

IRA L. ROSEN

Mr. Ira L. Rosen is President and Chief Executive Officer of Entertainment On Location, Inc. (EOL), a full-service entertainment production and consulting company based in New Jersey. He also serves as the Director of North America and Associate Director of New Business Development for the International Festivals and Events Association.

EOL specializes in the production of a broad range of special events, and in providing consulting services to festivals, corporations, chambers of commerce, downtown partnerships and many other organizations. Since the company was formed over twenty years ago, their production clients have included Macy's Annual Events, the Pennsylvania Lottery, the National Hockey League, the City of Philadelphia and Montclair State University. Some of his consulting clients include the Pennsylvania Tourism Department, the Hawaii Tourism Authority, and the China Festivals and Events Association as well as dozens of others around the world.

Prior to starting EOL, Ira was an executive with Radio City Music Hall Productions, Inc. for over seven years and was responsible for producing many major special events including the Super Bowl Half-time Show in 1988.

Ira has spoken and written extensively on topics ranging from sponsorship to the financial and operational management of events, and has been a featured speaker at conventions for the International Festivals and Events Association, First Night International and many other associations around the world. He is also an adjunct instructor at Temple University in their School of Tourism and Hospitality Management and he administers their award-winning Event Leadership Executive Certificate program. Ira holds Bachelor of Arts and Master of Arts degrees from Montclair State University in New Jersey and is a Certified Festivals and Events Executive (CFEE). In September of 2005, he was inducted into the International Festivals and Events Association Hall of Fame, becoming one of only 60 people in the world to hold this honor.