

The conference will run from 3 to 6 October 2011 and takes place at the **German Sport University in Cologne**. The German Sport 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 is available at the conference website: www.playthegame.org/2011.

Extra seminar

The **National Radio, Deutschlandfunk**, has offered to set up a one-day seminar on sport politics and journalistic development on Sunday the 2nd October from 10-18.30 at its headquarters in Cologne, the day before Play the Game opens at the German Sport University Cologne.

The seminar offers free registration for all international Play the Game participants, while German delegates can expect to pay a modest fee for their participation. All participants are offered lunch, evening buffet and coffee breaks.



Prices

Four day full package	Euro 600
Accompanying person, four days	Euro 200
Day package (1-4 days) daily rate	Euro 200

Full conference packages include

- Full participation in the conference programme • Welcome reception • Social and cultural events • All conference materials • Coffee/tea in breaks • 3 x lunch: Tuesday, Wednesday, and Thursday • 4 x dinner: Monday (Welcome reception), Tuesday, Wednesday and Thursday (Farewell party).

German nationals can achieve a 50 percent discount on the conference prices if participating in the free Deutschlandfunk sports and media seminar Sunday 2nd October. See more at: <http://www.playthegame.org/conferences/play-the-game-2011/deutschlandfunk-seminar.html>

At the conference registration page there is a guide to local hotels.

For more information please visit our conference website:

www.playthegame.org/2011

playthegame 2011

-bringing change to the heart of sport

Organisers

Play the Game is run by the Danish Institute for Sports Studies (Idan), an independent institution established by the Danish Ministry of Culture. The Danish Institute for

Sports Studies aims to contribute to a comprehensive and nuanced debate at a political level about the development of sport and the formulation of sport strategies.

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Conference sponsors and partners

Play the Game 2011 is organised in cooperation with

The German Sport University, Cologne
(Deutsche Sporthochschule Köln) • Germany



Play the Game 2011 is sponsored by:

- Danish Ministry of Culture (Founding member)
- Danish Gymnastics and Sports Association (DGI)
- German Federal Ministry of Interior (BMI)
- German Research Foundation (DFG)
- Ministry of Family, Children, Youth, Culture and Sport of the state of North Rhine-Westphalia
- National Olympic Committee and Sports Confederation of Denmark (DIF)
- Team Denmark
- Danish Federation of Company Sports
- German Academic Exchange Service (DAAD)
- Danish Union of Journalists (DJ)
- Norwegian Union of Journalists (NJ)
- Federal Institute of Sport Science, Germany
- Rheinenergie Foundation, Germany



Other sponsors and conference partners:

- Toyota • AB Sciex • International Federation of Journalists (IFJ) • Sport and Citizenship
- Deutschlandfunk • Supporters Direct • Mars • Fritz Kola • Gaffel Kölsch • Bitburger • Kettler • Falke • Cologne Tourist Office

www.playthegame.org/2011

playthegame 2011

The 7th world communication conference on sport and society

- bringing change to the heart of sport

German Sports University
Cologne • 3-6. October 2011

www.playthegame.org/2011

Play the Game

A unique forum for dialogue on sport

Over the past three decades, sport has expanded its outreach, its economy and its societal influence in ways few would have dreamed of.

But success has a downside. Doping, corruption, match fixing, political abuse, and failure to mobilise ordinary people are among the factors that threaten the core values of sport.



Play the Game 2011 will examine and debate some of the key issues affecting sport and society today. Conference debate will focus on seven themes selected by the conference Programme Committee:

- Outside Threats, Inside Traps: Countering Corruption in Sport
- Chasing the White Elephants: Mega-events for the Public Good
- Fair Play, Fair Pay? Creating Growth in Grass-root Sport
- Crime and Credibility: Advancing Anti-Doping Strategies
- Little Difference, Huge Impact: The Gender Challenge to Sport
- The Power of the Chip: How Technology Changes the Landscape of Sport
- The Middle East on the move: Sport in Arab countries

There will be an Open Forum at the conference where other topics can be discussed.

Programme Committee 2011

Andreas Selliaas, Norway • Christer Ahl, USA/Sweden • Nikki Dryden, USA • Kimberly S. Schimmel, USA • Letizia Paoli, Belgium • Frits Ahlstrom, Switzerland/Denmark • Ian Nuttal, UK/Italy • Jens Weinreich, Germany • Annette Hoffmann, Germany • Daniela Schaaf, Germany • Jörg-Uwe Nieland, Germany • Michael Groll, Germany • Michael Sauer, Germany • Mogens Kirkeby, Denmark • Henrik H. Brandt, Denmark • Søren Wormslev, Denmark

For information on submitting a paper/storyline for the conference please visit:

www.playthegame.org/2011

playthegame 2011



Network with leading figures in world sport

Among the confirmed speakers at Play the Game 2011 are:

- **Raí Souza Vieira de Oliveira**, former football star, Brazilian National Team, Brazil
- **Doris Pack**, MEP, Chair, The European Parliament's Committee on Culture and Education, Germany
- **Wilfried Lemke**, Special Adviser to the UN Secretary-General on Sport for Development and Peace, Switzerland/Germany
- **Harold Mayne-Nicholls**, Former president Asociación Nacional del Fútbol Profesional (ANFP), Chile
- **Ingrid Beutler**, Manager, Sports Integrity Unit/Special Projects Unit, SportAccord, Switzerland/New Zealand
- **Jean-Loup Chappelet**, Professor, Director Swiss Graduate School of Public Administration (IDHEAP) Switzerland
- **Letizia Paoli**, Professor Doctor, University of Leuven, Italy/Belgium
- **Jerome Champagne**, Former Director of International Relations at FIFA, Switzerland
- **William Gaillard**, Senior Advisor to the UEFA President, Switzerland
- **Arne Ljungqvist**, Head of the IOC Medical Commission
- **Richard W. Pound**, member of the IOC and former president of WADA, Canada
- **David Howman**, Director General, WADA, Canada/New Zealand
- **Anne Schwöbel**, Head of office, Transparency International, Switzerland
- **Andrew Jennings**, Author, Journalist, Freelance, United Kingdom
- **Hans Bruyninckx**, Professor of International Relations and Global Governance, KU Leuven, Belgium

see the updated speakers list at:

www.playthegame.org/2011

Play the Game

Why attend

The challenges to modern sport are too big to be overcome by the sports movement alone. Sport needs assistance from the public, from academic experts, from the media, from governments, from fans and other stakeholders. This is why your participation to Play the Game 2011 matters.

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, experi-

ence 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.

The Play the Game conference offers a unique forum for dialogue on sport. Over 14 years and six 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 boundaries.

Join the debates at Play the Game in Cologne, Germany, between 3 and 6 October 2011.

