

# Programme Challenges for Football, Aarhus University – 20-21th June 2011

## **Venue:**

Aarhus University, Søauditorierne,  
8, Vennelyst Boulevard  
8000 Aarhus C

[Map](#)

[Registration](#)

Time	Sunday 19 June
16:00-23.00	Optional excursion for invited speakers and guests to the UEFA U-21 Championship 2011 match England vs Czech Republic, Viborg (kick off 20:45 CET). Bus transport is provided by the organisers. Departure: 16:00 Radisson Hotel

Time	Monday 20 June
08.30-10.00 Aarhus University, Søauditoriet	Registration, breakfast and coffee
10.00-12.00 Søauditoriet	<p><b>Welcome to Aarhus</b> <i>Lord mayor Nicolai Wammen, Aarhus Kommune</i> <i>Head of Department, Klavs Madsen, Department of Sport Science, Aarhus University</i></p> <p>Chairman Opening Session: International director Jens Sejer Andersen, Play the Game</p> <p><b>The European Club football landscape and the need for regulation</b> <i>Andrea Traverso, Head of Club Licensing and Financial Fair Play, UEFA</i> During the last years, UEFA has taken action to introduce new financial regulations in order to curb the financial difficulties experienced by many European football clubs in recent years. What are the measures which UEFA will introduce? Is stricter regulation of European professional football going to work? And what are the reasons for the huge financial difficulties in many European leagues?</p> <p><b>The reassuring stability of football capitalism</b> <i>Stefan Szymanski, Professor, CASS Business School</i> One of the leading sport economics in the world, Stefan Szymanski, will give his opinion on the question: Is it possible to regulate European professional football better through the new licensing system, and is the system going to improve the financial stability of the clubs and the enormous excitement for European league football in the public?</p>
12.00-13.00	Lunch

<p><b>13.00-14.30</b> Choose freely between the two conference tracks</p>	<p><b>Track 1:</b> <b>Football and regulation</b> UEFA has taken action to introduce new financial regulations in order to curb the financial difficulties experienced by many European football clubs in recent years. What are the measures which UEFA will introduce? Is a stricter regulation of European professional football going to work? And what are the reasons for the huge financial difficulties in many European leagues?</p>	<p><b>Track 2</b> <b>The Perfect Player</b> The demands of football are extremely complex and many different skills are required to become a perfect footballer. High level coaches are constantly on the lookout for new performance improvement strategies. But how does the application of important scientific findings fit into real world match-play?</p>
<p><b>13.00-14.30</b></p> <p>Track 1: Merete Barker auditorium</p> <p>Track 2: Eduard Biermann auditorium</p>	<p><b>Perspectives on the Governance of Football</b> Chairman: Director Henrik H. Brandt, Danish Institute for Sports Studies</p> <p><b>The Organisation and Governance of Top Football Across Europe</b> <i>Hallgeir Gammelsæter, Molde University College, Norway.</i> Hallgeir Gammelsæter is co-editor of the new book ‘The Organisation and Governance of Top Football Across Europe’, which gives an insight into the differences and common challenges of football leagues across Europe. One of the few things leagues across Europe seem to have in common is an unhealthy financial situation in spite of an increasing commercialization of football.</p> <p><b>"The need for better governance in football"</b> <i>Sean Hamil, Birkbeck Sport Business Centre, University of London.</i> How can professional football in Europe strike a better balance between business, culture and future sustainability. Sean Hamil looks into the main issues on governance in European club football.</p>	<p><b>The role of Sport Science in elite football</b> <i>Warren Gregson, School of Sport &amp; Exercise Sciences, Liverpool John Moores University and Sports Science Consultant, Manchester United FC</i> The presentation will provide an overview of the evolution of research and applied practice in science and football. Applied practice will centre on the development of scientific support within elite clubs in England with insights into the types of resources and infrastructure that are increasingly being integrated within leading Premier League clubs.</p> <p><b>Fitness Training of the Top-Class Football Player</b> <i>Jens Bangsbo, professor, Institute of Exercise and Sport Sciences, University of Copenhagen, Copenhagen, Denmark</i> The physical demands of a football player are high with elements of maximal force development, such as jumping, tackling and jumping, and fatigue does occur during a game. Therefore, it is important to prepare the players by fitness training, which can be divided into aerobic, anaerobic and specific muscle training as well as coordination training. Especially high intensity training has been shown to be effective. The challenge for the coach is to find the right balance in the priorities of the various fitness training areas also in relation to tech-</p>

	<p><b>‘Football and regulation, the Danish case’</b>  <i>Rasmus K. Storm, senior analytics and PhD stipendiate, Danish Institute for Sports Studies.</i>          Danish football professional football has gone through and unprecedented commercialisation in recent years but still most clubs face severe financial difficulties. Why is it so difficult to make professional football sustainable? Will better regulation solve the challenges?</p>	nical and tactical training, i.e. make a proper planning.
<b>14.30-14.50</b>	<p><b>Abstract session – track 1</b>  <i>Rowan Windvogel,</i>  <i>Sport against Racism, Ireland</i></p>	<p><b>Abstract session – track 2</b>  <i>Ole Cordes Institut für Trainingswissenschaft, Technische Universität München</i></p>
<b>14.50-15.10</b>	<b>Coffee break</b>	
<b>15.10-16.35</b>	<p>Chairman: Senior analytics Rasmus K. Storm, Danish Institute for Sports Studies</p> <p><b>The most important issues in European football from the viewpoint of the Premier League</b>  <i>Mathieu Moreuil, head of European Public Policy, UK Premier League.</i>          What are the most important issues in politics and regulation of football in the viewpoint of the world’s largest football league. Mathieu Moreuil explains the position of the Premier League in important issues like the UEFA Club licensing system, the governance of football, and the current regulation of the European markets for betting and broadcasting.</p> <p><b>Financial Fair Play in view of the fans</b>  <i>Professor Gregor Hovemann/Doktor Joachim Lammert, Uni-</i></p>	<p><b>Individual physical demands of the top-class player (Chelsea)</b>  <i>Magni Mohr, associated professor at Institute of Exercise and Sport Sciences, University of Copenhagen, Copenhagen, Denmark</i>          The physical demands in football are complex with large individual variations between the players in the team. The presentation will focus mainly on these individual differences, how to perform individual fitness profiling and the implication this has on planning player-specific fitness training. Examples will be given from top-class football teams such as Chelsea FC.</p> <p><b>Strength training - the FC Copenhagen approach</b>  <i>Jesper Løvind Andersen, associated professor, Institute of Sports Medicine, Bispebjerg Hospital, Copenhagen</i>          At first glance the need for strength training in soccer may look somewhat unnecessary, since soccer in many aspects is a “run-</p>

	<p><i>versity of Chemnitz, Germany.</i> Based on a pan-European survey among football fans, Gregor Hovemann and Joachim Lammert give an insight into the views and interests of fans on the current financial situation in European professional football and on the objectives that financial fair play aims to achieve. Do issues like competitive balance and financial fair play matter to football fans?</p> <p><b>The need for regulation in view of the fans</b> <i>Antonia Hagemann, Head of European Development, Supporters Direct</i> Fans are often severely affected when their clubs run into financial difficulties or when ownership issues send their clubs into turmoil in the board room. What is the position of the supporter associations to the attempt of UEFA to regulate professional club football better, and could supporters themselves play a bigger role in the governance of European professional football?</p>	<p>ning game”. Nevertheless, it is also obvious that many of the games decisive situations, besides technical and tactical skills, are funded on physical qualities such as speed, ability to jump, accelerate, decelerate, strength in man-to-man situations etc., all qualities that are highly correlated to muscle strength. Thus, increased muscle strength is a physical quality that may lead to a more complete player. Whereas many physical qualities relevant for soccer players can be conducted playing soccer or working within games-like situations, efficient strengthening of the muscle has to be performed away from the pitch. Doing so requires precise and specific planning, well coordinated with other types of training.</p>
16.35-16.45	<b>Break</b>	
16.45-17.45	<p>Chairman: Senior analytics Rasmus K. Storm, Danish Institute for Sports Studies</p> <p><b>The need for regulation of European Football in the view of the players</b> <i>Mads Øland, general secretary of the Danish Football Players’ Association and board member of FIFPro.</i> The labour market for Professional football players in Europe is facing a lot of uncertainty and special challenges that are specific for football. What are the needs and position of the football players in the current debate of better future regulation of professional football in Europe.</p>	<p><b>Technical and tactical demands of the top-class player</b> <i>(to be confirmed)</i></p> <p><b>Mental toughness in Danish football – a behavioural analysis</b> <i>Greg Diment, Team Danmark and DBU</i> Mental toughness has been a much discussed topic in sport psychology in the recent 5-10 years. Football coaches always look for mentally tough players, but it is unclear what they're exactly looking for. The current project is the first stage in the development of a Danish behavioural checklist for mental toughness in football games.</p>

	<p><b>Football and regulation - why German teams might win in the end</b> <i>Oliver Budzinski, Professor of Competition and Sports Economics, Markets &amp; Competition Group University of Southern Denmark.</i></p> <p>While many European football leagues suffer from severe financial problems, the German Bundesliga has been relatively stable. What is the reason for this, and will the financial regulation of the Bundesliga lead to even more success for the German teams in the international competition in the long run?</p>	
19.30	Conference dinner at <a href="#">GourmetGaragen</a> , downtown Aarhus (separate registration)	

Time	Tuesday 21 June Programme	
<b>08.30-09.30</b> Aarhus University Søauditoriet	<b>Registration, breakfast and coffee</b>	
<b>9.30-11.00</b>  Choose between the two conference tracks	<b>Track 3: Health</b> Recent research has shown that football has huge potential as a health enhancing activity. But is the football world ready to embrace new groups of unskilled teenagers or adults? And is there a hidden treasure for football clubs or commercial forces, since football is far from reaching its potential in terms of active players?	<b>Track 4 Technology/Innovation</b> Advanced technology has gained ground in football and is used together with new equipment for technical training in high level performance. “Social media” provide new and interactive hubs for great sporting events, giving journalists, spectators, tourists, event organizers and clubs new opportunities. We take a look at new technology and its potential.
<b>9.30-11.00</b>  Track 3: Merete Barker auditorium  Track 4: Eduard Biermann auditorium	Chairman: Director Henrik H. Brandt, Danish Institute for Sports Studies  <b>The huge potential of football in combating life style related disease</b> <i>Associate professor Peter Krustrup, Department of Exercise and Sport Sciences, University of Copenhagen.</i> Recent research has shown that the practice of football has a huge potential to improve allround fitness in a pleasurable way and that football can be used as treatment for lifestyle-related diseases. Peter Krustrup outlines the main results of a huge research programme into the health enhancing potential of football.	<b>A whole new ballgame – innovation of new training equipment for the future</b> <i>Nikolaj Thomassen, Head of R&amp;D, Munin Sports.</i> Munin Sports is an innovative Danish company which develops creative concepts for training and training equipment. Get an insight into some of the new innovative concepts to develop football players and make the training more fun and effective. And learn how it is not always easy to persuade the football establishment to try new ideas.  <b>Inmotio Object Tracking</b> <i>Frans Lefeber, Inmotio</i> A "new" technology, The Inmotio system, was used by the trainers staff of South Korea in preparation on and during the WC in South Africa 2010. The presentation will show that this

	<p><b>Football for unskilled, adult women – the hidden potential of football</b>  <i>Associate professor, PhD, Laila Ottesen, Department of Exercise and Sport Sciences, University of Copenhagen.</i>          It has been documented that football has a huge health enhancing potential for players of all age groups and skill levels. Furthermore research has shown that recreational football is an activity, which promotes social interactions and the creation of social capital and networks. But how should football be organised in practice to be accessible and motivating for new target groups of unskilled adult players?</p>	<p>is a perfect tool for the trainers to get more insight in the condition and tactics of players. And with this information the trainers are capable to avoid overload injuries, improve trainings responses, and give better feedback to players about tactics. The presentation will also give examples of how Ajax and FC Bayern Munich are using the Inmotio system nowadays.</p>
11.00-12.30	<b>Lunch</b>	
12.30-14.00	<p><b>Football federations and health – PR-exercise or serious business</b>  <i>Bent Clausen, Head of Regional Football Federation of Jutland. JBU, Board member, Danish Olympic Committee</i>          Danish football enjoys unparalleled success among the children. But can organized football develop successful concepts as well for the unskilled teenagers or adults in need of healthy exercise? Is organized football really willing to target a new group of unskilled players?</p> <p><b>The hidden treasures of football for all</b>  <i>Lars Kruse, The football factory, Fodboldfabrikken, Denmark</i>          How a new approach to football for all led to an incredible business success for the commercial operator of five-a-side football 'Goals Soccer Centres'. How should football be organized to make it more attractive for leisure players?</p>	<p><b>Eventbased Innovation</b></p> <p><b>Football journalism and new media</b>  <i>Kristian Strøbech, Danish School of Media and Journalism, Aarhus</i>          A new media strategy for big events will be presented. The Danish School of Media and Journalism will join up with Active Institute and selected media partners to cover the UEFA U21 Championships with a group of 20 senior journalism students. The project will focus on smartphones and social media tools to create a supplement to the traditional media coverage of the championships – a dialogue based daily beat of the whole event. The main language will be English to facilitate an inclusive dialogue with all fans and professionals present in Denmark during the tournament, as well with fan communities in team home countries. In this regard, Twitter will be the most important tool. The project will explore how use of smartphones and social media technology can lower the barrier for content contributors to become actual citizen reporter collaborating with professional media.</p>

	<p><b>The ‘Football Experimentarium’ in Herning</b>  <i>Laura Munch, consultant, Danish Foundation for Sports and Culture Facilities (Lokale- og Anlægsfonden).</i>          Football is much more than 22 players a ball and a pitch. In Herning the local football club, Herning Fremad, the municipality, and the Danish Foundation for Sports and Culture Facilities are currently developing a totally new football landscape, the ‘Football Experimentarium’, which is a veritable playground for football with the aim of challenging players of all kinds into developing new games and interactions with the ball. The aim is to make the ‘Football Experimentarium’ an inspiration for new footballing landscapes all over the world.</p>	<p><b>Media 2012</b>  <i>David McGillivray, professor, School of Creative and Cultural Industries University of West Scotland</i>          The emergence of the ‘new new media’ is having a transformational impact on the way sport events engage with their various communities, including sponsors, spectators, media and visitors. The 2010 Vancouver Winter Olympic Games were dubbed the “Twitter Olympics”, reflecting the importance of that particular new media platform in influencing the dominant narratives around that event. The impending London 2012 Olympics is also awash with discussions over the role of the so-called alternative media in (re) shaping the Olympic story, focused on #media2012, providing a platform for citizens and other stakeholders to engage with the Games in a more open and collaborative manner. This presentation provides a critical commentary on evolution of the new media and its implications for major events, drawing on the Olympic Games and 2010 South Africa World Cup for its empirical focus.</p> <p><b>BuzzMachine</b>  <i>Jeff Jarvis, associate professor, City University of New York</i></p>
14.00-15.00	<p><b>UEFA and the development of grassroots football</b>  <i>Technical director Andy Roxburgh, UEFA</i>          An insight into the strategies, priorities and results of UEFA's programmes to develop football for all in Europe.</p>	
15.00-15.30	<p><b>Transportation to the City Hall</b></p>	
15.30-16.30	<p><b>Networking reception at Aarhus City Hall</b>          Hosted by Lord mayor Nicolai Wammen, Aarhus Kommune, Play the Game/Idan/Aarhus University and Update</p>	