

Conference programme

The conference will run from 28 October to 2 November and takes place at the Grand Hotel in Reykjavik. The Grand Hotel, Iceland's largest conference venue, has recently been refurbished and offers state-of-the-art conference and hotel facilities.

Conference participants will be able to participate in seminars, workshops, discussion panels, cultural events and speeches. The full conference programme and schedule is available from the Play the Game 2007 website at www.playthegame.org/2007 - click on 'conference programme'.



Prices

Conference packages are available for participants, speakers, freelancers, students and accompanying persons on a full, 1 day, 2 day and 3 day basis. Prices in euros are as follows:

Package length	Conference participants	Speakers, freelancers and students	Accompanying persons
Full	636	541	255
1 day	193	165	61
2 days	387	330	121
3 days	580	494	182

(Please note that conference packages will be charged in Icelandic Kronur, and that euro prices reflect exchange rates correct as of 20 September 2007, with 1 euro equal to 87.39 Icelandic Kronur. For more detailed information on prices, please visit www.playthegame.org/2007 and click on 'Prices'.)

Prices include participation in the conference programme, social and cultural events, conference material, 4 lunches and 5 dinners (dependent upon length of package booked). Prices do not include airfares or accommodation. However, Congress Reykjavik have negotiated favourable rates at nearby hotels, which can be booked on our conference registration page.

Cintamani (www.cintamani.is), an Icelandic producer of high-quality outdoors equipment, have entered into a sponsorship agreement with Play the Game, whereby all participants will also receive a Cintamani windproof jacket. Cintamani will also offer a 10% percent discount for purchases of Cintamani products routed through the Play the Game website.



www.playthegame.org/2007



Play the Game is a not-for-profit organisation, formed by the International Federation of Journalists (IFJ) and the three main sports organisations in Denmark: The National Olympic Committee and Sports Confederation of Denmark (DIF); Danish Gymnastics and Sports Associations (DGI); and the Danish Federation of Company Sports (DFIF). The secretariat is located in Aarhus at the Danish School of Journalism.

A total of 280,000 Euros for the running of Play the Game's office and conference in 2007 has been donated by The Danish Ministry of Culture,

Nykredits Fond, Team Danmark, DIF, DFIF and DGI.

Generous donations for Play the Game 2007 travel grants for conference participants from less privileged countries have been received from the Danish Union of Journalists and the Norwegian Union of Journalists.

Play the Game has established partnerships with the United Nations' Office in Geneva for Sport for Development and Peace, The International Council of Sports Science and Physical Education (ICSSPE) and Transparency International amongst others.

Conference partners



The Icelandic Youth Association (UMFI) is the national association of local youth associations in Iceland. In recognition of their centenary year, UMFI have provided financial and logistical assistance worth 180,000 Euros to Play the Game.

Congress Reykjavik is the conference agent for Play the Game 2007. In addition to taking care of your booking, Congress Reykjavik can also arrange accommodation at the conference venue and nearby good value hotels. For more information, visit the registration page at playthegame.org/2007 or www.congress.is



Creating coalitions for good governance in sport

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Conference website:

www.playthegame.org/2007

Creating coalitions for good governance in sport

The fifth world communication conference
on sport and society

Reykjavik, Iceland
28 October – 2 November 2007

www.playthegame.org



Modern sport faces a number of challenges it cannot overcome on its own. Corruption, doping, political abuse, lifestyle changes and lack of sporting opportunities are among the global issues that require networking, dialogue and dedication from all stakeholders in sport.

We welcome you to join Play the Game in Reykjavik, the capital of Iceland, between 28 October and 2 November 2007, for the fifth edition of the world conference.

As a Play the Game participant, you benefit from the learning and networking opportunities offered at this unique forum for free and

fact-based debate about international sport.

Through the open exchange of knowledge, experience and opinion, Play the Game aims to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport.



Speakers include (left to right), anti-doping expert **Sandro Donati**; investigative journalist and author, **Andrew Jennings**; professional cyclist **Jörg Jaksche**; and World Anti-Doping Agency President, **Richard W. Pound**.

Network with leading figures in world sport

For five days, leading experts in sports and sports politics from academia, sports, politics, administration and journalism will come together to examine key issues in sport. Among the speakers at Play the Game 2007 will be:

• **Pat McQuaid** (President, International Cycling Union)

• **Magnus Scheving** (creator, co-founder and star of international television series, *Lazytown*)

• **David Walsh** (Journalist; author of 'From Lance to Landis: Inside the American Doping Controversy at the Tour de France')



Play the Game will bring together global experts from many various fields of sports politics, giving participants a unique opportunity to strengthen their networks.

• **Shaka Hislop** (professional footballer, interim President of Football Players Federation of Trinidad & Tobago)

• **Matthieu Reeb** (Secretary General of the Court of Arbitration for Sport)

• **Bob Munro** (Chairman of Mathare United Football Club)

Mario Gojman receives the 2005 Play the Game Award from Laura Robinson, the recipient of the 2002 Award, for his tireless battle against corruption in the International Volleyball Federation (FIVB).



Play the Game 2007 - forum for free, fact-based dialogue

Play the Game will examine some of the key issues affecting sport and society. Live conference updates will be provided by a team of journalism students from Aarhus, Denmark, who will build up an online arena for debating issues brought up on the conference floor.

Conference debate will focus upon the following five themes, selected by the Play the Game 2007 Programme Committee:

■ **Children in sport: Love or labour?**

Child labour in sport and sport manufacturing, talent development, child-adult relationships, sport versus play etc.

■ **The autonomy of sport: Threat or promise?**

Corruption, match-fixing, trafficking of athletes, agent regulations, government interference etc.

■ **Mega-events: Frontrunners for sports globalisation?**

Risks and benefits, legacies: fact or fiction, emerging continents, political and cultural implication etc.

■ **Chasing clients or providers: Anti-doping at a crossroad**

Illegal doping trade, revision of the WADA code, leadership transition at WADA, the role of sports organisations, cycling, etc.

■ **The digital battle: Sport on demand versus the demands of sport**

The challenge from computer games, digitalisation and rights protection, civil rights vs. commercial rights etc.

Programme Committee 2007: Sigmund Loland, Joseph A. Maguire, Jens Weinreich, David Conn, Simon Chadwick, Lis Puggaard, Bjarne Ibsen, Henrik H. Brandt, Lars Haue-Pedersen, Mogens Kirkeby, Dag Vidar Hanstad, Thorsteinn Gunnarsson.

If you feel there is another topic that should be discussed at the conference, we will be holding an open forum where these issues may be discussed. For information on submitting a paper for the conference, please visit:

www.playthegame.org/2007

Why attend?

Play the Game 2007 will connect stakeholders in world sport with the intention of creating coalitions for good governance in sport. Your participation matters for world sport because

- Academics can play a key role by bringing comprehensive data, scientific methods and analytical skills into the process.
- Sports leaders and managers must balance a series of demands, some of which are crucial for the credibility of

sport. Not only are they expected to provide economic growth, increased membership and bigger audiences, they must also guarantee ethical governance, strict anti-doping measures and social responsibility.

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

A warm welcome to Iceland

As the world's most corruption-free nation, Iceland is an apt venue for Play the Game 2007.

We have received excellent support from the Icelandic sporting and political communities, including the Icelandic President, Ólafur Ragnar Grímsson, who has agreed to open this year's event.

Outside of conference hours, Iceland has a lot to offer visitors. Included in the conference price is a sightseeing trip to Iceland's Golden Circle, which

Aside from his presidential duties, President Grímsson (pictured) also serves on the Board of Directors at the Special Olympics.



takes in some of Iceland's most spectacular sights. Our conference agent, Congress Reykjavik, also offers additional sightseeing tours which can be booked on the online conference registration page.



The conference price includes a sightseeing tour of some of Iceland's spectacular scenery. Additional tours can also be booked on the conference registration page.