

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**.