

Sunday 28 October - Day one			
7:30	Breakfast		
08:30	Excursion to the Blue Lagoon (optional, to be booked in advance with Congress Reykjavik)		
12:00	Lunch (not included in conference fee)		
14:00	Opening ceremony		
	Jens Sejer Andersen	Director, Play the Game	Words of welcome
	Ólafur Ragnar Grímsson	President of the Republic of Iceland	Official opening speech for Play the Game 2007
	Helga Guðrún Guðjónsdóttir	Chairman of UMFÍ	UMFÍ welcome speech for Play the Game 2007
	Magnus Scheving	Creator of LazyTown	Presentation title to be confirmed
15:20	Coffee break		
15:50	Opening ceremony (cont.)		
	Musical entertainment - "Tea Bag"		
	Bob Munro	Chairman of Mathare United Football Club, Kenya	Greed vs Good Governance: The Fight for Corruption-Free Football in Kenya, 2000-07
	Jörg Jaksche	Professional cyclist	Breaking the doping culture in cycling
	Performance by UMFÍ		Glima: Icelandic Wrestling since the Saga era
18:00	Welcome reception and dinner		
20:00	Plenary session - English football: For billionaires only? - chaired by Thorsteinn Gunnarsson		
	Simon Chadwick	Professor of Sport Business Strategy and Marketing, Coventry Business School, Coventry University and Director, Birkbeck Sport Business Centre, University of London	From cradle to grave, from debt to profit: A short history of English football
	Brian Sturgess	Publisher/Director of Sports Business Research, Soccer Investor; the University of Bournemouth	New wine in old bottles: the 'wasteful' market structure of English football
	Sean Hamil	Birkbeck Sports Business Group	Can supporters trusts play a significant role in the reform of European football club and league structures
	Round table - speakers plus Shaka Hislop		
22:00	Film - Niigaanibatowaad: FrontRunners		

Monday 29 October - Day two			
7:30	Breakfast		
08:30	Plenary session - Mega-events: Frontrunners for sports globalisation? - chaired by Henrik Brandt		
	Markus Kurscheidt	Lecturer, Ruhr-Universität Bochum	Economic benefits: Fact or fiction
	Kim Schimmel	Associate Professor of the Sociology of Sport, Kent State University	Presentation title to be confirmed
9:30	Coffee break		
10:00	Plenary session (cont.)		
	James Stibbs	Head of Communications, Central Council for Physical Recreation	Mega events: More than medals?
	Lorenz Ursprung	Head of Sport Policy and Promotion, Federal Department of Defence, Civil Protection and Sport DDPS, Federal Office of Sport, Magglingen, Switzerland	UEFA Euro 08: Can it help sports for all?
	Panel debate		
11:30	Workshops		
	• Lars Werge - chaired by Peter From Jacobsen	Journalist, Ekstra Bladet	Workshop 1 - Best practices in journalism (arranged by UPDATE, Centre for Journalistic Competence Development)
	• Matthieu Reeb	Secretary General, Court of Arbitration for Sport	Workshop 2 - International sports law - the role of CAS and recent cases
	• Giselher Spitzer	Lecturer, Humboldt-Universität zu Berlin	Workshop 3 - Doping by coercion: Life consequences for East German athletes
12:30	Lunch		
14:00	Parallel sessions		
	• Parallel session I - The Ball and the Biz - chaired by Thorsteinn Gunnarsson		
	Steve Menary	Journalist and author	Football and the Cyprus conflict
	Simon Chadwick	Professor of Sport Business Strategy and Marketing, Coventry Business School, Coventry University and Director, Birkbeck Sport Business Centre, University of London	European Football Clubs and their overseas fans: Time to rethink marketing?
	Andy Stevens	Event and venue management consultant	FA's role in the governance of five-a-side football and futsal

	Rasmus Storm	Researcher, Danish Institute for Sports Studies	Growth and Deficit Hand in Hand: Professional Team Sport Clubs in Denmark
	John Beech	Coventry University Business School	The Football Association's (and the Scottish Football Association's) changed view of financial difficulty
	Round table		
	• Parallel session 2 - Doping psychology and attitudes - chaired by Søren Riiskjær		
	Andrea Petroczi and Eugene Aidman	Kingston University; University of Adelaide	Psychological drivers in doping: a developmental vulnerability model
	Norman O'Reilly and Ann Pegoraro	Director and Associate Professor, School of Sports Administration, Faculty of Management, Laurentian University and Associate Director, Institute for Sports Marketing, Laurentian University	Marketing and Anti-Doping
	Verner Møller	Professor, Aarhus University	Undermining cycle sports – a review of anti-doping initiatives in advance of and during the Tour de France 2007
	Werner Pitsch	Lecturer, Universität des Saarlandes, Germany	Honest answers to embarrassing questions: Assessing the frequency of doping
	Paul Ruijsenaars	Social psychologist; Owner of Ruijsenaars CS, coaching and advisory service	Stop the doping inquisition
	Round table		
	• Parallel session 3a - The challenge from the fitness industry - chaired by John Thrane		
	Gertrud Pfister	Professor, Dr., Inst of Exercise and Sport Sciences, University of Copenhagen	(Un)healthy bodies. Gendered discourses about obesity and physical activity in Denmark
	Kasper Lund Kirkegaard	Researcher, Danish Institute for Sports Studies	Commercialism, the Logic of 'Pay & Play' and the Challenge of Nordic voluntary Sport Tradition
	Henrik Brandt	Director, Danish Institute for Sports Studies	Sport for all? Policy challenges in Scandinavia
	• Parallel session 3b - National impact of mega-events - chaired by John Thrane		
	Tetyana Snopko	Journalist, PAN Football Magazine	Euro 2012
	Rachel Payne	Edith Cowan University	Australian Identity, the Press and Major International Sporting Events

•	Parallel session 4 - Out of the spotlight: Governance between North and South - chaired by Jens Weinreich		
	Olukayode Thomas	Sports Editor	Football in Nigeria: Feeding fat on people's Opium
	Alex Figueroa Cancel	Journalist	The situation of government intervention on sport in Puerto Rico
	Ezequiel Fernández Moores	Journalist, Diario La Nación, Argentina	Carlito's Way: The story of Carlos Tevez
	Rafael Maranhao	Freelance journalist	MSI-Corinthians: The true tale of a Brazilian club and its mysterious investors
	Fikir Yilkal	Journalist, Ethiopian Radio and Television Organization	The narrow focus of TV sports journalism in Ethiopia
	Driton Latifi	Journalist, Lajm Daily, Kosovo	Sport in Kosovo
16:00	Coffee break		
16:30	Plenary session - The future of cycling: Wheels of misfortune? - chaired by Morten Mølholm Hansen		
	Pat McQuaid	President, International Cycling Union	Presentation title to be confirmed
	Michael Ashenden	Project Coordinator, Science and Industry Against Blood doping (SIAB) research consortium	Pushing the envelope: Blood testing for the future
	Dag Vidar Hanstad	Journalist and PhD Student, the Norwegian School of Sport Sciences	Where on earth is Michael Rasmussen? The importance of the whereabouts rules
	David Walsh	Chief Sports Writer, The Sunday Times	Not letting the bad guys win
	Panel debate - speakers plus Jörg Jaksche		
18:30	Dinner		
20:00	Richard W. Pound - chaired by Sigmund Loland	President, World Anti-Doping Agency	8 years at the helm of WADA
22:00	Film - Kabul Football Club		

Tuesday 30 October - Day three			
7:30	Breakfast		
8:30	Plenary session - Chasing clients or providers: Anti-doping at a crossroad - chaired by Søren Riiskjær		
	Ask Vest Christiansen	PhD, Lecturer, Department of Sport Science, University of Aarhus, Denmark	Goals, medicine and moral - Athletes' understanding of sport, doping and fair play
	Sandro Donati	Professor, Consultant to the Minister of Social Affairs, Italy	Visions for a doping-free sports culture
9:30	Coffee break		
10:00	Plenary session (cont.)		
	Barrie Houlihan	Professor, Loughborough University	The revised World Anti-Doping Code and the future of anti-doping policy
	David Howman	Director General The World Anti-Doping Agency	Revising the WADA Code: How will it strengthen anti-doping
11:00	Excursion - The Golden Circle of Iceland: Included with conference package. Participants will visit Thingvellir plain, Geysir and Gullfoss waterfall. Packed lunches will be provided en route.		
18:00	Dinner at Fjorukrain Viking Restaurant		

Wednesday 31 October - Day four			
7:30	Breakfast		
8:30	Plenary session - Creating coalitions for good governance in sport		
	Jens Weinreich	Sports Editor, Berliner Zeitung	Corruption in sport: Opportunities and mechanisms
	BBC Panorama: FIFA and Coe		
9:30	Coffee break		
10:00	Plenary session continues		
	Andrew Jennings	Journalist and author	FIFA: An era of corruption nears its end
	Shaka Hislop	World Cup goalkeeper and president of Football Players Association of Trinidad & Tobago	A view from the grass island
	Panel debate - speakers plus James Oliver (BBC Panorama)		
11:30	Workshops		
	• Lars Werge - chaired by Peter From Jacobsen	Journalist, Ekstra Bladet	Workshop 1 - Best practices in journalism (arranged by UPDATE, Centre for Journalistic Competence Development) <i>Guest speaker, David Walsh (Chief Sports Writer, Sunday Times)</i>
	• Matthieu Reeb - chaired by Jens Sejer Andersen	Secretary General, Court of Arbitration for Sport	Workshop 2 - International sports law – CAS case law (doping)
	• Gerhard Treutlein - chaired by Dag Vidar Hanstad	Professor Emeritus, University of Heidelberg, Germany	Workshop 3 - Chapters from the doping history in Western Germany
12:30	Lunch		
14:00	Parallel sessions		
	• Parallel session 5 - The autonomy of sport: Threat or promise? - chaired by Simon Chadwick		
	Klaus Nielsen	Professor, University of Roskilde and Birkbeck College, London	Too much bonding, too little bridging. Social capital in international sports associations
	Lisa Kihl	University of Minnesota	A theory of sport organizational stakeholder's suffering and dealing with corruption
	Jonathan Ellis	Solicitor, Charles Russell LLP	Keeping it in the Family: an analysis of the Growth of Arbitration in Sport
	Ben Livings	Senior Lecturer in Law, University of Sunderland, United Kingdom	The significance of the legitimate sport standard used in R v Barnes in relation to the autonomy of sports bodies
	Amrish Patel	Researcher, University of Kent	Biases in Soccer Referee Decision Making
	• Parallel session 6 - Youth, gender and adult relations: Identities in sport - chaired by Jens Brinch		
	Martti Silvennoinen	University of Jyväskylä	Children and youngsters in sport - a practice for ultimate body rankings or a basis for an identity?
	Roger LeBlanc	École de kinésiologie et de récréologie	The first fifteen. Understanding the conspiracy of silence of gay athletes
	Jan Toftegaard Støckel	Lecturer, University of Southern Denmark	Crossing the line - crossing the threshold

•	Parallel session 7 - Sport and community building - chaired by John Thrane		
	Kaveri Prakash	Student, Sophia College, Mumbai, India	Sports in Children's Lives: Does India's New Sports Policy Create New Opportunities?
	Garry Humphries	Department of Sport & Recreation, Queensland, Australia	Its 'Different' in the Australian Outback! Unique strategies for isolated rural communities in harnessing the sporting potential of their youth
	Mary Hums	University of Louisville	Promoting Human Rights through Sport: Can It Make a Difference?
	Andreas Sellias	Norwegian Institute of International Affairs	Sports and reconciliation
	George Springborg	International Media Coordinator, Streetfootballworld, Germany	Sport and the media: Partners in development
•	Parallel session 8 - Media and market - chaired by Morten Mølholm Hansen		
	Antti Laine	University of Jyväskylä	How Newspapers' Sport Pages Withstand the Digital Pressure
	Claude Sobry	Professor, Director, FSSEP University of Lille 2	The European football broadcasting rights paradox
	Velayutham Chandrasekaran	Lecturer and Research Scholar, Department of Media Sciences, Anna University, Chennai	Impact of Television Coverage on redefining Cricket Rules and Regulations
	Yann Abdourazakou	PhD, Lecturer, FSSEP University of Lille 2	The digitalization of merchandising in football clubs
15:30	Coffee break		
16:00	Plenary session - Children in sport: Love or labour? - chaired by Laura Robinson		
	Richard Bailey	Professor, Director of the Centre for Physical Education Research, Roehampton University	Children in competitive sport: Causes for concern
	Susan Bissell	Chief, Implementing International Standards Unit, UNICEF Innocenti Research Center, Florence, Italy	The right to play safe: Children's rights and violence in sport
	Thorolfur Thorlindsson	Professor, University of Iceland	Between two worlds: A comment on sport's values and the value of sport
	Keld Bordinggaard	Under 21s and Under 20s national team coach, Denmark	Attitudes and actions - introducing a new football culture
	Panel debate		
18:30	Dinner		

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20:00	Networking evening - chaired by Jens Brinch		
	Anne Schwöbel	Head of Office, Transparency International	Transparency through dialogue and networking: How sport can become less corrupt
	Aidan White	Secretary General, International Federation of Journalists	The role of the media in fighting sports corruption
	Plenary debate led by Jens Sejer Andersen - The future of Play the Game and other coalitions for better governance		
22:00	Film - 321: Juan Carlos Plata		



Thursday November - Day five			
7:30	Breakfast		
8:30	Plenary session - The EU White Paper and the future of European Sport - chaired by Søren Riiskjær		
	Pedro Velázquez	Deputy Head of Unit, European Commission	The EU White Paper
	Jonathan Hill	Head of UEFA's Brussels Office	A step backwards for specificity?
	Borja Garcia	Researcher, Department of Politics, Loughborough University	The European Union, UEFA and the governance of football: the road towards a possible partnership
9:30	Coffee break		
9:50	Plenary session continues		
	Borja Garcia	Researcher, Department of Politics, Loughborough University	The European Union, UEFA and the governance of football: The road towards a possible partnership
	Niels Nygaard	President, National Olympic Committee and Sports Confederation of Denmark (DIF)	The EU White Paper as seen from a national confederation perspective
	Mogens Kirkeby	Secretary General, International Sport and Culture Association, Denmark	The many faces of European sport
11:30	Workshops		
	• Lars Werge - chaired by Peter From Jacobsen	Journalist, Ekstra Bladet	Workshop 1 - Best practices in journalism (arranged by UPDATE, Centre for Journalistic Competence Development) <i>Guest speaker, James Oliver (BBC Panorama): Sports investigations on TV</i>
	• Matthieu Reeb	Secretary General, Court of Arbitration for Sport	Workshop 2 - International sports law – CAS case law (miscellaneous)
	• Michael Sauer	Researcher, German Sports University, Cologne	Workshop 3 - Strategies for educating different groups in anti-doping
12:30	Lunch		
14:00	Divided sessions		
	• The digital battle: Sport on demand versus the demands of sport - chaired by Morten Mølholm Hansen		
	Rachel Church-Sanders	Editor in Chief, Sport and Technology Newsletter	Sport: The technological possibilities
	Andrew Moger	MM Consulting and World Association of Newspapers	Media and sport: Protecting the public's right to know

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•	Match fixing - a growing threat - chaired by Jens Weinreich		
	Murali Krishnan	Journalist, Indo-Asian News Service	Match fixing and cricket: Is enough being done?
	Declan Hill	Freelance journalist, PhD Student, The University of Oxford, UK	Missing the big boys: Why some football leagues have more fixing than others...
15:00	Coffee break		
15:30	Closing session and Play the Game Award - chaired by Jens Sejer Andersen		
	Play the Game Award - presented by Laura Robinson to Sandro Donati		
	Closing Speech - Eirikur Thorláksson, Adviser to the Icelandic Ministry of Culture		
19:00	Pre-dinner drinks		
19:30	Gala dinner - entertainment and dancing		

