

Curriculum Vitae

Christine Cleaver

Contact Information

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Education

Doctor of Education (EdD) in Higher Education (*Candidate - Anticipated Graduation May 2026*)

Temple University, Philadelphia, PA,

Master of Education (*May 2015*)

Cabrini University, Radnor, PA

Bachelor of Science in Sport Management, Recreation, and Leisure Studies (*August 1996*)

Temple University, Philadelphia, PA

Academic Positions & Appointments

New York University, School of Professional Studies, Jonathan M. Tisch Center of Hospitality, Clinical Assistant Professor of Event Management (*August 2025 - Present*)

Temple University, School of Sport, Tourism, and Hospitality Management, Associate Professor of Instruction, Event and Entertainment Management (*July 2017 – July 2024*)

Northampton Community College, Bethlehem, PA, Adjunct Professor, Hospitality Management – Meeting and Event Planning (*January 2008 – May 2017*)

Research Interests

My research focuses on experiential learning, curriculum development, and program assessment within the fields of event and entertainment management, hospitality, and higher education. I am particularly interested in bridging the gap between academia and industry by integrating real-world applications into educational frameworks. Additionally, I explore the impact of technology, including AI and digital engagement, on event planning, tourism, and hospitality education.

Areas of Interest

- **Curriculum Development & Program Assessment** – Designing innovative, experiential learning programs in **event management, hospitality, and tourism**.
- **Experiential Learning & Student Development** – Creating hands-on, real-world learning opportunities to **bridge academia and industry**.
- **Event & Entertainment Management** – Exploring **trends, best practices, and technological advancements** in event planning and execution.
- **Hospitality & Tourism Education** – Enhancing **teaching strategies, industry partnerships, and workforce readiness** in hospitality and tourism.

- **AI & Technology in Events** – Investigating the role of **AI, digital engagement, and emerging technologies** in shaping the future of **event planning and management**.
- **Industry-Academia Collaboration** – Strengthening **connections between educational institutions and industry leaders** to foster professional development.

Teaching Experience

With a strong commitment to **experiential learning, curriculum innovation, and student development**, I have designed and delivered courses that bridge **academic theory with real-world application** in **event management, hospitality, and tourism education**. My teaching philosophy centers on **active learning strategies**, including **flipped classrooms, project-based assignments, and industry collaboration**, ensuring students gain **practical, hands-on experience** in event and entertainment management.

Courses Taught

Undergraduate Courses – New York University (Fall 2025 – Present)

- **Marketing of Conferences & Special Events**
 - Examines strategic marketing, branding, and promotion for meetings and special events
 - Focuses on audience engagement, experiential activations, and integrated marketing plans
 - Incorporates real-world industry partnerships and applied marketing projects
- **Cultural Events & Festivals**
 - Explores the planning and execution of cultural events and festivals
 - Emphasizes storytelling, community engagement, sustainability, and inclusive event practices
 - Applies experiential learning frameworks to the design of original cultural event concepts
- **Research Methods in Hospitality & Event Management**
 - Introduces qualitative and quantitative research methodologies
 - Develops skills in research design, data collection, and analysis
 - Applies research findings to industry challenges and academic inquiry

Undergraduate Courses – Temple University (2017 – 2025)

- **Foundations of Event Leadership**
 - Introduces students to core principles of event management, leadership, and strategic planning.
 - Covers industry best practices in venue selection, stakeholder engagement, and event logistics.
- **Event Operations**
 - Focuses on **risk management, logistics, and operations planning** for large-scale events.

- Students complete real-world case studies and work with industry professionals on operational planning.
- **Sponsorship, Fundraising, and Ancillary Revenue in Event Management**
 - Examines revenue generation strategies through **sponsorship, fundraising, and ticketing models**.
 - Students develop sponsorship proposals and fundraising plans for **real or simulated events**.
- **The Business of Social Events and Weddings**
 - Explores the **planning, execution, and business management of social events and weddings**.
 - Covers **client relations, vendor negotiations, budgeting, and design trends** within the wedding industry.
- **Meeting, Conference, and Convention Management**
 - Explores the planning and execution of **corporate meetings, conventions, and trade shows**.
 - Students gain hands-on experience in **conference design, contract negotiation, and vendor management**.
- **Event and Entertainment Management**
 - Examines the integration of **live performances, digital media, and audience engagement** in events.
 - Co-facilitated an **international collaboration** with the **University of Surrey**, focusing on **entertainment innovation**.
- **Event Experience (Capstone Course)**
 - A hands-on **experiential learning course** where students develop, plan, and execute a **real, large-scale event**.
 - Focuses on **budgeting, marketing, risk assessment, and post-event evaluation**.
- **Hospitality Operations**
 - Covers operational strategies in **food and beverage service, catering, and hospitality business models**.
 - Students collaborate with **industry partners** (e.g., Glu Hospitality) to apply learned concepts.
- **Digital Portfolio Creation (Asynchronous Course)**
 - Guides students in building a **professional online portfolio** showcasing their academic and industry work.
- **Legal Issues in Tourism, Hospitality, and Events**
 - Examines **contracts, liability, intellectual property, and crisis management** in event and hospitality sectors.
- **Contemporary Issues in Tourism, Hospitality, and Events**
 - Discusses **emerging trends, sustainability, and technological disruptions** in the industry

Graduate Courses – Temple University (2017 – Present)

- **Business of Events**

- Focuses on **financial modeling, entrepreneurship, and strategic management** in the event industry.
- Students develop **business plans for event startups or venue management models.**
- **Event Logistics and Risk Management**
 - Analyzes **logistical challenges, security protocols, and emergency preparedness** for large-scale events.
- **Event Management**
 - Covers **strategic planning, client relations, and stakeholder management** for corporate and social events.

Undergraduate Courses – Northampton Community College (2009 – 2017)

During my tenure as an **Adjunct Professor in Hospitality Management** at Northampton Community College, I was responsible for creating and delivering industry-focused coursework in **Meeting, Event, and Program Leadership (MEPL)**. My courses emphasized **experiential learning, industry best practices, and hands-on event planning** to prepare students for careers in **event and hospitality management**.

MEPL Program

- **Introduction to Meeting and Event Planning**
 - Provided a foundational understanding of **event logistics, budgeting, and vendor coordination.**
 - Explored key principles in **meeting and conference management.**
- **Special Events and Catering Management**
 - Covered **food and beverage management, catering logistics, and menu planning** for events.
 - Students worked on **real-world catering and banquet planning projects.**
- **Event Operations & Risk Management**
 - Focused on **operational planning, risk assessment, and contingency planning** in event execution.
 - Included **case studies on large-scale event crises and solutions.**
- **Convention and Trade Show Management**
 - Explored the strategic planning of **trade shows, exhibitions, and conventions.**
 - Covered **marketing, sponsorship, and exhibitor relations.**
- **Fundraising and Nonprofit Event Planning**
 - Examined **charity event planning, sponsorship acquisition, and donor engagement strategies.**
 - Students created **fundraising campaign proposals for nonprofit organizations.**
- **Corporate Meeting Planning**
 - Focused on the **organization of corporate meetings, incentive travel programs, and business conferences.**
 - Included **venue selection, contract negotiation, and program scheduling.**

Throughout my time at Northampton Community College, I integrated **real-world applications, guest speakers, and hands-on projects** into the curriculum, ensuring students developed the **practical skills** needed for success in the **event and hospitality industries**.

Guest Lectures & Additional Instruction

- **Temple Pre-College Program Instructor** (*2022 – Present*)
 - Teaches introductory event management courses to **high school students**, providing early exposure to the industry.
- **Guest Speaker at Industry Conferences & Faculty Workshops**
 - **Widener University Future of Work Conference** – Presented "**Creating the Perfect Event by Using AI**".
 - **Hospitality Resilience Webinar Series** – Contributor to **white paper creation and industry discussions**.
 - **International Society of Travel and Tourism Educators Conference (ISTTE)** – Presented on **experiential learning models in event education**.
- **PCMA (Professional Convention Management Association) Student Engagement**
 - Faculty Advisor for **Temple University's PCMA Student Chapter (EPA Exchange)**.
 - Organizes **student trips to national conferences**, including **Convening Leaders National Convention** and **Global Meetings Industry Day**.
- **Industry-Academia Collaboration**
 - I developed the **Event Leadership Certificate**, which I later expanded into the **Bachelor of Science in Event and Entertainment Management**.
 - Created the **STHM Event and Entertainment Internship Program**, partnering with industry organizations.
 - Established the **Knowledge Industry Partner Program**, connecting students with **mentors, internships, and hands-on learning experiences**.

Curriculum & Program Development

I have led and contributed to the development of **several academic programs** to enhance student learning and career readiness, including:

- **Bachelor of Science in Event and Entertainment Management** (*Developed & Launched in Fall 2021*)
 - Created a **comprehensive degree program** covering **event planning, live entertainment, tourism, hospitality, and experiential marketing**.
 - Integrated **industry collaborations, professional networking, and internship opportunities** to provide hands-on learning.
- **Event and Entertainment Management Minor** (*Developed as part of Reimagine STHM Initiative*)
 - Designed for students in **business, communications, theater, and related fields** who want to add **event planning expertise**.
 - Focuses on **event logistics, entertainment production, and revenue generation in the event industry**.

- **Event and Entertainment Management Concentration** (*Developed for Tourism & Hospitality Majors*)
 - Provides a **specialized focus on event execution, venue operations, and event business strategy.**
 - Includes **courses on sponsorship, event technology, and live event coordination.**
- **Event and Entertainment Management Certificate** (*Standalone Program for Professionals & Non-Majors*)
 - Designed for **working professionals, career changers, and students** looking to gain **event planning credentials.**
 - Offers **flexible coursework** to accommodate different career goals.
- **Event Leadership Certificate** (*Initial Laddered Approach – Later Expanded to a Full Bachelor's Degree*)
 - Created a **progressive learning model** where students develop **foundational skills** in early courses and **apply them in capstone experiences.**
 - Provided a pathway for students to **specialize in event operations, hospitality, or entertainment management.**

Supervision & Mentorship

Industry-Academia Collaboration

- Connected students with **internships, mentorship programs, and industry networking opportunities.**
- Advised students on **career pathways in event management, hospitality, and academia.**

Student Organization Mentorship

- Faculty Advisor for **Temple University's PCMA Student Chapter (Event Planning Association SPO).**
- Mentored students in **professional development, networking, and leadership roles.**

Conference & Research Presentation Mentorship

- Assisted students in preparing for **industry conferences and research symposiums,** including:
 - **PCMA Convening Leaders Conference**
 - **Global Meetings Industry Day**
 - **Hospitality and Tourism Research Conferences**

Conference Presentations & Talks

As an active **speaker, researcher, and industry expert,** I have delivered **presentations, keynote addresses, and educational sessions** at various **academic conferences, industry events, and**

faculty development programs. My presentations focus on **experiential learning, curriculum innovation, AI in event planning, and emerging trends in hospitality and tourism.**

Academic & Industry Conferences

- **Widener University Future of Work Conference (2024)**
 - **"Creating the Perfect Event by Using AI"** – Explored **AI-driven event planning tools** and their impact on **event design and execution.**
- **International Society of Travel and Tourism Educators (ISTTE) Conference (2023)**
 - **"Recruiting Students Through Collaboration and Cultivation"** – Discussed **strategies for attracting and retaining students in hospitality and event education.**
- **I-CHRIE (International Council on Hotel, Restaurant, and Institutional Education) Conference (2023)**
 - **"Innovative Pedagogy in Event & Hospitality Education"** – Shared best practices in **experiential learning, digital engagement, and curriculum design.**
- **Hospitality Resilience Webinar Series (2020 – 2021)**
 - Regular contributor, discussing **sustainability, industry resilience, and emerging technologies** in hospitality and event management.
- **NENA Conference**
 - Presentation, BIG AI Competition/AI Instructional Workshop (2025)
 - Presentation, Creating Seamless Pathways Between Four-Year Universities and Community Colleges (2025)
 - Poster Reviewer (2025)
- **PCMA Monthly Meeting (Professional Convention Management Association) (2020)**
 - Featured speaker on **"The Evolution of Meetings & Events in a Post-Pandemic World".**
- **CAT - 18th Annual Faculty Conference on Teaching Excellence (2020)**
 - Panelist, sharing insights on **active learning strategies, flipped classrooms, and digital teaching tools**

Keynote Addresses & Guest Lectures

- **Northampton Community College – Eta Sigma Delta Honor Society Induction Ceremony (2023)**
 - **Keynote Speaker**, addressing **leadership, professional development, and career pathways in hospitality and events.**
- **Temple University Pre-College Program (2020 – Present)**
 - Delivered **educational sessions for high school students**, introducing them to **event management and hospitality careers.**

Industry Engagement & Thought Leadership

- **Whova Virtual Event Planner Fireside Chat (2020)**
 - Discussed **best practices for virtual and hybrid event planning.**
- **Metaverse Event Design – Markerspace Grant Presentation (2023)**

- Presented research on **immersive event experiences and digital event environments**.
- **PCMA Board of Directors & Trustees Education Task Force Presentation (2023 - present)**
 - Contributed insights on **curriculum alignment between academia and industry needs**

Presentation Themes & Areas of Expertise

- **Experiential Learning & Curriculum Innovation** – Implementing **active learning strategies** in event and hospitality education.
- **AI & Technology in Events** – Exploring **AI-driven tools, virtual events, and metaverse event design**.
- **Industry Trends & Workforce Development** – Preparing students for **the future of hospitality, tourism, and events**.
- **Diversity & Inclusion in Hospitality** – Advocating for **inclusive education and workplace practices**.

Professional Service & Leadership

- Advisor - Event Planning Association SPO, Temple's Student Chapter of PCMA
- Treasure - Northeast North American Federation of ICHRIE
- Board Member - Greater Philadelphia Chapter of PCMA
- Education Task Force and Faculty Chair - PCMA
- Academic Advisory Committee - Hospitality Internships Inc
- Education Committee Member - Pennsylvania Restaurant Lodging Association

Academic & Professional Memberships

- International Council on Hotel, Restaurant, and Institutional Education
- Hospitality Internships Inc
- Professional Convention Management Association
- Pennsylvania Restaurant and Lodging Association

Awards & Honors

- **Meritorious Award**, Temple University (2018–2024)
- **Spring 2025 – Visionary Awards Impact Finalist**, PCMA - Professional Convention Management Association
- **Fall 2024 – Leadership Award**, PCMA Great Philadelphia
- **Fall 2024 – Spirit of Hospitality Outstanding Industry Trainer/Coach Award Finalist**, PRLA – Pennsylvania Restaurant and Lodging Association

- **Spring 2023 – Faculty Senate Outstanding Faculty Service Award**, Temple University
- **Spring 2021 – Excellence in Teaching Award**, School of Sport, Tourism, and Hospitality Management, Temple University
- **Summer 2018 – Temple University Provost Teaching Academy**
- **Fall 2017 – Adjunct of the Year Award**, School of Sport, Tourism, and Hospitality Management, Temple University

Consulting & Industry Experience

With extensive expertise in **event consulting, educational program development, and speaker training**, I provide strategic guidance to organizations, educational institutions, and industry professionals. My work includes designing and implementing **experiential learning programs**, developing **curriculum and training modules**, and coaching speakers to enhance their presentation skills. I have collaborated with various industry partners to create impactful **event strategies, program assessments, and leadership development initiatives**. My consulting efforts focus on bridging the gap between **academia and industry**, ensuring that educational experiences align with real-world demands in **event management, hospitality, and tourism**.¹⁴

Community Engagement & Outreach

Committed to fostering industry and academic connections, I actively engage in **public lectures, volunteering, and pro bono work** to support the professional development of students and industry professionals.

- **Public Lectures & Speaking Engagements**
 - Regular speaker at **industry conferences, workshops, and educational forums**, sharing insights on **event management, hospitality, experiential learning, and AI in event planning**.
 - Presented at the **Widener University Future of Work Conference**, delivering a session on "**Creating the Perfect Event by Using AI**".
 - Featured speaker in the **Hospitality Resilience Webinar Series**, contributing to white paper creation and industry discussions.
- **Volunteering & Pro Bono Work**
 - Actively involved in mentoring and guiding **students, emerging professionals, and industry peers** through **workshops, networking events, and advisory roles**.
 - A dedicated member of professional organizations, serving in various leadership and **advisory capacities**, including the **Academic Advisory Committee for Hospitality Internships Inc.**
 - Provides **free educational resources, training sessions, and consultations** to support **nonprofit organizations, student groups, and industry initiatives**.

Media & Public Engagement

With a passion for knowledge sharing and industry thought leadership, I actively contribute to media and public discussions on **event management, hospitality, experiential learning, and educational innovation**.

- **Press Features & Interviews**
 - Featured in **industry publications, news articles, and academic spotlights**, discussing **event management trends, experiential education, and hospitality innovation**.
 - Interviewed on topics such as **the integration of AI in event planning, the evolution of experiential learning, and the future of hospitality education**.
- **Podcast Contributions**
 - **Co-host of T.H.E. Vodcast**, engaging with **industry experts, educators, and professionals** on current trends and best practices in event management and hospitality.

Skills & Certifications

With a strong foundation in **event management, hospitality, and education**, I possess a diverse skill set and certifications that enhance my ability to develop innovative programs, conduct research, and deliver impactful training.

- **Software & Research Tools**
 - Proficient in **event management software**, learning management systems (**Canvas, Blackboard**), and **project management tools**.
 - Skilled in **data analysis, research methodologies, and curriculum assessment tools**.
 - Experienced with **AI-driven event planning tools and digital engagement platforms**.
- **Certifications & Training**
 - **Temple University Provost Teaching Academy Graduate (2018)**
 - **Professional development training in curriculum design, program assessment, and experiential learning methodologies**.
 - Continuous participation in **industry conferences, faculty development programs, and leadership training initiatives** to stay ahead of evolving trends in **event planning, hospitality, and higher education**.