

Monday 8 June					
14.00-17.00	Opening Session				Cathedral
<i>Chair: Simon Chadwick, Director of CIBS</i>	Welcome to Coventry Cathedral	The Very Reverend John Irvine MA	The Dean of Coventry		UK
	Coventry University Welcoming Address	Madeleine Atkins	Vice-Chancellor, Professor	Coventry University	UK
	Welcome to the West Midlands	Jim Johnston	Business Manager	Advantage West Midlands	UK
	Welcome to Play the Game 2009	Jens Sejer Andersen	Director	Play the Game	Denmark
	Pundits and players: Is writing the game always second best?	David Goldblatt	Author		UK
	Sport's institutions: Corrupting the meaning of sport	Nikki Dryden	Olympic swimmer, lawyer		USA
15.30-16.00	Coffee break				
	Match-fixers: They are here. What are we going to do now?	Declan Hill	PhD and investigative reporter		Canada
17.00-19.00	Welcome Reception at Coventry Cathedral hosted by the Lord Mayor of Coventry				
	Welcome to Coventry	Jack Harrison	Lord Mayor	Coventry	UK
	Coventry and the Olympics	Tom Clift	Manager	Coventry Solihull and Warwickshire Partnership, 2012 Games	UK
	Welcome to the West Midlands	Jim Johnston	Business Manager	Advantage West Midlands	UK
	Words of welcome	Simon Chadwick	Director, Professor	Centre for the International Business of Sport at Coventry University	UK
	Musical entertainment by	Sandra Godley and	Megan Daffern & Tammy James		UK

Monday 8 June					
19.00-21.30	Sustainable football financing in times of crisis				Cathedral
<i>Chair: Nick Harris, sports staff writer, The Independent</i>	The reassuring stability of football capitalism	Stefan Szymanski	Professor	CASS Business School	UK
	The Challenges in European Football Today	William Gaillard	Advisor to the UEFA President and UEFA Director of communications	UEFA	Switzerland
20.00-20.20	Coffee break				
	Power struggles in football and treatment of breakaway structures under EU competition law	Katarina Pijetlovic and Simon Gardiner	Lecturer in EU law / Reader in sports law	International University Audentes Tallinn /Leeds Metropolitan University	Estonia / Bosnia /UK
	The top (down) and bottom (up) of it - the twin track approach to football club sustainability	Dave Boyle	Chief Executive	Supporters Direct	UK
	Open debate, Q&A				