



## International Festivals & Events Association

### **Ira Rosen** **2005 IFEA Hall of Fame Inductee** **Entertainment on Location**



Ira Rosen's career started as a college freshman when he was asked to attend a meeting to discuss what concerts would take place at school that semester. From that moment on, Ira knew that he wanted to produce events.

After receiving his Bachelor's degree, Ira began working towards a Master's degree and was hired as the Assistant Director of Student Activities for Fairleigh Dickinson University. A few years after that, he moved on to two other schools where he moved up the ladder to a Director's position.

In 1982, he was hired by Radio City Music Hall Productions as the Director of Purchasing and Associate Producer of Special Events. In that role, he participated in the production of all of their events around the world including the 1988 Super Bowl Half Time Show and the annual Christmas Spectacular.

In 1989, he formed Entertainment On Location, Inc. The company specializes in the production of a broad range of special events, and in providing consulting services to festival and event clients. Since the company was formed, they have produced events for a large number of prestigious clients including the National Senior Games Association, the National Hockey League, the City of Philadelphia, and the AAU Junior Olympic Games. Additionally, Ira has done consulting work for clients around the world including the Puerto Rico Tourism Company, the Government of Bermuda, the Hawaii Tourism Authority and the Virgin Islands Carnival Committee.

Ira has spoken and written extensively on many industry topics including tourism and the festival industry, corporate sponsorship, and the operational management of special events. He has been a highly rated speaker at conventions for the International Festivals and Events Association, First Night International, the Pennsylvania Park and Recreation Society and the National Association for Campus Activities. He also currently serves on the planning committee for the New Jersey Governor's Tourism Conference, is a member of the Board of Directors of the Garden State Film Festival, and was recently appointed to the adjunct faculty of Temple University's School of Tourism and Hospitality Studies.