



# playthegame

home for the homeless questions in sport



**EVALUATION OF**

## **Play the Game 2005**

”Governance in Sport: The Good, The Bad & The Ugly”

The 4th world communication conference on sport in society  
DGI-byen, Copenhagen, 6-10 November 2005

[www.playthegame.org](http://www.playthegame.org)

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## ANNEXES

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### Preamble

It is not an easy task to select the most important impressions from a five day conference with 85 presentations, almost 300 participants from all corners of the world, and many, many conversations, debates, questions and suggestions.

This evaluation of the international world communication conference Play the Game 2005 will focus on some of the key elements in the programme and execution of the conference. Organisational and technical aspects will only be addressed to the extent that they impacted on the objectives of the conference.

The evaluation is based on

- an e-mail survey sent to all participants immediately after the conference
- spontaneous comments from participants sent by mail to the secretariat
- the experiences of the secretariat before, during and after the conference
- comments from members of the programme committee
- discussions at the board meeting for Play the Game on 3 January 2006
- searches in international media databases

The evaluation has been prepared by Play the Game's secretariat on behalf of the Programme Committee.

## Overall impressions of Play the Game 2005

The general view is that the Play the Game conference was highly successful and fully achieved its objectives of

1. Creating awareness of the role of sport in society at a local, national and international level
2. 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
3. Ensuring a free, independent, open and fact-based debate on the current situation and future development of sport
4. Providing journalists, researchers and political leaders with both the inspiration and the tools to explore the cultural, political, social and economic aspects of sport
5. Creating networks across national and professional boundaries in order to meet the challenges of a globalised sports and media world.

In terms of numbers of participants, speakers, media coverage and political impact Play the Game experienced continued growth compared to previous conferences. And while the programme still is so wide-ranging that it can be difficult for participants to keep up with all issues, presentations were matched in meaningful themes to a much larger degree than previously.

All themes turned out to be relevant. Speakers and debates were generally of a high standard. And on a number of specific issues, Play the Game revitalised public debate about current sports policy.

The conference also saw the formation of new network and the revitalisation of existing networks from previous conferences.

An eight pages long document with quotes from mails sent by participants to the organisers in the weeks immediately after the conference is the best possible documentation for the value participants attach to Play the Game. Based on the many flattering statements it is fair to conclude that for a great deal of the participants the conference has been an intense, educational and very unusual experience. Many say that Play the Game was the best or among the best conferences they ever attended.

To attend 'Play the Game' is a pleasure and to present a paper an honour, especially a second time. The delegate list is always impressive, with representation from around the world. But the list of speakers is outstanding, attracting key individuals who address major issues relating to sport.

*Terry Monnington, Director of Sport and Physical Education, University of Warwick, UK*

Also in our e-mail survey participants express great satisfaction. 62 per cent find the conference "Very good", 35 per cent find it "Good" and there were no negative responses.

33 per cent find that Play the Game adds value to their work "to a high extent", 50 per cent reply "to some extent", 7 per cent say "to a limited extent" and 1,5 per cent say "none at all".

Obviously it is difficult to measure the direct effects of a conference like Play the Game. But after the conference we have seen in both Danish and international media that journalists continue to pursue issues and agendas taken up at Play the Game. Reactions and follow-on effects that can be directly ascribed to conference include:

- A significantly higher degree of public attention to the state of affairs in the International Volleyball Federation

- Match fixing as a concept has received increased media attention before, during and after the conference
- Following his presentation on the illegal doping trade, the Italian anti-doping expert Alessandro Donati was invited to attend a two day meeting with the directors of WADA on 16-17 January in Montreal. At the meeting he shared his knowledge about doping in mass and elite sport
- With sports editor Jens Weinreich of the Berliner Zeitung as the main driving force, sports journalists and researchers in Germany have founded a network with the aim of raising awareness about the relationship between sport and society. The network has Play the Game as an important role model. Sportnetzwerk has led to vigorous debate amongst German sports journalists and has been covered by national media.
- The Argentine vice-president of FIFA, Julio Grondona, has invited an Argentine journalist who participated in Play the Game for dinner in order to respond to the criticisms raised during Play the Game of Grondona and FIFA
- Play the Game was invited to present in a panel during the United Nation's conference on sport in Magglingen in December 2005
- Material from the panel debate on mega-events is included in the study that the Danish consultancy firm Rambøll Management has published about the viability of Copenhagen submitting a bid to host the Olympic Games

Finally, we can see that the number of visitors to our website, [www.playthegame.org](http://www.playthegame.org), continues to rise and lies consistently over 4,000 unique visitors each week. Due to a change in our statistics software, we can not be certain about the total numbers of visitors to the website over the year but estimate that the number of visitors has tripled since early 2005.

### Media coverage

In Denmark, Play the Game 2005 was firmly established as a media event – mainly because DR Sporten (Danish Broadcasting Corporation) decided to act as host broadcaster for Play the Game. DR Sporten also produced a theme night on “Sport and cheating” on the national channel DR2 and daily news in the week up to and during the conference including web coverage. At an evaluation meeting, DR Sporten expressed great satisfaction with the co-operation.

Almost all major Danish newspapers had signed up for the conference, and Politiken, Jyllands-Posten, Ekstra Bladet and Ritzaus Bureau covered events on a daily basis. The conference was also covered in individual stories in a number of newspapers and sports magazines. Overall, Play the Game reached the highest level of media coverage in Denmark so far, and the result must be regarded as satisfactory.

An unforgettable experience...  
In 23 years as a journalist I have had the possibility of taking part in five World Cups, and four Olympic Games. But never something like Play the Game that now is a part of my history.

*Roberto Alfredo Ruiz, México*

In terms of international media coverage, Play the Game also did well although there is still not a sustained media interest from from big, agenda-setting European media. The conference was covered by the The Times, The Guardian, International Herald Tribune, Frankfurter Allgemeine Zeitung, Die Zeit, Süddeutsche Zeitung and a number of major media organisations in India, Mexico and other third world countries.

TV coverage has been sporadic but Finnish, Canadian and Romanian television have all broadcast comprehensive reports.

Overall we have registered approximately 150 articles and television reports from countries outside Denmark. However, the real figure is much higher because the conference was covered quite intensively by news agencies such as EFE (Spain and Latin America), AFP (France and French-speaking countries), DPA (Germany) and ANSA (Italy).

Also, many agency stories as well as television, radio and newspaper stories have been repeated/versionized for publication on the Internet.

Overall there has been a significant increase in international media coverage compared to previous conferences but Play the Game still has some way to go before it has achieved a strong position in international media.

*Recommendation:*

- A stronger emphasis on targeting big international media

## Participants

Considering that the aim was to gather 300 participants, a total of 276 participants can not be called satisfactory. The growth in numbers of participants – approximately 25 per cent up on numbers in 2002 – is not enough either when you consider that Play the Game now has a broader organisational base than in 2002. And only 25 per cent of the participants were women.

On the other hand, it is very satisfying that the conference succeeded in attracting participants from 43 countries and six continents particularly in view of the fact that fewer funds were available for travel grants this year.

It is encouraging but still not satisfactory that the number of participants who paid for their own participation has risen from approximately a third to a little over half of the participants.

The new initiative with “open sessions” for speakers who pay for their own participation worked well. 24 out of 85 speakers took part in this way after the programme committee had approved their abstracts. The initiative contributed to the innovation of the programme which is reflected in the fact that only 18 out of 85 speakers had presented papers at previous conferences.

98 of the participants were journalists, 55 were academic researchers, 42 were students, 34 were employees or leaders in sports organisations, 18 were employed in public administration, 13 were employed in the business sector and 16 fell outside any of these categories. At the next conference there should be a concerted effort to increase both the numbers and the share of academic researchers and sport leaders and managers.

As sports have increasingly become big business, they increasingly need media and academics to act as watchdogs, a role we have been slow to take on – you should feel confident that your conference will help push us toward carrying out our duty better, and perhaps have a ripple effect out there in the world. The organization of the conference was superb and its mission was well-defined and well-implemented.  
*Susan Brownell, Associate Professor, University of Missouri-St. Louis*

The majority of participants – 160 – took part in the whole conference. But figures also indicate a potential for further development of theme packages that can attract participants for a shorter

period of time. In addition to the 160 full time participants, 64 took part for one day, 26 took part for two days and 26 took part for three days.

Compared to previous conferences, the attendance at many of the important plenary sessions was not satisfactory. Rarely were there more than 100 people present in plenum. There may be several explanations for this. The daily programme may have been too intense. The slightly broader group of participants may have been more selective in terms of participation. And maybe the style of delivery was too rigid and boring. Whatever the explanation it should be an objective for the next conference that more participants are present during key plenary sessions.

At the next conference, there is little point in sending out brochures by surface mail. According to our survey only 10 per cent of the respondents had heard about the conference from printed material whilst 46 per cent had learned about it from colleagues and other people. Just as many had learned about the conference via Play the Game's website and/or newsletter.

95 per cent of respondents found that the description of conference themes and events in Play the Game's PR material had been fair and appropriate.

#### *Recommendations:*

- No more mass mailings of brochures via surface mail
- The overall number as well as the number of paying participants should increase
- The share of female participants and speakers should increase
- Day packages and programme modules should be developed further

#### **Programme contents, speakers and debates**

The conference's subtitle "Governance in Sport: The Good, The Bad & The Ugly" served well as an underlying frame of understanding for the 85 presentations and panel debates and made it easier than previously to market the conference in a clear-cut manner.

The nine sub-themes also worked well but at future conferences it will be probably be a good idea to cut back on the number of themes. There is, however, a fine balance between on the one hand presenting the diversity of sport, sport politics and sport research and on the other hand avoiding to confuse and overwhelm participants.

Dominating conference dynamics as well as media coverage were topics such as Volleygate, doping, WADA and match fixing – carried by people like Kelli White, Mario Gojman, Sandro Donati and Declan Hill.

Play the Game's own initiatives such as the launch of the International Sports Press Survey and the correspondence with FIFA about the plight of Burmese sports editor Zaw Thet Htwe also gave the conference its own life and identity.

Thanks once again for the opportunity to participate in one of the most thought provoking, factual and participatory conferences in the world.  
*Sophia Lissah, Web Editor,  
British High Commission,*

It should be considered carefully whether Play the Game in the future should limit itself to spectacular and controversial topics or whether there should also be room for softer and more unusual topics of a social and cultural character such as those which were represented in 2005 by the theme on United Nations Year of Sport and the Frontrunners theatre play.

It continues to be of importance that Play the Game can attract new big international names as a driving force for debates on sport politics. It was a disappointment that the IOC decided not to

send representatives for this conference. That FIFA again decided to refrain from taking part in the many football related debates is also a disappointment but hardly surprising.

It is important to continue our efforts to convince the big international sports federations and other key international actors to take part in the debates in order to ensure that all relevant interests are represented. It is an expression of fairness and it adds excitement and perspective to the conference.

More should be done to present new and unique knowledge during the conference by launching results from either our own analysis projects or those of others. A focus on particular trends in sport could also be considered.

At the next conference more attention should be paid to the role of moderators. Similarly, it is important to work on developing different forms of delivery as a way of framing a more lively and flexible debate on key issues.

Finally, special sessions should be set aside for building and strengthening networks between participants.

#### *Recommendations:*

- Further reduce the number of themes at the conference
- Consider the relationship between political and broader culturally based issues
- Develop our own analysis projects
- Focus more on the role of moderators and forms of delivery
- Focus directly on network formation

#### **Travel grants**

Thanks to a generous grant from Danish Center for Culture and Development, our own funds and a minor contribution from the Association of Danish Sports Journalists, 30 people from less privileged countries were able to take part in the conference.

This is considerably fewer than in 2000 and 2002 where more than 50 grantholders took part. To a large extent the drop can be ascribed to the fact that the Danish development organisation, Danida, for the first time did not support the conference. Danida felt that the effects of supporting the conference in terms of creating greater awareness of third world issues in Denmark would be too small. This particular issue is no longer relevant as Danida no longer has any grants for information work.

I've got back to work but my heart is still in Copenhagen, where it was as if I was in a dream. The opportunity to voice the sporting Third World's anguish was something I'd always recall humbly and faithfully.  
*Pulakesh Mukhopadhyay, News Editor,  
The Statesman, India*

Approximately two thirds of the grantholders selected were very active participants in the conference, one third attended sessions on and off and a couple of participants seemed very inactive. It was very regrettable that six grantholders cancelled their participation shortly before or during the conference. The late cancellations meant that we could not recoup costs for plane tickets, hotel and board or fill the vacancies with other candidates.

Even though the board and the secretariat carefully researched and considered grant applicants, it must be considered if the selection process could be even more stringent in order to minimize the risk of wasting resources.

It is vital, however, to continue to provide participants from all over the world with the opportunity to present papers and take part in debates at Play the Game as sport politics is globalised to a very high degree.

*Recommendation:*

- Tighten procedures for the selection of grant recipients

### **Partners and external donors**

In general partners as well as external donors have added value to the conference. Some examples:

The Danish Centre for Culture and Development and the Danish Gymnastics and Sports Associations joined Play the Game in arranging a successful one-day seminar on "Sport and Development". The seminar was delivered simultaneously with Play the Game at DGI-byen, involving speakers and participants from the conference, while aimed at a separate target group, namely Danish activists and aid workers.

The City of Copenhagen provided a press centre with 15 available pc's and rendered excellent service in that respect. The city also invited the conference delegates to a reception and buffet at the Town Hall of Copenhagen, which was highly appreciated by the guests.

The Sports Foundation Denmark contributed with advice and ideas, playing an active part in the mega-events session. The organisation Wonderful Copenhagen offered expertise from Managing Director Lars Haue-Pedersen, TSE Consulting in Switzerland.

Transparency International took co-responsibility for the workshop aimed at creating a set of "Guidelines for countering corruption in sport". Streetfootballworld and DICAR likewise headed one workshop each. And the United Nations Year of Sport of Physical Education ensured that the special advisor to Secretary General Kofi Annan, the former Swiss President Adolf Ogi, could speak at the opening ceremony.

I have told my colleagues here in Zambia that my experience at the conference has put me 5 years ahead with all the information compared to my friends who will know or never know what will happen until 5 years.

*Edgar Musonda, project leader, Sports Coaches Outreach, Zambia*

The Danish School of Journalism sent a team of 25 students for a splendid live multimedia coverage of the conference, adding new journalistic angles to the main themes of the conference.

A grant from the Danish Institute for Sports Studies secured the realisation of the International Sports Press Survey in cooperation with the House of

Monday Morning. The contact to many of the researchers involved was achieved through yet another partner, IAMCR Sport and Media section.

Last but not least, the Danish Association for Company Sport offered health tests and fitness machines to the participants.

## Practical arrangements

The co-operation with the conference agency NHG as well as the conference venue, DGI-byen, went smoothly before and during the conference. All parties have been engaged, open and flexible.

85-90 per cent of the participants are satisfied or very satisfied with DGI-byen as a conference venue, with the food and with the service they received from the secretariat.

From the point of view of the organisers there were a few blemishes:

- Due to its size and lighting facilities, Idrætshuset was not the best choice for plenary sessions. The room did not strengthen the intensity of presentations and debates. The room also turned out to be considerably more expensive in terms of equipping it with lights and sound than expected
- After the conference, the co-operation with NHG about documentation and settlement of our account has been slow and unsystematic.

### *Recommendations*

- In future co-operation agreements it is necessary to specify standards for the post-conference work with the conference bureau
- The budget for technical equipment must be better specified

## Volunteers

Approximately 25 young people – mainly university students – volunteered as helpers during the conference, and 25 journalism students provided live multimedia coverage of the conference via their own website. The website could be accessed via a link from [www.playthegame.org](http://www.playthegame.org)

Both groups made very valuable contributions to the conference. It is of great importance to the atmosphere at the conference that many young people are present. At the same time it is important to give young people the opportunity to take part in the conference for free or at a very low cost so they can gain a firsthand impression of debates within international sport politics and enjoy personal interaction with international role models and resource persons.

The volunteers asked for improvements in two important areas:

- Better management and coordination of their work in order to ensure that assignments are distributed more fairly
- Better food and possibilities for networking with the other conference participants during meal times etc.

These are valid points of criticism and must be addressed at the next conference.

I was really impressed by the great effort you made to bring so many interesting people together and expressed even more interesting opinions. I am glad that many homeless questions of sport have found their home at the Play the Game. It is not necessary to find some answers to those questions, probably we never will, but more meaningful thing to me is communication, dialogue in a quite friendly atmosphere so we can cross over all the barriers to know each other deeper.

*Hai Ren, Director, Centre for Olympic Studies, University of Beijing, China*

## Finances

In terms of accounting, Play the Game does not operate with special financial accounts for the conference. Instead conference costs are incorporated into the overall financial accounts for the institution Play the Game. In this way variations in spending in one area can be balanced by adjusting spending in other areas.

Two sections in the financial statement reflect expenses directly incurred by the conference whilst the conference only accounts for a certain share of spending on for instance administration and communication.

The accounts for 2005 are attached. Please note

- Conference fees amounted to approximately 650.000 DKK which is only around 2/3 of the budget. There are, however, no serious consequences of this development as conference fees to a large extent reflect the basic costs of participation. Nevertheless, the difference also underlines the wish for more fee-paying participants.
- The costs for technical equipment and building a stage far exceed the amount budgetted on the basis of previous experiences of organising conferences at DGI-byen. The main reason is unexpected expenses for furnishing Idrætshuset with light and sound equipment but also a number of smaller items such as rental of computers and extra technical equipment for the opening session

## The future

Play the Game was re-organised in August 2004 and the secretariat was up and running at the end of the year. As a consequence, the main efforts in 2005 have been aimed towards organising a successful conference.

The 2005 conference showed that as an idea Play the Game is still viable.

Over the next few months the board and the secretariat will discuss

- How to consolidate and develop Play the Game's organisational structure and sources of funding by attracting support from international organisations, foundations and sponsors
- How to strengthen Play the Game's capacity to gather and disseminate news via e-mails and [www.playthegame.org](http://www.playthegame.org) - also as a way of following up on previous conferences and prepare coming conferences
- How to strengthen efforts to build networks and debate sport politics through [www.playthegame.org](http://www.playthegame.org)
- How to develop web-based courses and training and co-operate with universities, journalism schools and similar institutions

On the whole, the Play the Game conference 2005 and its results provide an excellent platform for the future development.

*February 2006 - Approved by the Programme Committee of Play the Game:*

Sigmund Loland, Headmaster and Professor, Norwegian School of Sport Sciences, Norway

Joseph A. Maguire, Professor, Loughborough University, United Kingdom

Jan Borgen, Secretary General, Transparency International/Norway

Lars Martin Kaupang, Senior Consultant, MMI, Norway

Kristine Wilkens, Journalist, Politiken daily, Denmark

Henrik H. Brandt, Journalist, Director, Danish Institute for Sports Studies

Rasmus Damsgaard, PhD, anti-doping researcher, CMRC, Denmark

Bjarne Ibsen, PhD, head of unit, Institute for Sport and Clinical Biomechanics, Univ. of Southern Denmark

Lars Haue-Pedersen, Director, TSE Consulting, Switzerland (associated member)

| Sunday 6 November |                            |   |                             |  |  |             |
|-------------------|----------------------------|---|-----------------------------|--|--|-------------|
|                   | OPENING SESSION            | WELCOME TO PLAY THE GAME                            |                             |  |  |             |
| 14:00             |                            | Words of welcome                                    | Michael Andersen            | Chairman of the board  | Play the Game  | Denmark     |
| 14:05             |                            | Rescuing sport from itself                          | Jens Sejer Andersen         | Director   | Play the Game  | Denmark     |
| 14:15             |                            | Opening Speech                                      | Brian Mikkelsen             | Minister of Culture  | Ministry of Culture  | Denmark     |
| 14:30             |                            | Stomp: Clumsy Hans                                  | DaDunk                      |  | www.dadunk.dk  |             |
| 14:45             | Chair: Søren Wormslev, IFJ | Sport: A Force for Development                      | Adolf Ogi                   | Former President of Switzerland, Special Advisor to Kofi Annan | United Nations' International Year of Sport and Physical Education | Switzerland |
| 15:15             | <b>Coffee break</b>        |   |                             |  |  |             |
| 15:40             |                            | Why I became a part of the BALCO affair             | Kelli White                 | Sprint champion  | Former runner  | USA         |
| 16:20             |                            | How to fix a soccer match                           | Declan Hill                 | Journalist   | Uni. Of Oxford   | Canada      |
| 16:50             |                            | Stomp: Clumsy Hans                                  | DaDunk                      |  | www.dadunk.dk  |             |
| 17:05             |                            | Risking your life for a sports story                | Filippos and George Syrigos | Sports Editor & Journalist                                     | Eleftherotypia   | Greece      |
| 17:40             | <b>Welcome reception</b>   |   | Jens Sejer Andersen         | Director   | Play the Game  | Denmark     |
|                   | <b>PLENARY SESSION</b>     | <b>Third World Muscle Drain: Success or Slavery</b> |                             |  |  |             |
| 19:30             | Ole Borch, lawyer          | Fighting slavery with legal means                   | Jean-Marie Dedecker         | Senator  | Senate of Belgium  | Belgium     |
| 19:50             |                            | A Coubertobin Tax Against Muscle Drain              | Wladimir Andreff            | Professor  | ROSES  | France      |
| 20:35             |                            | Panel debate  | All                         |  |  |             |
| 21:30             | <b>Sports Activity</b>     | A visit to the world of street football             | Vladimir Borkovic           | Global network and research director                           | Streetfootballworld  | Germany     |

| <b>Monday 7 November</b> |   |  |  |  |   |                |
|--------------------------|---|--|--|--|---|----------------|
|                          | <b>PLENARY SESSION</b>                        | <b>Crime &amp; Corruption in Sport: A Strategy for Change</b>  |  |  |   |                |
| 09:00                    | <i>Chair: Michael Andersen, Play the Game</i> | Greed vs. Good Governance in Kenyan Football   | Bob Munro                                | Chairman   | Mathare United  | Kenya          |
| 09:25                    |   | Exposing Corruption in International Volleyball: A Personal Account  | Mario Goijman                            | Engineer, former president                       | Federación Argentina de Voleiból (formerly)                       | Argentina      |
| 10:00                    |   | <b>Coffee break</b>  |  |  |   |                |
| 10:20                    |   | The Nature of Corruption   | John Githongo                            | Former advisor to Kenya's government, Journalist | Transparency International  | Kenya          |
| 10:40                    |   | Improving Governance: Top-Down and Bottom-Up Strategies  | Christine Oughton                        | Director, Football Governance Research Centre    | Birkbeck College, Management Department, University of London     | United Kingdom |
| 11:00                    |   | Panel debate   | All                                      |  |   |                |
| 11:30                    | <b>Workshop 1</b>                             | Guidelines for countering corruption in sports   | Jan Borgen & Hans. B Skaset              | National Director & Professor                    | Transparency International, Norway/ Fjordane Univ. College        | Norway         |
|                          |   | Is Your High Performing Organisation Sick?   | Timo J. Santalainen                      | President & Adjunct Professor                    | Helsinki School of Economics & STRATNET (Geneva)                  | Finland        |
| 11:30                    | <b>Workshop 2</b>                             | Improve your research on the web   | Tommy Kaas                               | Editor   | DICAR   | Denmark        |
| 11:30                    | <b>Workshop 3</b>                             | Sport and development – on a common path?  | Vladimir Borkovic                        | Global network and research director             | Streetfootballworld   | Germany        |
| 12:30                    |   | <b>Lunch</b>   |  |  |   |                |
|                          | <b>PLENARY SESSION</b>                        | <b>United Nations' Year of Sport 2005: Do Nations Care?</b>  |  |  |   |                |
| 14:00                    | <i>Chair: Mogens Kirkeby, GS, ISCA</i>        | International Year of Sport and Physical Education 2005: Crossing Hurdles from an Idea to the Finishing Line | Gudrun Doll-Teppe                        | President  | ICSSPE  | Germany        |
| 14:20                    |   | The politicians' role  | Terry Monnington                         | Director   | Department of Physical Education and Sport, University of Warwick | United Kingdom |
| 14:40                    |   | Football and development – chances and challenges  | Jürgen Griesbeck                         | Managing Director                                | Streetfootballworld   | Germany        |
| 14:55                    |   | Shared Goals: Sport and Business in Partnerships for Development   | Joe Phelan                               | Communications and Production Manager            | The Prince of Wales International Business Leaders Forum          | United Kingdom |
| 15:10                    |   | Panel debate   | Speakers and Michael Kleiner, IYSPE 2005 |  |   |                |
| 15:30                    |   | <b>Coffee break</b>  |  |  |   |                |
|                          | <b>DIVIDED PLENARY</b>                        | <b>Match Fixing: A threat to the credibility of sport and gambling</b>                                       |  |  |   |                |
| 16:00                    | <i>Chair: Henrik H. Brandt, Idan</i>          |  | Warwick Bartlett                         | Director   | Global Gaming and Betting Consultants                             | United Kingdom |
| 16:15                    |   |  | Tjeerd Veenstra                          | Director   | De Lotto Stichting de Nationale Sporttotalisator (SNS)            | Holland        |
| 16:30                    |   | Panel debate   | All + Declan Hill                        |  |   |                |

| Monday 7 November  |   |   |  |                                      |   |                |
|--------------------|---|---|--|--------------------------------------|---|----------------|
|                    | <b>DIVIDED PLENARY</b>                            | <b>The Media: Part of the Fan Crowd or Watchdogs for the Public</b> |  |                                      |   |                |
| 16:00              | Chair: Kim Minke, HM, Danish School of Journalism | The International Sports Press Survey - the main results            | Søren Schultz Jørgensen                  | Consultant, Media Analyst            | subjekt.dk  | Denmark        |
| 16:20              |   | Safety for sports journalists                                       | Aidan White                              | Secretary General                    | International Federation of Journalists   | United Kingdom |
| 16:40              |   | Panel debate  | All + Filippas and George Syrigos        |                                      |   |                |
| 17:15              | <b>Sandwich break</b>                             |   |  |                                      |   |                |
| 17:45-19:15        | <b>THEATRE PLAY (READING)</b>                     | <b>Frontrunners</b>   | Laura Robinson                           | Author and journalist                | Introduced by Jens Sejer Andersen   | Canada         |
| 19:30              |   | Meeting time for 1 km walk to reception                             |  |                                      |   |                |
| 20:00-22:00        | <b>Reception and Dinner</b>                       | Offered by the City of Copenhagen                                   | Martin Geertsen                          | Mayor of Culture                     | City of Copenhagen  | Denmark        |
| Tuesday 8 November |   |   |  |                                      |   |                |
|                    | <b>PLENARY SESSION</b>                            | <b>Anti-doping: Ethical Principles vs. The Rules of Law</b>         |  |                                      |   |                |
| 09:00              | Chair: Hans B. Skaset, Norway                     | The Balco Story: How Reporting It Changed U.S. Sports               | Elliott Almond                           | Olympics & Enterprise reporter       | San José Mercury News   | USA            |
| 09:20              |   | Leaping forward   | Travis Tygart                            | Senior Managing Director             | United States Anti-Doping Agency  | USA            |
| 09:40              |   | What the outside world can learn from BALCO                         | Anders Solheim                           | Director                             | Anti Doping Norway  | Norway         |
| 10:00              |   | THG: More talk - less drug  | Rasmus Damsgaard                         | Doping researcher, PhD               | CMRC - Copenhagen Muscle Research Centre  | Denmark        |
| 10:10              | <b>Coffee break</b>                               |   |  |                                      |   |                |
| 10:30              |   | Panel debate  | All                                      |                                      |   |                |
| 11:30              | <b>Workshop 1</b>                                 | Guidelines for countering corruption in sports                      | Jan Borgen & Hans. B Skaset              | National Director & Professor        | Transparency International, Norway/ Fjordane University College                       | Norway         |
| 11:30              | <b>Workshop 2</b>                                 | Improve your research on the web                                    | Tommy Kaas                               | Editor                               | DICAR   | Denmark        |
| 11:30              | <b>Workshop 3</b>                                 | Sport and development – on a common path?                           | Vladimir Borkovic                        | Global network and research director | Streetfootballworld   | Germany        |
| 12:30              | <b>Lunch</b>                                      |   |  |                                      |   |                |
| 14:00              | <b>PARALLEL I</b>                                 | <b>Anti-doping: Ethical Principles vs. The Rules of Law</b>         | <b>Are rules against doping ethical?</b> |                                      |   |                |
| 14:15              | Chair: Rasmus Damsgaard, CMRC                     | Sport & Ethics: Tracks or Sidetracks?                               | Jens Evald                               | Professor                            | University of Aarhus, Faculty of Law  | Denmark        |
| 14:30              |   | New Rules of Conduct? Doping after Festina                          | Ask Vest Christiansen                    | PhD, Post Doc.                       | Institute of Sports Science and Clinical Biomechanics, University of Southern Denmark | Denmark        |
| 14:45              |   | WADA's list – a bitter pill to swallow                              | Thomas Søbirk Petersen                   | Ph.D. Assisting Professor            | University of Roskilde  | Denmark        |
| 15:00              |   | Can doping use be a free choice                                     | Michael Kjær                             | Professor, Chairman                  |   | Denmark        |
| 15:15              |   | Time for debate   |  |                                      |   |                |

| Tuesday 8 November |  |  |  |                           |  |                |
|--------------------|--|--|--|---------------------------|--|----------------|
|                    | <b>PARALLEL 2</b>                            | <b>The Media: Part of the Fan Crowd or Watchdogs for the Public</b>                                | <b>TV &amp; Audiences</b>              |                           |  |                |
| 14:00              | <i>Christian Borch, Danish Sailing Union</i> | Olympic women in sports media – an international project   | Gertrud Pfister                        | Professor, Dr. Phil.      | Institute of Exercise and Sport Sciences, University of Cph. | Denmark        |
| 14:15              |  | Who are willing to pay for watching TV sport?  | Harry Arne Solberg                     | Associate Professor       | Trondheim Business School, Sør-Trøndelag Univ. College       | Norway         |
| 14:30              |  | Not just Couch Potatoes - the Viewers' Complex Motivation to Watch TV Sport                        | Martin Hedal                           | Media analyst             | Danish Institute for Sports Studies                          | Denmark        |
| 14:45              |  | Could the leisure sport be domesticated for the screen?  | Peter Cziraki                          | Editor in Chief           | Zöldpont TV programme  | Hungary        |
| 15:00              |  | Amused to Death  | Radu Naum                              | Head of Sport             | TVR Romanian Television                                      | Romania        |
| 15:15              |  | Time for debate  |  |                           |  |                |
|                    | <b>PARALLEL 3</b>                            | <b>United Nations' Year of Sport 2005: Do Nations Care?</b>  | <b>Identity and politics</b>           |                           |  |                |
| 14:00              | <i>Bjarne Ibsen, SDU</i>                     | Traditional games: A joker in modern development   | Henning Eichberg                       | Dr. Phil.                 | University of Southern Denmark                               | Denmark        |
| 14:15              |  | Politization of the Body, Sportsman Body: The Case Study on Turkish National Athlete Sureyya Ayhan | Olçay Canbulat                         | Research Assistant        | Ege University   | Turkey         |
| 14:30              |  | Sport in Kosovo  | Agim Islami                            | President                 | Tennis Federation of Kosova                                  | Kosovo, UNMIK  |
| 14:45              |  | Sport as a life saver  | Colin Tatz                             | Professor                 | Australian National University                               | Australia      |
| 15:00              |  | Time for debate  |  |                           |  |                |
|                    | <b>PARALLEL 4</b>                            | <b>Crime &amp; Corruption in Sports: A Strategy for Change</b>                                     | <b>Good, Bad &amp; Ugly Governance</b> |                           |  |                |
| 14:00              | <i>Jens Brinch, Sport Greenland</i>          | Building Corruption-Safe Sports Organizations: A Managerial Framework                              | Mary A. Hums                           | Associate professor       | University of Louisville                                     | USA            |
| 14:15              |  | The boom of a Brazilian club: Money out of nowhere?  | Rafael Maranhao                        | Journalist                | O Globo  | Brazil         |
| 14:30              |  | A matter of trust? How supporters are democratising football                                       | David Hindley                          | Academic Team Leader, Dr. | Nottingham Trent University                                  | United Kingdom |
| 14:45              |  | When is a national team not a national team  | Steve Menary                           | Freelance journalist      |  | United Kingdom |
| 15:00              |  | Sport migrations from South to North   | Marie-Hélène Pedneau                   | Student                   | Laval University, Quebec                                     | Canada         |
| 15:15              |  | Competitive balance. Who wants it and do we need it?   | Troels Troelsen                        | Associate professor       | Copenhagen Business School                                   | Denmark        |
| 15:30              |  | Time for debate  |  |                           |  |                |

| Tuesday 8 November   |  |  |                                     |                                      |   |                |
|----------------------|--|--|-------------------------------------|--------------------------------------|---|----------------|
| 16:15                | Coffee break                                     |  |                                     |                                      |   |                |
|                      | <b>PLENARY SESSION</b>                           | <b>Crime &amp; Corruption in Sports: A Strategy for Change</b> | <b>Doping Crimes</b>                |                                      |   |                |
| 16:45                | Lars Werge, Ekstra Bladet                        | Criminality in the International Doping Trade                  | Sandro Donati                       | Head of Research                     | CONI, Research Department                                       | Italy          |
| 17:30                |  | Q&A  |                                     |                                      |   |                |
| 18:30                | Dinner   |  |                                     |                                      |   |                |
|                      | <b>PLENARY SESSION</b>                           | <b>Crime &amp; Corruption in Sports: A Strategy for Change</b> | <b>FIFA - concerned with greed</b>  |                                      |   |                |
| 20:00                | Chair: Steen Ankerdal, Danish Sports Journalists | Where did all the money go? The Antigua case                   | Ian Magic Hughes                    | Journalist                           | Observer Radio/Daily Observer                                   | Antigua        |
| 20:15                |  | Don Julio, The Godfather, the Argentine behind Blatter         | Ezequiel F. Moores                  | Journalist                           | ANSA  | Argentina      |
| 20:30                |  | In the wake of the ISL collapse                                | Jens Weinreich                      | Sports Editor                        | Berliner Zeitung  | Germany        |
| 20:55                |  | <b>Coffee break</b>  | <i>Get your cup and return</i>      |                                      |   |                |
| 21:10                |  | FIFA: Hiding the bribes?                                       | Andrew Jennings                     | Journalist and author                |   | United Kingdom |
| 21:40                |  | Panel debate   | All + Bob Munro                     |                                      |   |                |
| 22:30                | Participants' corner                             |  | <i>Socialising</i>                  |                                      |   |                |
| Wednesday 9 November |  |  |                                     |                                      |   |                |
| From 07:00           | Swimming (optional)                              |  |                                     |                                      |   |                |
| From 06:30           | Breakfast  |  |                                     |                                      |   |                |
|                      | <b>PLENARY SESSION</b>                           | <b>Testing WADA: Can Progress Continue</b>                     |                                     |                                      |   |                |
| 08:30                | Chair: Michael Andersen, Play the Game           | Can worldwide testing be effective?                            | Sigmund Loland                      | Headmaster, Professor                | Norwegian School of Sport Sciences                              | Norway         |
| 08:50                |  | New Test Procedures: What CAS Requires                         | Richard H. McLaren                  | Professor of Law, Arbitrator for CAS | University of Western Ontario                                   | Canada         |
| 09:10                |  | The athlete under control                                      | Joachim B. Olsen                    | Short Put Champion                   |   | Denmark        |
| 09:30                | Coffee break                                     |  |                                     |                                      |   |                |
| 10:00                |  | UNESCO Convention: Words Without Actions?                      | Paul Marriott-Lloyd                 | Programme Specialist                 | UNESCO  | France         |
| 10:15                |  | WADA: Can Progress Continue                                    | David Howman                        | Director General                     | World Anti-Doping Agency  | Canada         |
| 10:35                |  | Panel debate   | All + Sandro Donati, Anders Solheim |                                      |   |                |
| 11:30                | <b>Workshop 1</b>                                | Guidelines for countering corruption in sports                 | Jan Borgen & Hans. B Skaset         | National Director & Professor        | Transparency International, Norway/ Fjordane University College | Norway         |
| 11:30                | <b>Workshop 2</b>                                | Improve your research on the web                               | Tommy Kaas                          | Editor                               | DICAR   | Denmark        |
| 11:30                | <b>Workshop 3</b>                                | Sport and development – on a common path?                      | Vladimir Borkovic                   | Global network and research director | Streetfootballworld   | Germany        |
| 12:30                | Lunch  |  |                                     |                                      |   |                |

| <b>Wednesday 9 November</b> |  |   |  |                                    |   |                |
|-----------------------------|--|---|--|------------------------------------|---|----------------|
|                             | <b>PARALLEL 5</b>                            | <b>The Media: Part of the Fan Crowd or Watchdogs for the Public</b>                           | <b>Raising the game of journalists</b> |                                    |   |                |
| 14:00                       | <i>Kim Schimmel, Univ. Of Kent</i>           | Sports Journalism: Still the Toy Department of the News Media?                                | David Rowe                             | Director                           | School of Social Sciences   | Australia      |
| 14:15                       |  | Challenging the news ideals: Sports journalism, attraction and media rights                   | Knut Helland                           | Professor                          | Dept. of Information Science and Media Studies, University of Bergen  | Norway         |
| 14:30                       |  | Defending the game  | Florian Petrica                        | Editor-in-chief/ sports department | National TV   | Romania        |
| 14:45                       |  | Sports Journalism in the Promotional Age  | Raymond Boyle                          | Vice-Dean Research                 | Faculty of Arts   | United Kingdom |
| 15:00                       |  | Training China's Sports Journalists for the Future  | Mary Nicole Nazzaro                    | Lecturer                           | Cheung Kong School of Journalism and Communication Shantou University | USA            |
| 15:15                       |  | Time for debate   |  |                                    |   |                |
|                             | <b>PARALLEL 6</b>                            | <b>United Nations' Year of Sport 2005: Do Nations Care?</b>                                   | <b>Sport and development</b>           |                                    |   |                |
| 14:00                       | <i>Chair: Mogens Kirkeby, GS, ISCA</i>       | The International Year of Sport and Physical Education - why the Swiss Care                   | Lorenz Ursprung                        | Head of Sport Political Affairs    | Federal Office of Sports  | Switzerland    |
| 14:15                       |  | The Erosion of Physical Education   | Stephen Berg                           | M.Ed.                              | University of Alberta   | Canada         |
| 14:30                       |  | Organizing sports around the working place - some experiences from Scandinavian company sport | Henning Eichberg                       | Dr. Phil.                          | University of Southern Denmark  | Denmark        |
| 14:45                       |  | Sports globalization, analytical study  | Afifi M. Mohamed                       | Associate prof.                    | Suez Canal University   | Egypt          |
| 15:00                       |  | Time for debate   |  |                                    |   |                |
|                             | <b>PARALLEL 7</b>                            | <b>Anti-doping: Ethical Principles vs. The Rules of Law</b>                                   | <b>Changing bodies</b>                 |                                    |   |                |
| 14:00                       | <i>Chair: Sandro Donati, CONI</i>            | Anti-doping: Now for the rule of law  | Michelle Gallen                        | PhD Candidate / Legal consultant   | Adrenalin Fix Enterprises Pty Ltd                                     | Australia      |
| 14:15                       |  | Using Human Rights Tools to Fight State-Sponsored Doping                                      | Nikki Dryden                           | Feature Writer, SwimNews Magazine  | JD Brooklyn Law School  | Canada         |
| 14:30                       |  | Drug mapping and youth education in Cologne   | Michael Sauer                          | Diplom-Sports Teacher              | German Sport University Cologne, Institute for Biochemistry           | Germany        |
| 14:45                       |  | Doping, Fitness and the Changing Bodies   | Alice Riis Bach                        | Sports researcher                  |   | Denmark        |
| 15:00                       |  | Follow-up on Canadian hockey abuse scandal  | Laura Robinson                         | Journalist and author              | Freelance   | Canada         |
| 15:15                       |  | Time for debate   |  |                                    |   |                |
|                             | <b>PARALLEL 9</b>                            | <b>Mixed session (last-minute papers)</b>   |  |                                    |   |                |
| 14:00                       | <i>Chair: John Thrane, DK Company Sports</i> | Politics in Nepalese sports   | Deep Silwal                            | Journalism Teacher                 | Makawanpur Multiple Campus  | Nepal          |
| 14:15                       |  | Violence and liabilities  | Peter Charlish                         | Sen. lecturer in law               | Sheffield Hallam University   | UK             |
| 14:30                       |  | Time for debate   |  |                                    |   |                |
| 15:45                       | <b>Coffee break</b>                          |   |  |                                    |   |                |

| Wednesday 9 November |  |  |   |                     |  |                |
|----------------------|--|--|---|---------------------|--|----------------|
|                      | <b>PLENARY SESSION</b>                                       | <b>2008: When the World comes to China and China to the World</b>              |   |                     |  |                |
| 16.15                | <i>Chair: Sigmund Loland, Norw. School of Sports Science</i> | Will the Olympics Change China or Will China Change the Olympics               | Susan Brownell                              | Associate Professor | University of Missouri-St. Louis                       | USA            |
| 16:35                |  | Humanistic Olympics: Where will it lead to?                                    | Hai Ren                                     | Director            | Olympic Studies Centre, University of Beijing          | China          |
| 16:55                |  | The Beijing Olympics and China's Rise as a superpower                          | Jørgen Delman                               | PhD, Director       | NIAS - Nordic Institute of Asian Studies               | Denmark        |
| 17:10                |  | What HR activists would like to see  | Steve Crawshaw                              | London Director     | Human Rights Watch                                     | UK             |
| 17:30                |  | Panel debate   | All + Jesper Frigast Larsen, NOC of Denmark |                     |  |                |
| 18:15                | <b>Pause</b>   |  |   |                     |  |                |
| 19:00                |  | Farewell reception   |   |                     |  |                |
| 19:45                | <b>Gala dinner</b>   |  |   |                     |  |                |
| 21:30                |  | Entertainment  | Sigurd Barrett                              |                     |  |                |
| 23:00                |  | Dancing  | Jungle Boogie Band                          |                     |  |                |
| Thursday 10 November |  |  |   |                     |  |                |
| From 07:00           | <b>Swimming (optional)</b>                                   |  |   |                     |  |                |
| From 6:30            |  | <b>Breakfast</b>   |   |                     |  |                |
|                      | <b>PLENARY SESSION</b>                                       | <b>Mega-Events: Billion-Dollar Parties or Springboards for Development</b>     |   |                     |  |                |
| 09:30                | <i>Chair: Steen Leth-Jørgensen, 7Lap</i>                     | Legacy benefits of mega events – myth or reality?                              | Peter Mann                                  | Executive Chairman  | PMP  | United Kingdom |
| 09:45                |  | The floating Olympic stadium   | Michael Burt                                | Professor           | Technion - Israel Institute of Technology              | Israel         |
| 10:00                |  | Empire Building(s): Mega-Event Infrastructure and Local Communities in the USA | Kim Schimmel                                | Associate Professor | School of Exercise, Leisure and Sport                  | USA            |
| 10:20                | <b>Coffee break</b>  |  |   |                     |  |                |
| 10:45                |  | Dealing with the Hangover  | Harry Arne Solberg                          | Associate Professor | Trondheim Business School, Sør-Trøndelag Univ. College | Norway         |
| 11:05                |  | Mega Events: How to Refine and Generate Additional Benefits                    | Robin Courage                               | Director            | TSE Consulting   | United Kingdom |
| 11:25                |  | Olympic Games in Copenhagen: Illusion, Reality... or Necessity ?               | Lars Bernhard Jørgensen                     | Managing Director   | Wonderful Copenhagen                                   | Denmark        |
| 11:35                |  | Panel debate   | All   |                     |  |                |
| 12:30                | <b>Lunch</b>   |  |   |                     |  |                |

| Thursday 10 November |  |   |   |   |  |             |
|----------------------|--|---|---|---|--|-------------|
|                      | CLOSING SESSION                                  | Crime & Corruption in Sports: A Strategy for Change     |   |   |  |             |
| 14:00                | Chair: Steen Ankerdal, Danish Sports Journalists | Play the game award                                     | Handed over by last award winner Laura Robinson |   |  |             |
| 14:20                |  | Guidelines for countering corruption in sport           | Jan Borgen & Hans. B Skaset                     | National Director & Professor           | Transparency International N./ Fjordane Univ. College  | Norway      |
| 14:40                |  | Closing Speech: Road map for better governance in sport | Michel Zen-Ruffinen                             | Sports Lawyer, former FIFA Sec. General | Dupont Dallafor Hissel Zen Ruffinen - Attorneys at Law | Switzerland |
| 14:20                |  | Guidelines for countering corruption in sport           | Jan Borgen & Hans. B Skaset                     | National Director & Professor           | Transparency International N./ Fjordane Univ. College  | Norway      |
| 14:40                |  | Closing Speech: Road map for better governance in sport | Michel Zen-Ruffinen                             | Sports Lawyer, former FIFA Sec. General | Dupont Dallafor Hissel Zen Ruffinen - Attorneys at Law | Switzerland |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)*   | Company                                      | City*          | Country*       |
|--------|---------------------|-------------------|----------------------|--|----------------|----------------|
| Male   | Speaker             | Mohamed           | Alfi                 | faculty of physical education , suez canal U | Giza           | Egypt          |
| Male   | Delegate            | Trond             | Ahlsen               | TV 2 Norway                                  | Bergen         | Norway         |
| Male   | Delegate            | SLIM              | ALLAGUI              | AFP  | COPENHAGEN     | Denmark        |
| Male   | Delegate            | Ulrik             | Almlund              | Idrættens Analyseinstitut                    | København K    | Denmark        |
| Male   | Speaker             | Elliott           | Almond               | San José Mercury News                        |                | USA            |
| Female | Volunteer           | Sisse             | Ammitzbøll Marcussen | DGI-byen                                     |                | Denmark        |
| Male   | Journalist Students | Anders            | Andersen             | Danish School of Journalism                  | Aarhus N       | Denmark        |
| Male   | Play The Game       | Jens Sejer        | Andersen             | Play the Game                                |                | Denmark        |
| Female | Journalist Students | Martin Sylvest    | Andersen             | Danish School of Journalism                  | Aarhus N       | Denmark        |
| Male   | Play The Game       | Michael           | Andersen             | The University College of Health, Aalborg    | Brønderslev    | Denmark        |
| Male   | Delegate            | Olav Skaaning     | Andersen             | DR Sporten                                   | Soeborg        | Denmark        |
| Male   | Volunteer           | Sejer             | Andersen             | Freelance                                    |                | Denmark        |
| Male   | Speaker             | Wladimir          | Andreff              | ROSES  | Paris Cedex 13 | France         |
| Male   | Delegate            | Steen             | Ankerdal             | TvDanmark                                    |                | Denmark        |
| Female | Journalist Students | Maria             | Anthony              | Danish School of Journalism                  | Aarhus N       | Denmark        |
| Male   | Delegate            | Brian             | Askvig               | Ekstra Bladet                                | Århus C        | Denmark        |
| Female | Delegate            | Eleni             | Aylonitou            | NATIONAL SPORTS RESEARCH INSTITU             | ATHENS         | Greece         |
| Female | Journalist Students | Nina              | Azoulay              | Danish School of Journalism                  | Aarhus N       | Denmark        |
| Female | Speaker             | Alice Riis        | Bach                 |  | København N.   | Denmark        |
| Female | Delegate            | Anne              | Backman-Lowe         | YLE Finnish Broadcasting Company             | Helsinki       | Finland        |
| Male   | Delegate            | Søren             | Bang                 | Idrættens Analyseinstitut                    | København K    | Denmark        |
| Male   | Speaker             | Warwick           | Bartlett             | Global Gaming and Betting Consultants        | West Midlands  | United Kingdom |
| Male   | Delegate            | Rasmus            | Bech                 | Politiken                                    | Copenhagen     | Denmark        |
| Male   | Speaker             | Stephen           | Berg                 | University of Alberta                        | Edmonton       | Canada         |
| Male   | Delegate            | Steen             | Bille                | DGI  | Vejle          | Denmark        |
| Male   | Delegate            | Peder             | Biggaard             | Dansk Firmidrætsforbund                      | Nyborg         | Denmark        |
| Female | Play The Game       | Vicki             | Bjerre               | Play the Game                                |                | Denmark        |
| Male   | Delegate            | Stefano           | Boldrini             | Gazzetta Dello Sport                         | Roma           | Italy          |
| Female | Delegate            | Birgitte          | Borch                | DR Sporten                                   | Soeborg        | Denmark        |
| Male   | Delegate            | Christian M.      | Borch                | Dansk Sejlunion                              | Søborg         | Denmark        |
| Male   | Delegate            | Ole               | Borch                |  |                | Denmark        |
| Male   | Speaker             | Jan               | Borgen               | Transparency International                   | Oslo           | Norway         |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)* | Company   | City*               | Country*       |
|--------|---------------------|-------------------|--------------------|---|---------------------|----------------|
| Male   | Speaker             | Vladimir          | Borkovic           | Streetfootballworld                             | Berlin              | Germany        |
| Female | Delegate            | Margita           | Bostrom            | Swedish Broadcasting corporation                | Stockholm           | Sweden         |
| Male   | Delegate            | Kristian          | Boye               | Denmark   | Dyssegaard          | Denmark        |
| Male   | Speaker             | Raymond           | Boyle              | Stirling Media Research Institute               | Stirling            | Scotland       |
| Male   | Delegate            | Flemming          | Brandt             | B.T.  | København S         | Denmark        |
| Male   | Delegate            | Henrik H.         | Brandt             | Danish Institute for Sports Science             | København K         | Denmark        |
| Female | Volunteer           | Marianne          | Brandt-Hansen      |   |                     | Denmark        |
| Male   | Delegate            | Jens              | Brinch             | The Sports Confederation of Greenland           | Nuuk                | Greenland      |
| Male   | Delegate            | PETER             | BROADHURST         | PEB ASSOCIATES                                  | BERKHAMSTED         | United Kingdom |
| Female | Speaker             | Susan             | Brownell           | University of Missouri-St. Louis                | St. Louis, Missouri | USA            |
| Female | Journalist Students | Ida Fabricius     | Bruun              | Danish School of Journalism                     | Aarhus N            | Denmark        |
| Male   | Speaker             | MICHAEL           | BURT               | TECHNION -ISRAEL INSITUTE OF TECHNOLOGY         |                     | Israel         |
| Male   | Delegate            | Bo                | Busk Madsen        | DGI International committee                     | Odense SV           | Denmark        |
| Male   | Delegate            | Jonas             | Bøegh-Lervang      |   | Copenhagen N        | Denmark        |
| Male   | Delegate            | Claus             | Boje               | Lokale og Anlægsfonden                          | København           | Denmark        |
| Female | Speaker             | OLCAY             | CANBULAT           | EGE UNIVERSITY COMMUNICATION FA                 | &#304               | Turkey         |
| Female | Volunteer           | Emilie            | Champlaud          | University of Aarhus                            |                     | France         |
| Male   | Delegate            | Tendai            | Chara              | The Sunday Mail                                 | Harare              | Zimbabwe       |
| Male   | Speaker             | Peter             | Charlish           | Sheffield Hallam University                     | Sheffield           | United Kingdom |
| Male   | Journalist Students | Asbjørn With      | Christensen        | Danish School of Journalism                     | Aarhus N            | Denmark        |
| Male   | Speaker             | Ask Vest          | Christiansen       | University of Southern Denmark                  | Odense M.           | Denmark        |
| Male   | Journalist Students | Peter             | Clausen            | Danish School of Journalism                     | Aarhus N            | Denmark        |
| Male   | Speaker             | Robin             | Courage            | TSE Consulting                                  | London              | United Kingdom |
| Male   | Speaker             | Steve             | Crawshaw           | Human Rights Watch                              | London              | United Kingdom |
| Male   | Speaker             | Peter             | Cziraki            | Information and press Association for Spor      | Nagyvaros           | Hungary        |
| Male   | Speaker             | Rasmus            | Damsgaard          | CMRC - Copenhagen Muscle Research Centre        | København N         | Denmark        |
| Male   | Speaker             | Jean-Marie        | Dedecker           | Senate of Belgium                               | Oostende            | Belgium        |
| Male   | Speaker             | Jørgen            | Delman             | NIAS - Nordic Institute of Asian Studies        | Copenhagen S        | Denmark        |
| Male   | Actor               | Donald            | Derrick            | Frontrunners                                    | Winnipeg, Manitoba  | Canada         |
| Female | Play The Game       | Anne-Marie        | Dohm               | DGI - Danish Gymnastics and Sports Associations | Vejle               | Denmark        |
| Female | Speaker             | Gudrun            | Doll-Tepper        | ICSSPE  | Berlin              | Germany        |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)* | Company  | City*               | Country*       |
|--------|---------------------|-------------------|--------------------|--|---------------------|----------------|
| Male   | Speaker             | Sandro            | Donati             | CONI, Research Department  | Roma                | Italy          |
| Female | Speaker             | NIKKI             | DRYDEN             | SWIMNEWS MAGAZINE  | NEW YORK, NY        | USA            |
| Male   | Speaker             | Henning           | Eichberg           | University of Southern Denmark                                       | Slagelse            | Denmark        |
| Male   | Delegate            | Mats              | Ekman              |  | stockholm           | sweden         |
| Male   | Speaker             | Jens              | Evald              | University of Aarhus, Faculty of Law                                 | Aarhus C            | Denmark        |
| Female | Delegate            | Karina            | Fedderson          | Institut for Idræt, Københavns Universitet                           | København N         | Denmark        |
| Male   | Delegate            | Benjamin          | Fernández          | RADIO LIBRE  | Fernando de La Mora | Paraguay       |
| Male   | Delegate            | Alex              | Figuroa            | Primera Hora   | San Juan            | Puerto Rico    |
| Male   | Delegate            | Tommy             | Forsgren           | Swedish Sport Confederation  | Stockholm           | Sweden         |
| Male   | Delegate            | Jakob             | Færch              | Kultur- og Fritidsforvaltningen, København V                         | København V         | Denmark        |
| Female | Speaker             | Michelle          | Gallen             | University of Melbourne  | Westgarth           | Australia      |
| Male   | Delegate            | Lars              | Gilberg            | Vårt Land  | 0107 Oslo           | Norway         |
| Male   | Speaker             | John              | Githongo           | Transparency International   | Oxford - London     | United Kingdom |
| Male   | Delegate            | TOTI              | GIUSEPPE           | CORRIERE DELLA SERA  | ROME                | Italy          |
| Female | Delegate            | Louise            | Glenn              | Routledge, Taylor and Francis  | Oxon                | United Kingdom |
| Male   | Speaker             | Mario             | Gojjman            | Federación Argentina de Voleibol                                     | Buenos Aires        | Argentina      |
| Male   | Speaker             | Jürgen            | Griesbeck          | Streetfootballworld  | Berlin              | Germany        |
| Female | Volunteer           | Rebecca           | Grottschreiber     | Malmö Högskola College   |                     | Sweden         |
| Male   | Delegate            | Grigol            | Gurasashvili       | Newspaper "24 Saati"   | Tbilisi             | Georgia        |
| Female | Journalist Students | Camilla           | Haldrup            | Danish School of Journalism  | Aarhus N            | Denmark        |
| Male   | Delegate            | Jørgen            | Hansen             | Rambøll Management   | København K         | Denmark        |
| Male   | Play The Game       | Morten Møhlholm   | Hansen             | DIF - National Sports Confederation and Olympic Committee of Denmark | Brøndby             | Denmark        |
| Male   | Delegate            | Dag Vidar         | Hanstad            | Norges idretthøgskole  | Oslo                | Norway         |
| Male   | Journalist Students | Hans-Henrik       | Hare               | Danish School of Journalism  | Aarhus N            | Denmark        |
| Male   | Actor               | Fred              | Harper             | Frontrunners   | Winnipeg, Manitoba  | Canada         |
| Male   | Delegate            | Lars              | Haue-Pedersen      | Total Sport Entertainment Group                                      | Lausanne            | Switzerland    |
| Male   | Delegate            | Göran             | Havik              | Havik Media  | Mariefred           | Sweden         |
| Male   | Speaker             | Martin            | Hedal              | Idrættens Analyseinstitut  | København K         | Denmark        |
| Female | Delegate            | Janet             | Heinonen           | Keeping Track Newsletter   | Eugene OR           | USA            |
| Male   | Speaker             | Knut              | Helland            | Dept. of Information Science and Media Studies, University of Bergen | Bergen              | Norway         |
| Male   | Delegate            | Mikkil            | Hemmer-Hansen      | Morgenavisen Jyllands-Posten   | Århus N             | Denmark        |
| Male   | Speaker             | Declan            | Hill               | Reporter, Uni. Of Oxford   | Oxford              | Canada         |

| Gender | Type Of Participant | First Name (Nom)*  | Family Name (Nom)* | Company                                     | City*              | Country*       |
|--------|---------------------|--------------------|--------------------|---|--------------------|----------------|
| Male   | Speaker             | David              | Hindley            | Nottingham Trent University                 | Nottingham         | United Kingdom |
| Male   | Delegate            | Torben             | Hoffeldt           | Anti Doping Danmark                         | Brøndby            | Denmark        |
| Male   | Delegate            | Andreas            | Hoistad            | Anti-Doping Norway                          | Oslo               | Norway         |
| Male   | Delegate            | Niels              | Holst-Sørensen     | Idrættens Hus                               | Brøndby            | Denmark        |
| Male   | Speaker             | David              | Howman             | WADA  |                    | Canada         |
| Male   | Play The Game       | Marcus             | Hoy                | Freelance                                   |                    | Denmark        |
| Male   | Speaker             | Ian "Magic"        | Hughes             | Freelance                                   | Antigua & Barbados | Antigua        |
| Female | Speaker             | Mary A.            | Hums               | University of Louisville                    |                    | USA            |
| Male   | Delegate            | Bjarne             | Ibsen              | Center for Research in Sport, Health and C  | Slagelse           | Denmark        |
| Female | Delegate            | Lillian            | Ikulumet           | Monitor Publications                        | Kampala            | Uganda         |
| Male   | Speaker             | Agim               | Islami             | Olympic Committee of Kosova                 | Pristina           | Kosovo,UNMIK   |
| Male   | Delegate            | Peter From         | Jacobsen           | CFJE  | Århus N            | Denmark        |
| Male   | Speaker             | Andrew             | Jennings           |   | Penrith, Cumbria   | United Kingdom |
| Female | Delegate            | Anne Julie Schmitt | Jensen             | Kulturministeriet                           | Copenhagen K       | Denmark        |
| Male   | Journalist Students | Kasper Villum      | Jensen             | Danish School of Journalism                 | Århus N            | Denmark        |
| Female | Volunteer           | Kirsten            | Jensen             | Danish School of Journalism                 | Århus N            | Denmark        |
| Male   | Delegate            | Ulrik              | Jensen             | DR Sporten                                  | Soeborg            | Denmark        |
| Male   | Delegate            | Lars               | Joergensen         | Politiken                                   | Copenhagen V.      | Denmark        |
| Male   | Journalist Students | Jakob Rom          | Johansen           | Danish School of Journalism                 | Århus N            | Denmark        |
| Male   | Delegate            | Niels Christian    | Jung               | DR Sporten                                  | Soeborg            | Denmark        |
| Male   | Journalist Students | Anders             | Jørgensen          | Danish School of Journalism                 | Århus N            | Denmark        |
| Male   | Speaker             | Lars Bernhard      | Jørgensen          | Wonderful Copenhagen                        | Copenhagen         | Denmark        |
| Male   | Speaker             | Søren Schultz      | Jørgensen          | Freelance                                   | København K        | Denmark        |
| Male   | Volunteer           | Jesper             | Kamstrup           | University of Copenhagen                    |                    | Denmark        |
| Male   | Journalist Students | Henrik             | Kastenskov         | Danish School of Journalism                 | Århus N            | Denmark        |
| Male   | Delegate            | Morten             | Kaus               | DR Sporten                                  | Soeborg            | Denmark        |
| Male   | Delegate            | Markus             | Kecht              | MaKe communications                         | Siegsdorf          | Germany        |
| Female | Delegate            | Margo              | Kelly              | Canadian Broadcasting Corporation           | Toronto            | Canada         |
| Female | Volunteer           | Raegan             | Kennedy            | University of Western Ontario               | London, Ontario    | Canada         |
| Male   | Delegate            | Mogens             | Kirkeby            | International Sport and Culture Association | Copenhagen         | Denmark        |
| Female | Delegate            | Lise               | Kissmeyer          | Freelance                                   | København S        | Denmark        |
| Male   | Speaker             | Michael            | Kjær               | Anti Doping Danmark                         | Brøndby            | Denmark        |
| Female | Journalist Students | Inge               | Kjærgaard          | Danish School of Journalism                 | Århus N            | Denmark        |
| Male   | Delegate            | Rasmus             | Klarskov Storm     | Idrættens Analyseinstitut                   | København K        | Denmark        |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)* | Company                                  | City*                      | Country*       |
|--------|---------------------|-------------------|--------------------|--|----------------------------|----------------|
| Male   | Speaker             | Michael           | Kleiner            | United Nations                           | Geneva 10                  | Switzerland    |
| Male   | Delegate            | Karl Chr.         | Koch               | Idrættens Hus                            | Brøndby                    | Denmark        |
| Female | Delegate            | Lise              | Kongsgaard         | DR Sporten                               | Soeborg                    | Denmark        |
| Female | Volunteer           | Sisse             | Kousgaard          | DGI-byen                                 |                            | Denmark        |
| Female | Journalist Students | Nadia Louise      | Kristensen         | Danish School of Journalism              | Aarhus N                   | Denmark        |
| Male   | Delegate            | Kjetil            | Krokseter          | Adresseavisen                            | Famrem                     | Norway         |
| Male   | Delegate            | Kaj Johannes      | Kunnas             | OY Yleisradio AB                         | Helsinki                   | Finland        |
| Male   | Delegate            | Mamuka            | Kvaratskhelia      | Freelance                                | Tbilisi                    | Georgia        |
| Male   | Delegate            | Aggrey            | Kwendo             | East African Training Guide/Consumer Ch  | Nairobi                    | Kenya          |
| Male   | Speaker             | Tommy             | Kaas               | DICAR                                    | Copenhagen K               | Denmark        |
| Male   | Delegate            | ANXO              | LAMELA CONDE       | AGENCIA EFE                              | COPENHAGEN K               | Denmark        |
| Male   | Delegate            | Christian W.      | Larsen             | Freelance                                | Solrød Strand              | Denmark        |
| Male   | Delegate            | Jesper Frigast    | Larsen             | Idrættens Hus                            | Brøndby                    | Denmark        |
| Female | Delegate            | Kirsten Harkkjær  | Larsen             | Danske Gymnastik- og Idrætsforeninger    | Vejle                      | Denmark        |
| Female | Journalist Students | Birgitte Kroll    | Lausten            | Danish School of Journalism              | Aarhus N                   | Denmark        |
| Male   | Delegate            | Steen             | Leth-Jørgensen     | 7Lap                                     | Hellerup                   | Denmark        |
| Female | Actor               | Lori              | Lewis              | Frontrunners                             | Winnipeg, Manitoba         | Canada         |
| Male   | Play The Game       | Kasper            | Lindberg           | Freelance                                |                            | Denmark        |
| Male   | Delegate            | Mikael            | Lindfelt           | Freelance                                | Åbo                        | Finland        |
| Female | Delegate            | Sophia            | Lissah             | British High Commission (Website Editor) | Accra                      | Ghana          |
| Male   | Delegate            | Jens              | Littorin           | Dagens Nyheter                           | Stockholm                  | Sweden         |
| Male   | Speaker             | Sigmund           | Loland             | Norwegian School of Sport Sciences       | Oslo                       | Norway         |
| Male   | Delegate            | HERBERT MUKASA    | LUMANSI            | UGANDA JOURNALISTS UNION                 | KAMPALA                    | Uganda         |
| Male   | Delegate            | Kasper            | Lund Kirkegaard    | Idrættens Analyseinstitut                | København K                | Denmark        |
| Male   | Delegate            | Lars              | Lundov             | Sports Foundation Denmark (Idrætsfonden) | Brøndby                    | Denmark        |
| Male   | Delegate            | Illari            | Lään               | University of Tartu                      | Tartu                      | Estonia        |
| Male   | Delegate            | Arne              | Madsen             | Sports Foundation Denmark (Idrætsfonden) | Brøndby                    | Denmark        |
| Male   | Journalist Students | Mick              | Madsen             | Danish School of Journalism              | Aarhus N                   | Denmark        |
| Male   | Journalist Students | Poul              | Madsen             | Danish School of Journalism              | Aarhus N                   | Denmark        |
| Female | Volunteer           | Szilvia           | Malik              | University of Aarhus                     |                            | Hungary        |
| Female | Delegate            | Mette Mostgaard   | Maltesen           | TV2/Sporten                              | Odense C                   | Denmark        |
| Male   | Speaker             | Peter             | Mann               | PMP                                      |                            | United Kingdom |
| Male   | Speaker             | Rafael            | Maranhão           | Globo TV Network                         | Guildford, Surrey, GU5 0LA | Brazil         |
| Female | Volunteer           | Anna              | Marchlewska        | University of Aarhus                     | Rio de Janeiro             | Poland         |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)* | Company                                    | City*                | Country*           |
|--------|---------------------|-------------------|--------------------|--|----------------------|--------------------|
| Male   | Speaker             | Paul              | Marriott-Lloyd     | UNESCO                                     | Paris 07 SP          | France             |
| Male   | Delegate            | Gina              | May                | International Business Leaders Forum       | London               | United Kingdom     |
| Male   | Speaker             | Richard H.        | McLaren            | University of Western Ontario              | London, Ontario      | Canada             |
| Male   | Delegate            | Emir              | Medanhodzic        | SPORT FEDERATION OF BOSNIA-HERZ            | SARAJEVO             | Bosnia-Herzegovina |
| Male   | Speaker             | Steve             | Menary             | Freelance                                  | Christchurch, Dorset | United Kingdom     |
| Female | Volunteer           | Bente             | Mikkelsen          | Municipality of Vejle                      | Vejle                | Denmark            |
| Male   | Speaker             | Brian             | Mikkelsen          | Ministry of Culture                        | København K          | Denmark            |
| Male   | Delegate            | Finn              | Mikkelsen          | Anti Doping Danmark                        | Brøndby              | Denmark            |
| Male   | Journalist Students | Mikkel            | Milsgaard          | Danish School of Journalism                | Aarhus N             | Denmark            |
| Male   | Delegate            | Kim               | Minke              | Danish School of Journalism                |                      | Denmark            |
| Male   | Speaker             | Terry             | Monnington         | Department of Physical Education and Sport | Coventry             | United Kingdom     |
| Male   | Speaker             | Ezequiel F.       | Moores             | ANSA                                       | Buenos Aires         | Argentina          |
| Male   | Delegate            | Casper            | Mortensen          | DGI Storkøbenhavn                          | København K          | Denmark            |
| Male   | Delegate            | Robert            | Mugaga             | FREELANCE JOURNALIST                       | Kampala              | Uganda             |
| Male   | Delegate            | Pulakesh          | Mukhopadhyay       | The Statesman, India                       | Serampore            | India              |
| Male   | Speaker             | Bob               | Munro              | Mathare United FC                          | Nairobi              | Kenya              |
| Male   | Delegate            | Edgar             | Musonda            | SPORTS COACHES OUTREACH                    | LUSAKA               | Zambia             |
| Female | Delegate            | Camilla           | Mynster            | Kulturministeriet                          | Copenhagenhagen K    | Denmark            |
| Male   | Delegate            | Søren             | Møller             | DGI  | Vejle                | Denmark            |
| Male   | Delegate            | Thomas            | Møller Kristensen  | Morgenavisen Jyllands-Posten               | Vejle                | Denmark            |
| Male   | Speaker             | Radu              | Naum               | Romanian Television (TVR)                  | Bucharest            | Romania            |
| Female | Speaker             | Mary Nicole       | Nazzaro            | Cheung Kong School of Journalism and Co    | Shantou, Guangdong   | China              |
| Male   | Actor               | Charlie           | Nelson             | Frontrunners                               | Winnipeg, Manitoba   | Canada             |
| Female | Delegate            | Ha Thuy           | Nguyen             | VIET NAM NEWS                              | HA NOI               | Vietnam            |
| Male   | Actor               | Larry             | Nicholson          | Frontrunners                               | Winnipeg, Manitoba   | Canada             |
| Male   | Journalist Students | Claus Stener      | Nielsen            | Danish School of Journalism                | Aarhus N             | Denmark            |
| Male   | Delegate            | Gert              | Nielsen            | Idrættens Hus                              | Brøndby              | Denmark            |
| Male   | Delegate            | Peer Bent         | Nielsen            | Sports Foundation Denmark (Idrætsfonden)   | Brøndby              | Denmark            |
| Female | Delegate            | Inger             | Nilsson            | Västerbottens-Kuriren                      | UMEÅ                 | Sweden             |
| Male   | Volunteer           | Brinn             | Norman             | University of Western Ontario              | London               | Canada             |
| Female | Volunteer           | Maria             | Norup Nielsen      |  |                      | Denmark            |
| Male   | Play The Game       | Niels             | Nyholm             | Nyholm Foto                                | Odense C             | Denmark            |
| Male   | Speaker             | Adolf             | Ogi                | UN Year of Sport                           | GENEVA 10            | Switzerland        |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)* | Company   | City*              | Country*       |
|--------|---------------------|-------------------|--------------------|---|--------------------|----------------|
| Male   | Delegate            | Sami              | Ojala              | Nordisk Film & TV   | HELSINKI           | Finland        |
| Male   | Delegate            | Flemming          | Olesen             | Nordjyske Stiftstidene  | Storvorde          | Denmark        |
| Male   | Delegate            | Mads Udby         | Olesen             |   | København Ø        | Denmark        |
| Male   | Speaker             | Joachim B.        | Olsen              |   | Aarhus             | Denmark        |
| Female | Delegate            | Ann-Katrin        | Olsson             | Swedish Sport Confederation                                   | Höör               | Sweden         |
| Female | Speaker             | Christine         | Oughton            | Birkbeck College, Management Department, University of London | London             | United Kingdom |
| Male   | Delegate            | Stephen           | Ouma Bwire         | THE EASTAFRICAN NEWSPAPER                                     | KAMPALA            | Uganda         |
| Female | Delegate            | RACHEL            | PAYNE              | EDITH COWAN UNIVERSITY SCHOOL                                 | MOUNT LAWLEY       | Australia      |
| Female | Delegate            | Inge Kryger       | Pedersen           | Dep. of Sociology, University of Cph.                         | Copenhagen K       | Denmark        |
| Female | Journalist Students | Sanne             | Pedersen           | Danish School of Journalism                                   | Aarhus N           | Denmark        |
| Female | Speaker             | Marie-Hélène      | Pedneau            | Laval University  | Ougrée             | Canada         |
| Male   | Speaker             | Thomas Søbirk     | Petersen           | Roskilde University   | Roskilde           | Denmark        |
| Male   | Speaker             | Florian           | Petrica            | NATIONAL TV   | BUCHAREST          | Romania        |
| Male   | Delegate            | Peter             | Pettersson Kymmer  | Göteborgs-Posten  | Göteborg           | Sweden         |
| Female | Speaker             | Gertrud           | Pfister            | University of Copenhagen                                      | Copenhagen         | Denmark        |
| Male   | Speaker             | Joe               | Phelan             | The Prince of Wales International Business Leaders Forum      | London             | United Kingdom |
| Male   | Delegate            | Torben André      | Poulsen            | TV 2/Bornholm   | Aakirkeby          | Denmark        |
| Male   | Delegate            | Seppo             | Paavola            | Ministry of Education   | Government         | Finland        |
| Male   | Actor               | Earl              | Quezavance         | Frontrunners  | Winnipeg, Manitoba | Canada         |
| Male   | Delegate            | RICARDO           | RAMIREZ            | AGENCIA EFE   | COPENHAGEN K       | Denmark        |
| Female | Volunteer           | Kia               | Rasmussen          | University of Aarhus  |                    | Denmark        |
| Male   | Speaker             | HAI               | REN                | Beijing Sport University                                      | Beijing            | China          |
| Male   | Delegate            | Søren             | Riiskjær           | Team Danmark  | Copenhagen         | Denmark        |
| Female | Speaker             | Laura             | Robinson           | Freelance   | Winnipeg, Manitoba | Canada         |
| Male   | Speaker             | David             | Rowe               | School of Social Sciences                                     | New South Wales    | Australia      |
| Female | Volunteer           | Louise            | Ruhwald            |   |                    | Denmark        |
| Male   | Delegate            | ROBERTO ALFREDO   | RUIZ               | ESTADIO W MEXICO  | MEXICO CITY        | Mexico         |
| Female | Journalist Students | Tania             | Rusbjerg           | Danish School of Journalism                                   | Aarhus N           | Denmark        |
| Male   | Speaker             | Timo              | Santalainen        | STRATNET (Geneva)   | Espoo              | Finland        |
| Male   | Speaker             | Michael           | Sauer              | German Sport University Cologne, Institute for Biochemistry   | Cologne            | Germany        |
| Male   | Delegate            | Jeroen            | Scheerder          | Ministry of the Flemish Government - Unit                     | Brussels           | Belgium        |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)* | Company                                    | City*                      | Country*    |
|--------|---------------------|-------------------|--------------------|--|----------------------------|-------------|
| Female | Speaker             | Kimberley         | Schimmel           | School of Exercise, Leisure and Sport      | Kent, Ohio                 | USA         |
| Male   | Delegate            | Morten            | Schultz            | DR Sporten                                 | Soeborg                    | Denmark     |
| Male   | Delegate            | Jonas             | Schwartz           | TV3/Viasat Sport                           | København S                | Denmark     |
| Female | Volunteer           | Charlotte         | Schwensen          |  |                            | Denmark     |
| Male   | Delegate            | Peter             | Schonning          | Danish Ministry of Culture                 | Copenhagen K               | Denmark     |
| Female | Delegate            | Hanne             | Sejer              | Sports Foundation Denmark (Idrætsfonden)   | Brøndby                    | Denmark     |
| Male   | Speaker             | Deep              | Silwal             |  | Katmandu                   | Nepal       |
| Male   | Speaker             | Hans B.           | Skaset             | Fjordane University College                | Oslo                       | Norway      |
| Male   | Speaker             | Harry Arne        | Solberg            | Trondheim Business School                  | Trondheim                  | Norway      |
| Male   | Speaker             | Anders            | Solheim            | Anti-Doping Norway                         | N-0855                     | Norway      |
| Female | Delegate            | Anne Kristine     | Soltvedt           | The Norwegian Olympic Committee            | Oslo                       | Norway      |
| Female | Play The Game       | Kirsten           | Sparre             | Play the Game                              | Aarhus                     | Denmark     |
| Male   | Delegate            | Jan               | Steffensen         | Danish Federation for Company Sport        | Nyborg                     | Denmark     |
| Male   | Delegate            | Kristian          | Strøbech           | Danish School of Journalism                | Aarhus N                   | Denmark     |
| Male   | Volunteer           | Dag-Eirik         | Strømstad          | Norwegian School of Sport Sciences         | Oslo                       | Denmark     |
| Male   | Delegate            | Thomas            | Sundberg           | TV2 Sporten                                |                            | Denmark     |
| Female | Volunteer           | Tine              | Sveigaard Andersen |  |                            | Denmark     |
| Female | Volunteer           | Camilla           | Svensson           | Malmö Högskola College                     | Malmö                      | Sweden      |
| Male   | Speaker             | Filippos          | Syrgos             | Eleftherotypia                             | Athen                      | Greece      |
| Male   | Speaker             | George            | Syrgos             | Eleftherotypia                             | Athen                      | Greece      |
| Male   | Delegate            | Carsten           | Sæbye              | TV3/Viasat Sport                           | København S                | Denmark     |
| Male   | Journalist Students | Tue               | Sørensen           | Danish School of Journalism                | Aarhus N                   | Denmark     |
| Male   | Speaker             | COLIN             | TATZ               | Australian National University             | Sydney                     | Australia   |
| Male   | Play The Game       | John              | Thrane             | Danish Association for Company Sport       | Nyborg                     | Denmark     |
| Female | Delegate            | Marie-Louise      | Thygesen           | Danmarks Radio                             | Copenhagen                 | Denmark     |
| Female | Delegate            | Elise             | Trangbæk           | Idrættens Hus                              | Brøndby                    | Denmark     |
| Male   | Delegate            | Peter             | Troelsen           | De Danske Skytteforeninger                 | Vingsted, Bredsten         | Denmark     |
| Male   | Speaker             | Troels            | Troelsen           | CBS Sports Management                      | Frederiksberg              | Denmark     |
| Male   | Speaker             | Travis            | Tygart             | United States Anti-Doping Agency           | Colorado Springs, Colorado | USA         |
| Male   | Speaker             | Lorenz            | Ursprung           | Federal Office of Sports                   | Magglingen                 | Switzerland |
| Male   | Delegate            | Lars              | Vallentin          | Wonderful Copenhagen                       | København V                | Denmark     |
| Female | Delegate            | Pernille          | Vange              | Kultur- og Fritidsforvaltningen, København | København V                | Denmark     |
| Male   | Speaker             | Tjeerd            | Veenstra           | De Lotto Stichting de Nationale Sporttotal | Riswijk                    | Holland     |

| Gender | Type Of Participant | First Name (Nom)* | Family Name (Nom)* | Company  | City*          | Country*       |
|--------|---------------------|-------------------|--------------------|--|----------------|----------------|
| Male   | Volunteer           | Holger            | Vestergaard        |  | Viborg         | Denmark        |
| Male   | Delegate            | Thomas            | Vestergaard        | DR Sporten   | Soeborg        | Denmark        |
| Male   | Delegate            | Bo                | Vestergaard Madsen | Syddansk Universitet                                   | Odense M       | Denmark        |
| Male   | Delegate            | Pablo             | Vignone            | PAGINA/12 (NEWSPAPER)                                  | BUENOS AIRES   | Argentina      |
| Female | Delegate            | Marita            | Vicina             | Latvian Olympic team                                   | Riga           | Latvia         |
| Male   | Delegate            | Ulrik             | Wagner             | Univ. Of Copenhagen                                    | Frederiksberg  | Denmark        |
| Male   | Volunteer           | Mathias           | Warneke            |  |                | Denmark        |
| Male   | Speaker             | Jens              | Weinreich          | Berliner Zeitung                                       | Berlin         | Germany        |
| Male   | Delegate            | Lars              | Werge              | Ekstra Bladet  | København K    | Denmark        |
| Male   | Speaker             | Aidan             | White              | IFJ  | Brussels       | United Kingdom |
| Female | Speaker             | Kelli             | White              | Former runner  |                | USA            |
| Male   | Delegate            | Gary              | Wicks              | St. Olaf College                                       | Northfield, MN | USA            |
| Male   | Play The Game       | Søren             | Wormslev           | International Federation of Journalists                | Aalborg Ø      | Denmark        |
| Male   | Speaker             | Michel            | Zen-Ruffinen       | Dupont Dallator Hissel Zen Ruffinen - Attorneys at Law |                | Switzerland    |
| Female | Volunteer           | Mari Carmen       | Zuniga             |  |                | Denmark        |
| Female | Journalist Students | Dorthe Bach       | Ølgaard            | Danish School of Journalism                            | Aarhus N       | Denmark        |



## Evaluation Play the Game 2005 – Summary

**Participants:** 276 participants from 43 countries of whom 137 persons answered the net-based survey (app. 50%) that was made by DICAR.

**Overall impression of the conference:** The main part of the respondents answered that their overall impression of the conference is *very good* (62,20%) or *good* (34,80%). Only 3% answered *either-or*, and no one answered *bad* or *very bad*.

**PR - Where did the respondents learn about the conference:** The most effective PR for the conference has been by word of mouth from a friend or a colleague (60 persons). In second place are PTG's online services – the newsletter (32) and the website (29). PR material only seems to have had a limited effect (12) and telemarketing not at all. 29 persons answered other, which is supplemented by comments, where the respondents elaborate that they have participated in previous PTG conferences, been invited personally as a speaker or have met Jens Sejer Andersen at other events/conferences. Finally a few answers that they have heard it from their employer (Universities, Danish School of Journalism, etc.), Danish Embassy or by searching on the Internet.

**PR - Description in PTG's PR material compared to the actual contents of the session:** 29,10% rated that the description in PTG's PR material covered the actual contents of the various sessions *to a very high degree*, whereas 65,70% answered *to a high degree*. 2,20% answered *either-or* and 3% *to a limited degree*.

**PR - The usefulness of the newsletters in the run up to the conference:** 31,80% found the newsletters *very useful* and 41,70% *useful*. 11,40% answered *either-or* and 2,30% *less useful*. 12,90% did not receive the newsletters. According to the comments, then the newsletters are useful both before and after the conference and serve as inspiration for journalists' articles.

**Communication and service rendered before the conference:** 48,80% rated the communication and service rendered before the conference as *very good* and 38,60 as *good*. 8,70% said *either-or* and 3,90% rated the communication and service as *less satisfactory*.

**Goals – To what degree did the conference succeed in offering new insight to journalists, academics and sport leaders in world sport:** 37,10% rated that the conference succeeded *to a very high degree* and 55,30% *to a high degree* in offering new insight to journalism, academics and sport leaders in world sport. 6,80% answered *either-or* and 0,80% *to a limited degree*.

**Goals – To what degree did the conference stimulate and qualify the public debate about world sport:** 26,40% rated that the conference had success with the public debate *to a very high degree*, 41,90 % *to a high degree*, 24% said *either-or* and 7,80% said *to a limited degree*.

**Goals – To what extent did PTG2005 facilitate network between journalists, academics and sport leaders in world sport:** 25,40% rated that the conference had success with facilitating network within the different groups in world sports *to a very high degree*, whereas 50,80% answered *to a high degree*. 19% said *either-or* and 4,80% *to a limited degree*. During the conference the participants made a strong demand for a network forum for the participants before and after the conferences. This request is supported by the comments in the survey.

### Attendance

The main part of the respondents answered that they attended the conference all days. A comparison between speakers and delegates show that they in overall terms have an equal attention rate (number of days). The comments express regrets from those who only attended for a few days for various reasons (work, visa, etc.)

### **Presentations and session – The numbers of presentation**

38,60% agree that the number of presentations was suitable, whereas 29,90% *partly agree*. 7,1% answered *either-or*, 18,10% *partly disagreed*, 5,50% *disagree* and 0,80% *do not know*. Many of the respondents comment that there were too many presentations, which gave less time to network. Furthermore it seems as if a lot of the participants had a hard time choosing between sessions. Other emphasize the choice between sessions as a positive thing.

### **Presentations and session – Plenary sessions (length, standard and debate)**

Generally the respondents agree with the length and standard of the presentations, whereas there are disagreements about the time available for debate during plenary sessions. Some call for longer presentations and other underline that the speakers did not keep within the given timeframe (request stricter time management from the chairmen).

### **Presentations and session – Parallel sessions (length, standard and debate)**

The main part of the respondents found the length of the presentations in the parallel sessions suitable. Some of the respondents comment that there were too many choices of parallel sessions, for which reason they felt that they missed out on some of them. One of the respondents suggests that the parallel sessions could be video taped in order to have access to all the discussions. The standard of the parallel sessions are rated from excellent to poor. The time available to debate was sufficient in most instances because of few attendants, which in some cases gave quite living discussions. Others call for longer time and a stricter time management.

### **Themes – selection of the three most relevant themes**

The three themes that received the highest score were “Crime and Corruption in Sport: A Strategy for Change” (88 votes), “Anti-Doping: Ethical principles vs. Rules of Law” (58) and “The Media: Part of the Fan Crowd or Watchdog for the public” (55). “2008: When the World comes to China and China comes to the World” received 36 votes, “Third World Muscle Drain: Sporting success or Modern Slave Trade” and “Mega-Events: Billion Dollar Parties or Springboards for Development?” both 35 votes, “United Nations Year of Sport 2005: Do Nations Care?” 32 votes, “Testing WADA: Can Progress Continue?” 28 and lastly “Gambling revenues: Bookmarkers at Odds with Sport Organisations” 19 votes.

### **Themes – selection of the three themes with the best content**

The three themes that received the highest score were “Crime and Corruption in Sport” (99 votes), “Anti-Doping” (67) and “The Media” (33). “Testing WADA” received 28 votes, “The World and China” and “Third World Muscle Drain” (26), Mega-Events (25), “Gambling Revenues” (18) and finally “United Nations Year of Sport” (17).

### **Time to network with the other participants at the conference**

Even though the majority have answered that there were enough time to network, then there seem to be a general wish to have more time. The comments mainly focus on the intensive programme, which put a restrain on the possibility to network.

### **Service from the conference secretariat**

66,4% of the respondents said that the service from the conference secretariat was *very good* and 27,9 % *good*. 3,3% answered *either-or* and 2,50% *less satisfactory*.

### **Play the Games development**

76,4% said that Play the Game is developing in a positive direction and 23,6% do not know. None of the respondents think that Play the Game is developing in a negative direction.

### **Future Play the Game conferences – Attendants who plan to attend PTG 2007**

85,6% said that they would like to attend the next conference, whereas 14,4% do not know. No one said they would not attend the next conference.

**Future Play the Game conferences – Ideal frequency**

65,6% think that every *other year* is the ideal frequency for PTG, whereas 15,20% say respectively every year or every *third year*. 4% do not know. One of the respondents calls for a more permanently updated Web Page.

**Play the Games value for the participant's daily work**

32,80% think that Play the Game will give value to their daily work *to a high extent*, 50% *to some extent*, 6,6% said *either-or*, 9% *to a small extent*, and 1,6% *to no extent*. The comments mention the Press Survey as valuable and that the conference serves as inspiration and gave confidence. Lastly the website is mentioned and that it can become an important tool, especially if it develops into a permanent information tool.



| <b>REVENUES</b>                           |  | <b>DKK</b>       |
|---|--|------------------|
| The Ministry of Culture                   |  | 500.000          |
| Danish Gymnastics and Sports Assoc.       |  | 500.000          |
| National Sports Confed. and NOC of DK     |  | 300.000          |
| Danish Association of Company Sports      |  | 100.000          |
| Team Danmark                              |  | 200.000          |
| Danish Centre for Culture and Development |  | 150.000          |
| Sports Foundation Denmark                 |  | 150.000          |
| Danish Institute for Sports Studies       |  | 50.000           |
| Danish Association of Sports Journalists  |  | 20.000           |
| Gifts etc.                                |  | 10.050           |
| Conference fees                           |  | 652.377          |
| <b>TOTAL REVENUES</b>                     |  | <b>2.632.427</b> |
|   |  |                  |
| <b>EXPENSES</b>                           |  |                  |
| <b>ADMINISTRATION</b>                     |  |                  |
| Salaries, pensions etc.                   |  | 899.769          |
| Rent                                      |  | 27.573           |
| Newspapers, books etc.                    |  | 11.108           |
| Telecommunications, stamps etc            |  | 31.362           |
| Office materials                          |  | 10.943           |
| Acquisitions and write-offs               |  | 26.888           |
| IT  |  | 33.111           |
| Accounts assistance                       |  | 50.360           |
| Insurances                                |  | 11.191           |
| Board, travelling and meetings            |  | 19.447           |
| Programme Comm., travelling and meetings  |  | 12.899           |
| Secretariat, travelling and meetings      |  | 116.074          |
| Miscellaneous                             |  | 32.122           |
| <b>ADMINISTRATION</b>                     |  | <b>1.282.847</b> |
|   |  |                  |
| <b>COMMUNICATION</b>                      |  |                  |
| Website                                   |  | 124.090          |
| Photography fees                          |  | 6.334            |
| PR-material, production                   |  | 70.159           |
| PR-material, distribution                 |  | 86.362           |
| Telemarketing                             |  | 4.950            |
| Office opening reception                  |  | 12.824           |
| Research projects                         |  | 86.939           |
| <b>COMMUNICATION I ALT</b>                |  | <b>391.657</b>   |
|   |  |                  |
| <b>CONFERENCE COSTS</b>                   |  |                  |
| Hotel and board, grant holders            |  | 189.216          |
| Hotel and board, volunteers               |  | 99.705           |
| Hotel and board, speakers                 |  | 192.712          |
| Hotel and board, delegates                |  | 441.376          |
| Fees and gifts, speakers                  |  | 57.204           |

| <b>REVENUES</b>                            |  | <b>DKK</b>       |
|--|--|------------------|
| Travel costs, speakers                     |  | 112.452          |
| Travel costs, grant holders                |  | 258.081          |
| Conference bureau                          |  | 120.375          |
| Scene, decoration, audiovisual             |  | 211.882          |
| Secretariat and press room                 |  | 56.184           |
| Rent of halls                              |  | 95.210           |
| Delegate Pack                              |  | 87.658           |
| Excursions and entertainment               |  | 188.081          |
| <b>CONFERENCE COSTS</b>                    |  | <b>2.110.136</b> |
| Transferred from 2004 for conference costs |  | -1.146.595       |
| <b>CONFERENCE COSTS 2005</b>               |  | <b>963.541</b>   |
|  |  |                  |
| <b>FINANCIAL REVENUES</b>                  |  | <b>19.531</b>    |
|  |  |                  |
| <b>RESULT 2005</b>                         |  | <b>13.913</b>    |