

## **CURRICULUM VITAE**

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### **Qualifications:**

- In progress    working towards PhD (Public relations and cricket)
- 2008            Accredited Practitioner Status – Chartered Institute of Public Relations (UK)
- 2003            MSc in Public Relations (Distinction), University of Stirling, Scotland
- 1987            MA in English, University of Hertfordshire (then Hatfield Polytechnic), Hatfield, England
- 1980            Postgraduate Bi-Lingual Secretaries' Diploma, University of Central Lancashire (then Preston Polytechnic), Preston, England
- 1979            BA (Hons) Humanities, University of Teesside (then Teesside Polytechnic), Middlesbrough, England

### **Brief Employment History:**

- August 2006 –        Associate Professor in Public Relations, Bond University, Gold Coast.
- 1986 – 2006            University of Teesside, Middlesbrough, England  
Senior Lecturer in Public Relations  
Programme Leader BA (Hons) Public Relations  
Programme Leader BA (Hons) Advertising Management
- 1985-1986            LI Secretarial Skills, North Herts College, Hitchin (UK)
- 1984-1985            LI Secretarial Studies, Vauxhall College, London (UK)

### **Short Courses and Consultancy (During Last 5 Years):**

- 2008            “Winning Ways –Public Relations for the Business of Sport”  
Bond University Business Professional Development Seminar  
presented to public relations and sports business professionals  
in Sydney on 8<sup>th</sup> August

2008	“Media Relations For Schools” – Workshop presented at National Principal’s Conference, Bond University, April 2008
2006 – ongoing	Bond University Blue Sky Lecture series: “What is Public Relations and where can it take you?”, “Public Relations for Sport”
2006 – ongoing	Public relations for Queensland Roar Football Club
2004 - 2006	Public Relations for Professional Players – developing tailor made courses for the Professional Cricketers’ Association, the Football Association, Bradford Bulls Rugby League Club, Newcastle Falcons RFU Club and Middlesbrough Football Club (UK)

### **Membership Of Professional Bodies:**

- Full Member of the UK Chartered Institute of Public Relations (MCIPR)
- Full Member of the Public Relations Institute of Australia (MPRIA)
- Full Member of the Public Relations Society of America
- Member of the Academy of Marketing (Special Interest Group for Sports Marketing)
- Member of the International Association for Business Communication (IABC)
- Member of the European Public Relations Association (EUPRERA)
- Member of the European Association of Sports Management (EASM)
- Member of the Sports Management Association of Australia and New Zealand (SMAANZ)

### **Publications:**

Hopwood M., Skinner, J. and Kitchin, P. (Eds) *Sport Public Relations and Communications* (forthcoming, 2009)

Hopwood, M. “Public Relations and the Media” in *The Management of Football* (forthcoming) Chadwick, S and Hamil, S. (Eds)

L’Etang, J and Hopwood, M (Guest Editors) (2008) “Sport Public Relations” a Special Issue of *Public Relations Review*

Hopwood, M and Edwards, A., Case Study entitled “The Game We Love: Evolved” in Arthur, D., and Chadwick, S., (Eds) (2008) *International Cases in the Business of Sport*

Hopwood, M. (2007) “It’s Football But Not As You Know It - Using Public Relations To Promote The World Game In Australia” *Sport Marketing Europe, Issue 3*

Hopwood, M. “Sports Public Relations” and “Sports Integrated Marketing Communications” in Beech, J. and Chadwick, S. (Eds) (2007) *The Marketing of Sport*

‘Public Relations in English County Cricket’ – article published in August 2005 edition of *Corporate Communications: An International Journal*

‘Contemporary Sports Public Relations in Action: Cricket’s Barmy Army’ – article published in May 2005 edition of *Behind the Spin Magazine*.

‘Applying the Public Relations Function to the Business of Sport’ – article published in current edition of *The International Journal of Sports Marketing and Sponsorship*. (Volume 6, Number 3, April 2005).

‘Sports Public Relations: The Strategic Application of Public Relations to the Business of Sport’ – article published in Pitts, B.G. (Ed) *Where Sport Marketing Theory Meets Practice: Selected Papers from the Second Annual Conference of the Sports Marketing Association*, 2004

### **Conference Papers:**

- 2008 *Public Relations in Cricket: Twenty20 Cricket 5 Years on and the IPL* – Paper presented at the Sport Management Association of Australia and New Zealand Annual Conference, Curtin University, Fremantle, WA, 27<sup>th</sup> – 30<sup>th</sup> November
- 2008 Invited participant in “Radical PR” Round Table Conference, University of Stirling, Scotland, 30<sup>th</sup> June – 2<sup>nd</sup> July
- 2007 Sport Management Association of Australia and New Zealand Annual Conference, Auckland, (December) – Two papers presented:
- *Keeping the customer at arm’s length – how not to use public relations in sport*
  - *It’s Football But Not As You Know It – Using Public Relations To Promote The Beautiful Game In Australia*
- 2007 Academy of Marketing Conference, Kingston University Business School, paper presented in Sports Marketing Stream entitled “*It’s football but not as you know it: winning hearts and minds in Queensland.*”
- 2006 13<sup>th</sup> Commonwealth International Sport Conference, Melbourne, (March) – Two papers presented on Twenty20 cricket and cricket supporters groups.
- 2005 EASM (European Association of Sports Management) 2005, Newcastle/Gateshead (September)
- *Twenty20 Cricket: Proactive Relationship Management in 21<sup>st</sup> Century Cricket – A Cross-Cultural Study*

- *Contemporary Sports Business Issues: Sports Social Responsibility at Middlesbrough Football Club*
- Joint hosted launch of EASM Sports Marketing sub group.

CIPR (Chartered Institute of Public Relations) Alan Rawel Academic Conference, University of Lincoln, (March) – Presented paper entitled Applying the Public Relations Function to the Business of Sport

2004 EASM (European Association of Sports Management) 2004 Ghent (September) – Presented Paper on Public Relations Practice in English County Cricket

ANZCA (Australia and New Zealand Communication Association) 2004 University of Sydney (July) – Presented paper on sports public relations management.

IPR (Institute of Public Relations) Northern Conference (May) – Delivered a practitioner workshop entitled “Winning Ways: Relationship Management in Sport”

LEDU (International Conference on Leisure, Tourism and Sport Education) 2004 German Sport University, Cologne (March) – Presented paper on Public Relations In Sport

**Editorial Board Memberships**

Public Relations Review (Board of Professionals)

International Journal of Sport Communication

Prism (an online public relations journal originating from Massey University, New Zealand)