

Wednesday 10 June					
8.30-12.00	Ten years after the IOC reforms: The state of governance in sport				Cathedral
<i>Chair: Hans B. Skaset, professor</i>	International sport under Swiss legal protection	Mario Goijman	Former president, engineer	Federación Argentina de Voleibol	Argentina
	World handball hi-jacked by its president: Structural problems, scandals, and an urgent need for change	Christer Ahl	Outgoing President	Playing Rules and Referees Commission at the IHF	USA /Sweden
	The ISL bribery system: 138 million CHF for high-ranking officials in the Olympic world	Jens Weinreich	Journalist	www.jensweinreich.de	Germany
9.30-9.50	Coffee break				
	Sport: Breaking the intransparency record	Robert Lloyd	Projects manager - Global Accountability	One World Trust	UK
	The new sports organisation – eight essentials for renewing the management of sport	Lars Haue-Pedersen	Managing Director	TSE Consulting	Switzerland /Denmark
	<i>Presentation title to be confirmed</i>	Richard W. Pound	Member of the IOC, former WADA president	International Olympic Committee	Canada
	Open debate, Q&A				
12.00-13.00	Lunch				
13.00-15.00	Anti-doping: Ways and thoughts of the elite athletes				Cathedral
<i>Chair: Søren Riiskjær, board member, Play the Game</i>	Doping trends in track and field athletes	Gary Gaffney	Associate Professor	University of Iowa Hospitals	USA
	Doping careers in wrestling, weightlifting, cycling	Christophe Brissonneau	Sociologist	University Paris Descartes	France
	A reflection on downsides of anti-doping	Verner Møller	Professor	University of Aarhus	Denmark

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Anti-doping: Ways and thoughts of the elite athletes (cont.)					Cathedral
	Adding more variables to the theory of doping: The dynamics of informal rules and norms vs. the formal institutions	Joachim Parbo	MA Political Science / Prof. Cyclocross	www.joachimparbo.dk	Denmark
	Anti-Doping: Confusion, opposition and violations	Georg Facius	Former member of EAA Anti-doping Working Group	www.123hjemmeside.dk/ea-anti-doping	Denmark
	A think tank for anti-doping research	Klaas Faber	Director	Chemometry Consultancy	The Netherlands
13.00-15.00	Sport for the Good: What is it good for?				Hillman
<i>Chair: John Thrane, board member, Play the Game</i>	Upholding the Integrity of Australian Sport	Debbie Simms	Manager	Australian Sports Commission	Australia
	The fitness industry: A challenge to traditional sport	Kasper Lund Kierkegaard	Researcher	Danish Institute for Sports Studies	Denmark
	Harnessing wilderness as therapeutic recreation and context for enhancing wellness in a youth development project in South Africa	Anthony Naidoo and Marlon Botha	Researchers	Stellenbosch University	South Africa
	Scientific support for the "Coach Campaign" in German top level sport	Andreas Pohlmann	Head of Department	Federal Institute of Sport Science	Germany
	Sport's overlooked value: The kinesthetic style	Florian Petrica	Editor-in-Chief	The Money Channel, Realitatea Media	Romania
	Youth development in Argentine football	Marcela Mora y Araujo	Journalist	The Guardian	UK

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13.00-15.00	Sustainable sports financing in times of crisis				Humber
<i>Chair: Marcella Daye, Senior Lecturer, CU</i>	Corporate social responsibility in sport	Sylvia Schenk	Lawyer	Schmalz Rechtsanwälte	Germany
	Sustainable sponsorship: CSR as a communications tool in sport	Daniel Cade	Project Manager	Schwery Consulting	Switzerland
	Ambush marketing: Time for football to address it	Nicholas Burton	Researcher	Coventry University Business School	Canada
	Is benefaction such a good thing? A review of benefactors in English football	John Beech	Co-director of CIBS	Coventry University	UK
	Manchester United: It's all on the shirt	John Mair	Lecturer	Coventry University	UK
	Cricket IPL: First case of an Asian league surpassing Europe	Adrian Pritchard	Lecturer	Coventry University	UK
	Mass media as part of the football business	Alejandro Wall	Journalist	Crítica de la Argentina	Argentina
15.00-15.30	Coffee break	Go to busses!			
15.30-22.00	Excursion to Warwick Castle and dinner at Nailcote Hall				