

University of Greenwich Business School  
*London Centre for Events Management*

## **LONDON GAMES LEGACIES CONFERENCE 2010 - Call for Papers**

Thursday 3rd and Friday 4th June 2010  
University of Greenwich, Maritime Greenwich Campus, London, UK

Proposals for papers and presentations are invited for the third annual University of Greenwich conference on the legacies of the Olympic Games.

The topic for this year's conference is "Measuring the Legacies". Governments of host cities and nations champion the Olympic Games as a catalyst for positive social, economic and infrastructural change. More recently, however, the media have reported challenges to these assumptions, with charges of overly-optimistic government projections of the benefits, underestimates of costs, and civic boosterism. The conference aims to help bridge this divide by providing an opportunity for participants and presenters to explore questions such as:

- How can we best measure the impacts of the Olympic Games before and during the Games?
- What research methodologies have been used and can be used to measure the long term legacy effects?
- What is the evidence base of the Olympic Games legacy in previous host cities and countries?

The conference will be held at the University of Greenwich's historic UNESCO-designated campus on the bank of the River Thames and in close proximity to key 2012 Olympic sites such as Stratford, ExCeL, the O2 Arena, Woolwich and Greenwich Park itself.

### **Abstracts submission:**

Abstracts should be submitting electronically by 15 April 2010 to Peter Vlachos, Principal Lecturer, Programme Leader, MA Events Management, Business School, University of Greenwich, email: [p.vlachos@greenwich.ac.uk](mailto:p.vlachos@greenwich.ac.uk).

Abstracts should be approximately 300 words in length and must also contain: a title, the name(s) of author(s) and affiliation(s).

### **Notification of acceptance:**

Notification will be sent to authors by 01 May 2010. For all accepted abstracts, at least one of the authors must register for and be present at the conference.

### **Publication opportunities:**

Selected papers will be considered for publication in the University of Greenwich conference proceedings.

### **Conference registration:**

£495 including breakfast and buffet lunch on both days, plus drinks reception on 2nd June.

For registration please contact: Emma Abson, tel. +44 20 8331 8311

Email: [e.abson@greenwich.ac.uk](mailto:e.abson@greenwich.ac.uk)