Garcia, B. (ed) (2014) Special Cultural Olympiad Issue, *Cultural Trends*, 23 (1)
- Garcia, B. (2014) 'Editorial', in: Garcia, B. ed. *Cultural Trends*, (vol 23, n1). (pp. 1-6)
- Bergsgard, N.A., Jøsendal, K. & Garcia, B. (2010) A cultural mega event's impact on innovative capabilities in art production: the results of Stavanger being the European capital of culture in 2008', *International Journal of Innovation and Regional Development*, (vol 2, n 4) (pp 353-371)
- Garcia, B. (2008) 'One hundred years of Cultural Programming within the Olympic Games. (1912-2012): Origins, evolution and projections', *International Journal of Cultural Policy* (vol 14, n 4) (pp 361-376)
- Garcia, B. (2008) 'Política cultural y regeneración urbana en las ciudades de Europa Occidental: Lecciones aprendidas de la experiencia y perspectivas para el futuro', *Revista de Investigaciones Políticas y Sociológicas* 7(1): 111-126
- Reason, M. & Garcia, B. (2007) 'Approaches to the newspaper archive: Content analysis and press coverage of Glasgow's year of culture', *Media, Culture and Society* (vol 29, n 2) (pp. 305-332)
- Scullion, A. & Garcia, B. (2005) 'What is cultural policy research?', *International Journal of Cultural Policy* (vol 11, n2) (pp. 113-127)
- Garcia, B. (2005) 'De-constructing the City of Culture: The long term cultural legacies of Glasgow 1990', *Urban Studies* (vol 42, n5/6) (pp. 841-868)
- Garcia, B. (2004) 'Cultural Policy in European Cities: Lessons from Experience, Prospects for the Future', *Local Economy*, 19(4) (pp. 312-326)
- Garcia, B. (2004) 'Urban Regeneration, Arts Programming and Major Events: Glasgow 1990, Sydney 2000 and Barcelona 2004', *International Journal of Cultural Policy*, 10(1) (pp. 103-118)
- Garcia, B. (2001) 'Enhancing Sports Marketing through Cultural and Arts Programmes. Lessons from the Sydney 2000 Olympic Arts Festivals', *Sports Management Review*, 4(2) (pp. 193-220)

Book chapters

- Garcia, B. (2017) "The Cultural Policy of Global Events" in: Miller, T. O;Brien, D. and Durrer, V. *Routledge Companion to Global Cultural Policy* pp. 365-381
- Garcia, B. (2016) "Cultural Olympiads" 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 (pp. 90-113)
- Garcia, B. (2015) "Placing culture at the heart of the Games. Achievements and challenges within the London 2012 Cultural Olympiad", in: *The London Olympics and Urban Development: The Mega-Event City* (Routledge) (pp. 255-270)
- Garcia, B. (2015) 'Capitals of Culture and External Projection', *White Book of Culture*, Terrassa: Ajuntament de Terrassa
- Garcia, B. (2012) 'The Cultural Olympiad', in: Girginov, V. (ed) *Bidding, Delivering and Engaging with the Olympics*. London: Routledge (pp. 199-214)
- Garcia, B. (2011) 'The Cultural Dimension of Olympic Games: Ceremonies and Cultural Olympiads as Platforms for Sustainable Cultural Policy', in: Fernández Peña, E. [et al.] (eds.): *An Olympic Mosaic: Multidisciplinary Research and Dissemination of Olympic Studies: CEO-UAB, 20 years*. Barcelona : Centre d'Estudis Olímpics, Universitat Autònoma de Barcelona; Ajuntament de Barcelona, (pp. 153-164)

- Garcia, B. (2011) 'Impacts 08 – The Liverpool Model. A framework for impact research in Liverpool, 2008 European Capital of Culture' in: Taormina, A. (Ed). *Osservare la cultura*. Milan: Edizioni Franco Angeli.
- Garcia, B. (2010) 'Sydney 2000', in: Gold, J.R. & Gold, M.M. (Eds) *Olympic Cities: Urban planning, city agendas and the World's Games, 1896 to the present* (2nd Edition), London: Routledge, (pp. 287-314)
- Miah, A. & Garcia, B. (2008) 'We Are The Media. Non-Accredited Media & Citizen Journalists at the Olympic Games' in Price, M. & Dayan, D (Eds). *Owning the Olympics. Narratives of the New China*. University of Michigan Press (pp. 320-345)
- Garcia, B. (2007) '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 (pp. 237-264)
- Garcia, B. (2004) 'Reinventando Glasgow como Ciudad Europea de la Cultura. Impactos en turismo cultural' in: Font, J. (Ed) *Casos de turismo cultural: de la planificación estratégica a la evaluación de productos*, Barcelona: Ariel (pp. 31-56).

Book Reviews within refereed Journals

- Garcia, B. (2007) 'Cultural Qu4rters. Principles and practices' in: *Cultural Sociology*.
- Garcia, B. (2005) 'Transforming Barcelona', *Urban Studies* (vol 42, n7) (pp. 1234-1236)

Reports

Policy impact: These reports have become key national and international referents within cultural policy research circles, as well as urban planning and major event management circles. They are regularly cited within high profile policy and practitioner environments such as: (within the UK) Arts Council England, Department of Culture, Media and Sport; (internationally): European Commission, European Parliament, International Olympic Committee, European Urban Knowledge Network, Lab for Culture, International Federation of Arts Councils and Culture Agencies. This work has led to over 150 plenary and keynote invitations throughout the world since 2003 (see: INDICATIONS OF STEEM)

Author or Co-author

- Garcia, B., Zuanni, C., Crone, S. (2016) *Liverpool 2018: European Capital of Culture Legacies, 10 years on*. First Report. Liverpool: ICC.
- Garcia, B. Armitage, N. (2014) *Heritage, Pride and Place. Exploring the contribution of World Heritage Site status to a city's future development*. Liverpool: ICC (supported by five technical appendices)
- Garcia, B. (2013) *European Capitals of Culture. Success Strategies and Long Term effects*. Brussels: European Parliament (supported by nine technical appendices)
- Garcia, B. (2013) *London 2012 Cultural Olympiad Evaluation*. London: Arts Council England (supported by seven case study and technical appendices)
- Garcia, B. et al (2010) *An international framework of good practice in research and delivery of the European Capital of Culture programme*. Brussels: European Commission
- Garcia, B., Melville, R. and Cox, T. (2010) *Creating an Impact: Liverpool's Experience as European Capital of Culture*. Liverpool: University of Liverpool (supported by 27 specialist reports)
- Garcia, B. (2010) *Media Impact Assessment (Part II): press and broadcast narratives on Liverpool from 1996 to 2008*. Liverpool: University of Liverpool
- O'Brien, D. & Garcia, B. (2008) *Who Pays the Piper? Understanding the experience of organisations sponsoring the Liverpool European Capital of Culture*. Liverpool: University of Liverpool
- Garcia, B. and Melville, R. (2007) *Impacts 08 Baseline Report*. Liverpool: University of Liverpool
- Melville, R. and Garcia, B. (2007) *Re-telling the City: exploring local narratives of Liverpool*. Liverpool: University of Liverpool
- Garcia, B. (2006) *Media Impact Assessment (Part I): baseline findings on Liverpool press coverage before the ECoC*. Liverpool: University of Liverpool
- Garcia, B. (2003) *Evaluation of Cultureshock, Cultural Programme of the Manchester 2002 Commonwealth Games*, Manchester: Arts Council England North West.

Editor (selection)

- Raymond, I. (2010) *The Look of the City: the impact of the Liverpool ECoC on the city's public realm*.
- O'Brien, D. (2010) *Liverpool on the map again. Liverpool stakeholders' reflections on the Liverpool ECoC*.
- Rodenhurst, K., Comerford-Park, L. Melville, R. (2010) *Volunteering for Culture. Impact of being an 08 Volunteer*.
- Miah, A. & Adi, A. (2009) *Liverpool 08 Centre of the Online Universe: Impact of the ECoC within social media*
- Collett, M., Campbell, P. and Cox, T. (2009) *Liverpool's Creative Industries. Understanding the impact of the Liverpool ECoC on the city region's creative industries*.

Specialist publications (this list is only indicative)

Over thirty articles on the Olympic Games and cultural programming published within *Culture @ the Olympics* [www.culturalolympics.org.uk].

- Garcia, B. (2014) 'The Olympic Games Cultural Narrative: Ceremonies, Cultural Olympiads and Look of the Games as platforms to project the host city and nation', *Russian International Olympic University Herald*, 2014(1), pp. 112-120.
- Garcia, B. (2012) 'Striking a cord', in: *Olympic Review. Official Magazine of the International Olympic Committee*, issue 83, June, pp. 63-66.
- Langen, F. & Garcia, B. (2008) 'Measuring the Impact of Major Cultural Events: A Literature Review', *Arts Research Digest*, 44: 1-7.
- Garcia, B. (2008) 'Beijing cultural festivals... bigger but not always better', in: *Beijing 2008 – Academic Views of the Event, Centre for Olympic Studies, Barcelona, September* [online].
- Garcia, B. (2008) 'Culture-led regeneration cannot resolve structural problems on its own', *Urban Views EUKN Interviews 2007-2008, European Urban Knowledge Network & Nicis Institute, The Hague, Sep: 15-17*.
- Garcia, B. (2008) 'Impacts 08 – The Liverpool Model. Understanding the impact of culture-led regeneration in Liverpool, 2008 European Capital of Culture', *Journal of the British Urban Regeneration Association*, Sept.
- Garcia, B. (2006) 'Cultural Policy in European Cities', in: *Shrinking Cities: Complete Works 2* (pp. 35-47)
- Garcia, B. (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) 'Ever decreasing circles. The profile of culture at the Olympics' in: *Locum Destination Review* (n 18) (pp. 60- 63).
- Garcia, B. (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)
- Garcia, B. (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)
- Garcia, B. (2003) 'Glasgow Lessons can help Liverpool' in: *Regeneration & Renewal* (4 Jul) (p. 14)
- Garcia, B. (2002) 'City Fathers Win Medal for Style but last Place in Social Events' in: *The Times Higher Education Supplement* (11 Oct) (pp. 22-23)
- Miah, A. & Garcia, B. (2002) 'The Truth about Olympic Truce: Rights, Responsibilities and the Impossibility of Being Global and Apolitical' in: *Human Rights Tribune* (vol 9, n 1)
- Garcia, B. & 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>
- Garcia, B. (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
- Garcia, B. (2000) 'Olympic Arts Festivals & the Visual Arts', *National Association for the Visual Arts* (Sep) (pp.4-5)

Conference proceedings (indicative only)

- Garcia, B. (2008) 'Cultural Olympiad: Pylon of the Olympic Movement', in: K. Georgiadis (ed.) 9th Joint International Session for Presidents or Directors of National Olympic Academies and Officials of National Olympic Committees, Athens: International Olympic Academy.
- Miah, A. & Garcia, B. (2007) 'Non-Accredited Media, Olympic Games and the Host City' in *Communication Forum 2006: Global Olympiad, Chinese Media*, Beijing: National Center for Radio and Television Studies,

Communication University of China and Annenberg School for Communication, University of Pennsylvania.

- Garcia, B. (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).
- Garcia, B. (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).
- Garcia, B. (2000) 'Opportunities and constraints to promote the Cultural Olympiad in the host city and country' in: Kostas, G. (Ed) (2001) *Report on the IOA's Special Sessions and Seminars 2000*, Olympia: IOA (pp. 173-186).

peer reviewed **speaking**

These are conferences I have submitted papers to rather than being a fully funded invited speaker. Note: this list is incomplete / only indicative of the range of academic communities I engage with. (for Guest Speaking see INVITED TALKS)

- (2016) International Conference of Cultural Policy Research, Seoul
- (2014) Media Cities Symposium, Los Angeles
- (2014) International Conference of Cultural Policy Research, Hildesheim
- (2011) European Culture Forum, Universitat Internacional de Catalunya, Barcelona
- (2008) 9th International Symposium on Olympic Research, International Centre for Olympic Studies, University of Western Ontario & Beijing Capital University
- (2007) Ubiquitous Media: Asian Transformations, Theory, Culture and Society, Tokyo (13-16 July)
- (2006) Torino 2006. Olympic Winter Games Symposium, University of Turin and Johannes Gutenberg University
- (2005) Creative Clusters Conference, Belfast (23-26 October)
- (2005) Festivals & Events: Beyond Economic Impacts, Leisure Studies Association Annual Conference, Napier University, Edinburgh (6-8 July)
- (2004) 3rd International Conference on Cultural Policy Research, HEC Montreal (25-28 August).
- (2004) Diàleg sobre Comunicació i Diversitat Cultural, Universal Forum of Cultures, Barcelona 2004 (24-27 May).
- (2004) Second Cities Symposium, Andrew Hook Centre for American Studies, University of Glasgow.
- (2004) Images of the City Conference, Centre for Cultural Policy Research, University of Glasgow (23 January)
- (2003) Emotional Marketing: Festivals, Events, Tourism, IFEA & Sheffield Hallam University, Vienna (6-9 March)
- (2002) 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)
- (2002) National Olympic Academy, British Olympic Association, Manchester (24-28 April)
- (2001) 9th Congress of the European Association for Sports Management, Vitoria-Gasteiz (19-23 September)
- (2001) 11th IASI World Congress, Sports Information in the third Millennium, Lausanne (25-27 April)
- (2001) *World Conference on Sport and Tourism*, International Olympic Committee & World Tourism Org., Barcelona
- (2000) 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) 8th International Postgraduate Seminar on Olympic Studies, International Olympic Academy, Greece
- (1999) 1st Tourism Studies Annual Conference Faculty of Tourism and Leisure, Uni of Technology, Sydney
- (1999) Olympics and the New Millennium. Centre for Olympic Studies, Univ of New South Wales, Sydney

indicators of esteem

Academic peer review roles

- Member of the **Arts and Humanities Research Council Strategic Peer Review College**
- Referee to applications to the **Arts and Humanities** and the **Economics and Social Research Councils**
- Advisor to **International Research Institute of Stavanger**, Norway (2008-2009)
- Member of the review panel of journals such as (selection only): **Cultural Politics, International Planning Studies, International Journal of Cultural Policy, Journal of Tourism and Cultural Change, Urban Studies, Local Economy, Cultural Sociology, Urban Design**

Distinguished Memberships in high profile international, national and regional platforms

- **International Olympic Committee** | Culture and Olympic Heritage Commission (2015 onwards)
- **International Olympic Committee** | Selection Committee, Research Grant Programme (2008-2014)
- **UNESCO Creative Cities Network** | Academic – Expert Advisor (2016-)
- **International Fed. of Design Councils** | World Design City Selection Committee Member (2012-2016)
- **DCMS Science and Research Advisory Committee** (2009-20011)
- **Liverpool Cultural Strategy Steering Group** (2007-2009)
- **London 2012 Culture and Education Bid Advisory Committee** (2004-2005)

Advisory roles

- **Nordic Culture Council**, 2016
- **Arts Council England**, Research Grants Programme (2015)
- **Marseille-Provence 2013 European Capital of Culture** Evaluation programme (2011-2014)
- **Department of Culture, Media and Sport**, London 2012 Meta-Evaluation (2009-2013)
- **London Development Agency: 2012 Games Legacy Impact Evaluation Study** (2009-2010)
- **Department of Culture Media and Sport: UK City of Culture Bidding process** (2009)

Research collaboration

- **Centre for Olympic Studies** at Universitat Autònoma de Barcelona (2001-2004)
- **Interarts Foundation** (Barcelona, Spain) (2002-2004)

Special mentions and awards

- Sep 2016: Visiting Professor, Department of Communication, **University of Sao Paulo** – Visiting Expert, **Aberje** (Brazilian Association of Corporate Communication)
- Feb 2005: 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: *Intercampus Grant* by the **Agencia Española de Cooperación Internacional**
Research Placement at Universidad de Playa Ancha, Valparaiso, Chile.
- Nov 1998: *Cum Laude* for University Studies, **Universitat Autònoma Barcelona**
- Jul 1992: *Bachelor Extraordinary Prize*, **Spanish Ministry of Education and Science**
Spanish National Award for Academic Merit on Completion of Bachelor Degree

invited talks

Between 2000 and 2017, I have given over **160 invited presentations** as keynote or plenary speaker in **40 countries**. Find below an overview of the range of national and international events I have been invited to, with highlights of overseas locations.

2017: [Eight invited talks in seven countries \(to March 2017\) Highlights below](#)

Keynote, **Launch of Legacy Programme, Aarhus** – European Capital of Culture 2017, Denmark
Keynote, **International Tourism Trends Annual Symposium**, Kinneret College, Israel
Plenary and Panel Discussion, **Beyond the Obvious**, Culture Action Europe, Budapest- Hungary
Keynote, **Tourism in the Nordic region- what's culture got to do with it?** Iceland
Plenary, **Re-Rooted: The legacy of live & Media art in Hull**, UK City of Culture & FACT (Liverpool)

2016: [Fourteen invited talks in seven countries](#)

Keynote, **Launch of ArtGames**, Montreal (Canada)
Plenary, European Commission, DG: **International Cooperation and Development** - La Havana
Keynote, **UNESCO Creative Cities Network**, Ostersund, (Sweden)
Plenary, **8th Olympic Research Forum**, Rio de Janeiro (Brazil)
Keynote, **UK Evaluation Society Conference**, London
Plenary, Future Sport Rendez-Vous, **University of Lausanne**, Lausanne (Switzerland)
Plenary, Regeneration – Is it still needed?, **Royal Town Planning Institute**, Liverpool

2015: [Eight talks in eight countries \(highlights below\)](#)

Plenary, The Future of Public Service Media, **European Broadcasting Union**, Geneva
Plenary, Urban Cultural Placemaking, Cultural Policy Centre- **University of Chicago**, Paris
Keynote, **Communication Knowledge Management and Memory Forum**, São Paulo
Academic paper, Culture(s) in Sustainable Futures, **University of Jyväskylä**, Helsinki
Academic paper, Media and the City, **European Communication Conference**, Zagreb

2014: [Fifteen talks in 10 countries](#)

6th World Summit, **Int. Federation of Arts Councils & Culture Agencies**, Santiago de Chile
Keynote at the **EU Greek Presidency Conference: 'Financing Creativity'**, Athens
Keynote at **Taipei World Design Capital 2016**: Programme Launch, Taipei (Taiwan)
Plenary, **Forum d'Avignon-Bilbao**, Bilbao (Spain)
Keynote, **Forum d'Avignon-Ruhr**, Essen (Germany)
Plenary, Tourism Symposium, **International Festival of Business**, Liverpool
Plenary, **The Summit of Leaders**, London
Plenary, **Host Cities Conference**, Dubai (United Emirates)

2013: [Over 14 invited talks in 8 countries. Highlights:](#)

Emerging options for funding the arts, Westminster Media Forum, London
Aestheticization of public space & the metropolitan cultural turn, Univ.Grenoble
European Culture Forum, European Commission, Brussels
Making the most of Liverpool's World Heritage Site, Liverpool
Olympic Impact and Legacies of Mega-Events, University of East London
53 Int. Session Young Participants, International Olympic Academy, Greece
Sport Accord Convention, St Petersburg
Cultural Programming at the Olympics- The Oslo 2022 Bid, City of Oslo
Edinburgh Research Seminar, Scottish Government, Edinburgh
Dissenyant Junts l'Olimpiada Cultural, Generalitat de Catalunya, Barcelona
Media, Communications, Cultural Studies Association, Annual Conference, Derry

2010- 2012: Over 25 invited talks in 6 countries. Highlights:

Culture Matters 2012, Norwich Heritage Alliance (November)
European Network of Centres of Higher Education in Management and Cultural Administration (ENCACT), Annual Conference, London
Association for Tourism and Leisure Education, Annual Conference, London
The Olympic Games. Meeting New Global Challenges, Oxford University, Oxford
Arts in Society Annual Conference, The Arts in Society, Liverpool (July)
Olympic Art Review, Art & Architecture Journal Conference, London (July)
Art and Sport – Friends or Foes, University of Toronto (June)
National Grade Institute of European Cultures & Tourism, National Taiwan Normal University
The Creative Process. A Multidisciplinary Examination. British Academy (March)
Europe Day: Impact of the European Capital of Culture Programme, SICA-Dutch Centre for International Cultural Activities, Amsterdam
Battle of Ideas, Institute of Ideas, London (Nov 2011)
Learning from Barcelona: Art, Real State & Pre-Olympic City, Birkbeck University, London
IOC Research Council Annual meeting, International Olympic Committee, Lausanne
Abandon Normal Devices, Cornerhouse, Manchester (October 2010)
Celebrating 25 Years of the European Capital of Culture. Keynote with the Directors of Culture at the General Directorate for Culture, European Commission and the Council of Europe. Brussels, European Commission
Beyond Impacts: Lessons and legacies from Liverpool's European Capital of Culture, Panel discussion with UK Department of Culture Media and Sport, Arts Council England, Arts and Humanities Research Council ; the European Commission. University of Liverpool

2009 More than 30 invited keynotes across 10 different countries (Austria, Belgium, Bulgaria, Italy, Lithuania, Netherlands, Norway, Spain, Switzerland, Turkey). Highlights include:

international events

IOC Research Council, International Olympic Committee, Lausanne
Ravello Lab, European Commission, Council of Europe ,A Soul for Europe, Ravello (Italy)
Revitalising Built-Environments, IAPS-CSBE, Istanbul (October).
European Year Creativity and Innovation, EU Nat. Institutes of Culture, British Council, Amsterdam
European Culture Forum, European Commission, Brussels
Association of European Schools of Planning, Liverpool.
Stavanger Innovation Summit, University of Stavanger
360 Olympic Games Experience, International Olympic Committee, Lausanne
Urban Development and Culture Symposium, Bulgarian Foundation for Urban Projects and Research ; A Soul for Europe, Sofia
European Capitals of Culture, British Council in Lithuania, Vilnius
Public Culture and Festivals, The Euro-Festivals Consortium, Vienna
European Cultural Statistics Seminar, Cultural Observatories & Knowledge, ENCATC, Brussels

national events

Culture is Right, Keynote and Panel Discussion with Chief Executive of the Museums, Libraries and Archives Council, The Business of Culture
London Civic Forum, Keynote & Discussion with Olympics Minister Tessa Jowell
Olympic Board and Olympic Stakeholders meeting, DCMS, London (May)
The State of Legacy, Cornerhouse, Manchester (May)
Along Came a Spider (with Culture Director, DCMS ; Director of Culture, Ceremonies and Education, London 2012), Artichoke, Liverpool (May)
Brand You: Creating an irresistible brand, Audiences Yorkshire, Halifax (March)
London 2012 Culture, Ceremonies and Education Staff Away Day (17 Feb)
The Legacy of Liverpool as European Capital of Culture, Roundtable with UK Secretary for Culture, Media and Sport; Deputy Chair of the Liverpool Culture Company; Chief Executive of Arts Council England; and University of Liverpool Pro-Vice-Chancellor, Liverpool

2008: Over 20 funded keynotes within academic, practitioner and policy-oriented events across 8 different countries. Highlights below :

Research Council Annual meeting, International Olympic Committee, Lausanne
European Culture Contact Points Meeting, Euclid, Liverpool (4 Dec)
European Network of European Capitals of Culture, Liverpool (16-17 Oct)
Congreso de Diplomados Olímpicos, Comité Olímpico Español, Madrid
European Parliament, Liverpool (1 Oct)
The Olympic Arts Festival, International Symposium, University of Chicago (June)
French-British Planning Group Meeting, Lille (12 June)
Eurocities Culture Forum, Liverpool (4-6 June)
9th Joint International Session National Olympic Academies and National Olympic Committees, International Olympic Academy, Olympia, Greece (12-17 May)
Polish Cities and Regions Promotion Festival, Warsaw (21 April)
La Invencion de las Ciudades, Cordoba (4-9 February)

UK national

National Creative Industries Conference, Liverpool (11 Dec)
Cultural Legacy Scrutiny Panel, Liverpool City Council (24 Nov)
London 2012 Regional Creative Programmers Meeting, Liverpool (19 Nov)
The Big Question: The Changing Role of Research in Bidding for, and Measuring the Impact of large-Scale Cultural Events, Arts Research Digest, Liverpool (Oct)
Creating an audience legacy for special events, Audiences London (Oct)
Arts & Humanities Impact Research Workshops Meeting, AHRC, London (Sep)
Looking in on the City. British Academy Festival of Science, Liverpool (Sep)
After the Event: Culture and Sport, Access and Legacies, Substance, Manchester
Leisure Studies Association Conference, Liverpool John Moores Univ. (8-10 Jul)
Centennial Dinner of the Royal Society of Arts, RSA, Belfast (23 May 2008)
The Olympic Legacy: People, Place, Enterprise, University of Greenwich (9 May)

From 1999 to 2007, I gave more than 40 invited talks in 11 different countries and over 35 peer-reviewed talks at national and international academic conferences.

teaching & supervision

Regeneration. Cultural Policy. Post-Industrial Cities. Cultural Leadership.

PhD supervision

Erasmus Exchange Co- Supervisor (2016) *Managing Heritage in European Capital of Culture Host Cities: Liverpool 2008 and Istanbul 2010*. By: Zachary Mark Jones, Urban Planning, Design and Policy, Politecnico de Milano

Principal Supervisor (2012-) *Cultural-based regeneration policy mobility: a comparative research on Biennale events*. By Christian Oxenius, Department of Sociology, University of Liverpool & the Institute of Cultural Capital (PhD Submitted, January 2017)

Principal Supervisor (2007-2012) *Liverpool - The multiple identities of a post-industrial city*. By Menna Tudwall Jones, School of Sociology and Social Policy, University of Liverpool. PhD Awarded, 2012

Principal Supervisor (2007-2011) *The value of the creative industries*. By Peter Campbell, School of Management, University of Liverpool. (Studentship funded by an AHRC-ESRC Impact fellowship) PhD Awarded, 2011

Co- Supervisor (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. PhD Awarded, 2009

Post-Doctoral Fellow supervision

(2012) Neil Armitage, *The value of the UNESCO World Heritage to City Development*, Univ. of Liverpool

(2008-2010) Tomke Lask, *The Impact of Cultural Policy on Urban Regeneration*, University of Liverpool

(2003-2004) Matthew Reason, *Legacies of Glasgow 1990 as European Capital of Culture*, Univ. of Glasgow

Dissertation supervision

(2016, 2017) Independent Study Project, Communications and Media (BA), University of Liverpool

Guest teaching (selection)

(2013) MA in European Cultural Policy, Taipei Normal University

(2013) MA in Urban Planning, IHEDATE: Institut des hautes études en aménagement et développement des territoires en Europe (France)

(2012) MA in International Cultural Policy, Universitat Oberta de Catalunya

(2011) MA in Cultural Policy and Practice, University of Manchester

(2007, 2008) MA in Cultural Leadership, Liverpool John Moores University.

(2005) MA in Tourism Management, Universitat Rovira i Virgili, Reus.

(2005, 2003) MA in European Cultural Planning, De Montfort University, Leicester.

(2003, 2004) MA in Cultural Management and Cultural Policy, Universitat de Barcelona, Spain

(2000) MA in Sport & Media Studies- Managing Mega- Events, Universidad Autònoma de Barcelona, Spain.

Core teaching

Since my secondment as Impacts 08 Director in April 2006, I have been exempt of undergraduate teaching.

(2014) Development of new *MA in International Cultural Policy and Heritage*, University of Liverpool

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

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

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

media appearances

last updated: 2016 (partial selection)

Newspapers & Specialist magazines

In the period 2013 to March 2017 I have featured in more than 20 national and international press articles in connection with the projects I lead in the areas of urban cultural policy impacts and mega- events (including local and national papers in the UK, Chile, Italy, Brussels, China, Russia, Denmark). See some specific examples from previous years.

Valor Economico (Brazilian equivalent to The Economist) (2016) – Full page feature

The Guardian (5 May 2012) London 2012 Olympics: how should universities contribute to the legacy? (E. Anyangwe)

Russian Journal (15 Dec 2011) 'The Olympics in Sochi. A cultural approach', by Elizabeth Lesovsky

The Guardian (11 Mar 2010) 'Liverpool profited from year as capital of culture, says report', by Helen Carter

The Times (25 November 2009) 'Building on some firm foundations. Last year's European Capital of Culture title was a platform for Liverpool to build on', By Carol Lewis

Multiple sources: El Pais, ABC, Diario de Córdoba (Jun 2009) Lessons for 2016 European Capital of Culture Spanish candidates

Diari El Punt (February 2009) Lessons from Liverpool 2008 to Spanish Candidate cities for 2016

Liverpool.com (January 2009) Overview of Liverpool 2008 European Capital of Culture Year

The Hungarian Economic Weekly (September 2008) Economic Impact of Liverpool 2008

Wall Street Journal (28 March 2008) 'The next Barcelona' By: Candace Jackson

New Statesman (20 February 2008) 'Liverpool 08. The story so far' By Dominic Cavendish

Easyjet Magazine (January 2008) 'Do big-city based events make financial sense? By Ian Wylie

European Urban Knowledge Network (July 2007) 'Culture-led regeneration can not resolve structural problems on its own, says Beatriz Garcia' (by Bart Nijjof)

The Stage (29 Mar 2007) 'Funds and Games' (by Duncan Turner, pp. 6-8)

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)

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)

Scotsman (8 Sep 2004) 'Put peace at centre of London Olympic bid, Scots demand' (by James Doherty)

Press & Journal (8 Sep 2004) 'Academic study could help bring Olympic Games to London' (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)

The Sunday Herald (4 Apr 2004) 'The empire strikes back' (by Leon McDermott, p. 6)

Deutsche Welle (13-15 Mar 2004) 'Arts 21': Glasgow 1990 to Lille, European Capital of Culture 2002

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)

The Guardian (2 Jun 2003) 'Can Culture Save Us' (by Andy Beckett, Features Pages, p. 2)

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)

Television, Radio and Online broadcasts

I feature regularly in television, radio and online broadcasts. Apologies this list is not up to date. Recent interventions include:

- Within the UK: ITV and BBC Radio Merseyside (on EU funding benefits to Liverpool); BBC Radio Humberside (on Hull UKCC)
- Internationally: American Radio - BBC World Service (2016), Sky Arts; Identidade e Memoria Series – Museo da Pessoa – Brazil (2016), Culture Fighter Series (Slovakia) (2010)

You can find some detailed / previous year examples below (this is only a partial selection)

- Slovak TV (December 2010) Discussion on Liverpool experience as European Capital of Culture
- BBC North West (March 2010) Liverpool experience as European Capital of Culture, Impacts 08 results
- European Parliament Television (September 2009) Discussion on the European Capital of Culture programme
- KBS, Korean Broadcasting System (January 2009) Discussion on the legacy of Liverpool 2008
- BBC Radio 4 (September 2008) Discussion with Jude Kelly on the Cultural Olympiad opening weekend
- BBC world service (July 2008) Coverage of Liverpool 2008 European Capital of Culture
- Catalunya Radio (January 2008) Coverage of Liverpool 2008 European Capital of Culture Opening Weekend
- 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
- 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
- BBC Radio Merseyside (11 Mar 2004) within the programme 'Morning News': discussion on the long term legacy of Glasgow 1990 and lessons for Liverpool 2008
- BBC Radio 4 (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 4 (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 5 Live (4 Jun 2003) Commentary Liverpool European Capital of Culture 2008
- BBC Radio Scotland (4 Jun 2003) Commentary Liverpool European Capital of Culture 2008
- BBC Radio Scotland (2002) 'On the benefits for Scotland to host the Euro2008 Football Cup'