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Glenn Bowdin is Head of the UK Centre for Events Management, Leeds Metropolitan University, UK. Johnny Allen is Foundation Director of the Australian Centre for Event Management, University of Technology, Sydney, Australia. William O'Toole is an international events development specialist.

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Management: People, Performance, Change, 3rd edition. New York, New York USA: McGraw-Hill. pp. 19. ISBN 978-0-07-302743-2. Bowdin, Glenn; Johnny Allen, William O'Toole, Rob Harris, Ian McDonnell. Events Management (Events Management S.) ISBN 0-7506-6533-5. Business dictionary.com (5). "Event marketing [Definicion de marketing de un evento]".

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He co-authored Events Management (3rd edition, 2011), recently co-edited (with Rhodri Thomas) a special issue of the journal Event Management and is co-Series Editor of the Routledge Events Management Series. Glenn is a member of Meeting Professionals International (MPI) and the Institute of Hospitality.

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