

Friday 12 June					
9.45-10.00	Coffee on the way in				
10.00-12.30	Mega-events: Can they drive development?				Cathedral
Søren Wormslev, board member, Play the Game	How the Swiss "EUROphoria" boosted sport for all	Lorenz Ursprung	Head of Sport Promotion	Federal Office of Sport	Switzerland
	The Hidden 4th Pillar of Olympism: Privatized Profit, Socialized Debt	Chris Shaw	Professor, author	University of British Columbia	Canada
	London 2012: Delivering the promise	Brigid Simmonds	Chair of board	CCPR	UK
	London's quietest stories: What we should REALLY expect in 2012	Simon Chadwick	Director, Professor	Centre for the International Business of Sport at Coventry University	UK
	<i>Presentation title to be confirmed</i>	Andrew Moger	Executive Director	News Media Coalition	UK
	Open debate, Q&A				
12.30-13.30	Lunch				
Friday 12 June					
13.30-15.00	Closing session				Cathedral
Søren Wormslev, board member, Play the Game	2018: England in the iron grip of Jack Warner	Andrew Jennings	Author and journalist	Freelance	UK
	Play the Game Award	Winner to be appointed		Play the Game	Denmark
	Thank you and see you again in 2011	Jens Sejer Andersen	Director	Play the Game	Denmark
15.00	Departure				

Please note that programme changes can occur at any time. All times are approximate.