

The conference will run from 8 to 12 June 2009 and takes place in a number of Coventry venues. The main conference venue will be the Britannia Hotel Coventry while Coventry Cathedral will be the spectacular setting for the Opening Session on Monday 8 June. Coventry University will make lecture halls and press room facilities available for the conference.

As a conference delegate you are invited to participate in seminars, workshops, discussion panels, cultural events and speeches. A detailed conference programme will be available at the conference website: www.playthegame.org/2009.



Prices

Regular price	
Full package	GBP 650
*Student/speaker discount	GBP 550
1-4 days (daily rate)	GBP 250
*Student/speaker discount	GBP 210

Full conference packages include

- Full participation in the conference programme including
- Welcome reception
- Social and cultural events including one excursion (half day)
- All conference materials
- Coffee/tea in breaks
- 4 x lunch, Tuesday, Wednesday, Thursday and Friday
- 4 x dinner, Monday (Welcome reception), Tuesday, Wednesday and Thursday (Gala Evening)

Prices do not include airfares or accommodation, but we have negotiated favourable prices at local hotels, which can be booked at the conference registration page.

Play the Game, Coventry University and British Airways are pleased to offer attendees of Play the Game 2009 discounts on airfares. The relevant travel period is 1 June 2009 to 19 June 2009.

For more information please visit our conference website:

www.playthegame.org/2009

playthegame 2009

Visions for Sport
in times of Crisis

Organisers

Play the Game is a not-for-profit organisation, founded by The National Olympic Committee and Sports Confederation of Denmark (DIF), Danish Gymnastics and Sports Associations (DGI), the Danish Federation of Company Sports (DFIF) and

the International Federation of Journalists (IFJ).

A total of 300,000 euros for the running of Play the Game's office and conference in 2009 has been donated by The Danish Ministry of Culture, Team Danmark, DGI and DFIF.

Play the Game
c/o Danish School of Media and Journalism
Olof Palmes Allé 11 • DK-8200 Aarhus N • Denmark
phone: +45 70 27 55 77
info@playthegame.org • www.playthegame.org



playthegame 2009

The sixth world communication
conference on sport and society

Visions for sport
in times of crisis

Coventry University, UK
8-12 June 2009

www.playthegame.org/2009

Conference partners

Play the Game 2009 is organised in cooperation with the Centre for the International Business of Sport (CIBS); an official Coventry University applied research centre that delivers high quality applied research, training, consultancy and networking outputs across a range of sports and in a number of different disciplines.

Coventry University is a forward-looking, modern University with a proud tradition as a provider of high quality education and a focus for multidisciplinary research.

See www.coventry.ac.uk



The conference is supported by:

Advantage West Midlands, the Regional Development Agency (RDA) for the West Midlands. AWM is one of nine RDAs in England that were established to transform the English regions through sustainable economic development.



www.advantagewm.co.uk

CVOne Ltd is a unique company in Britain, combining the twin functions of managing Coventry's city centre and promoting the city and its surrounding Warwickshire region as an attractive place in which to invest, work, live and to visit.

www.playthegame.org/2009

Play the Game

A unique forum for dialogue on sport

A growing number of stakeholders realise that sport cannot fulfil its ambitions by being successful as a global entertainment industry. On the contrary, commercial success is sometimes accompanied by serious threats to the core values and credibility of sport as a driver of social, cultural and educational progress.

Over 12 years and five world conferences, Play the Game has become the only international forum where leading stakeholders meet face-to-face in free and fact-based debates about the most important challenges to modern sport.

We invite you to join this open dialogue across professional, geographical and sports political barriers.

We welcome you to join Play the Game in Coventry, UK, between 8 and 12 June 2009.



Play the Game 2009 will examine some of the key issues affecting sport and society. Conference debate will focus on the following themes, selected by the Play the Game 2009 Programme Committee:

- Ethics in governance Will sports federations come clean?
- Between Beijing and London Mega-events as drivers of development
- Business battles The power struggles in football
- Match-fixing A blow to the core of sport
- Terrible teenagers? Sport's quest for the hearts and minds of the youth
- Anti-Doping Will the technological arms race come to an end?
- Paralympic athletes More different than the rest?
- Sport for the Good What is it good for?

There will be an open forum at the conference where other topics can be discussed.

Programme Committee 2009

Andreas Selliaas, Norway • Dag Vidar Hanstad, Norway • Hans B. Skaset, Norway • Jens Weinreich, Germany • John Beech, United Kingdom • Joseph A. Maguire, United Kingdom • Kirsten Sparre, Denmark • Mogens Kirkeby, Denmark • Simon Chadwick, United Kingdom • Terri Byers, United Kingdom • Henrik H. Brandt, Denmark • Joachim B. Olsen, Denmark.

playthegame 2009



Network with leading figures in world sport

At Play the Game 2009 you have the opportunity to network with some of the most prominent experts, leaders and officials in international sport.

Leading experts in sports and sports politics from academia, sports, politics, administration and journalism will meet and examine key issues in sport. Among the confirmed speakers at Play the Game 2009 are:

- **Richard W. Pound**, member of the IOC and former president of WADA, Canada
- **William Gaillard**, Advisor to the President of UEFA, Switzerland
- **David Howman**, Director General, WADA, Canada/New Zealand
- **David Goldblatt**, Author, "The Ball is round", United Kingdom
- **Hai Ren**, Professor, Director, Olympic Studies Center, University of Beijing, China

• **Wladimir Andreff**, Professor emeritus in sports economy, University of Paris-Sorbonne, France

• **Dr. Declan Hill**, PhD, Investigative Journalist, author "The Fix", Canada

• **Alessandro Donati**, Anti-doping expert, former head of research at CONI, Italy

• **Mark Davies**, Managing Director, Betfair, United Kingdom

• **Michael Franzese**, A former New York mobster now motivational speaker, USA

• **Brigid Simmonds**, chair of the Central Council for Physical Recreation, United Kingdom

• **Tine Rindum Teilmann**, Board member, chairman of the IPC's Women in Sport Committee and member of the IOC's Women in Sport Commission, Denmark

www.playthegame.org/2009

Play the Game

Why attend

Deep economic uncertainty on a global scale will pose challenging questions for society in 2009. Sport will be no different.

Play the Game 2009 will connect stakeholders in world sport with the intention of creating visions for sport in times of crisis. Your participation matters for world sport because:

Journalists

have a special responsibility, partly because the media are an integral part of the environment of sport, and partly because the media strongly influences which issues are raised in public and which are not.

Academics

can play a key role by bringing comprehensive data, scientific methods and analytical skills into the process.

Sports leaders and practitioners

can contribute with their knowledge, experience and opinions to this unique and independent forum for sports debate. With their hands-on knowledge and experience from the daily practice in sports they can identify the challenges

and solutions and point to new ways to drive sport forward.

Play the Game aims to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport

This is achieved by:

- Creating awareness of the role of sport in society at a local, national and international level
- Drawing a many-sided picture of sport and supporting the right of the individual to choose and influence his or her own daily sporting activities
- Ensuring a free, independent, open and fact-based debate on the current situation and future development of sport
- Providing journalists, researchers and political leaders with both the inspiration and the tools to explore the cultural, political, social and economic aspects of sport
- Creating networks across national and professional boundaries in order to meet the challenges of a globalised sports and media world.

