Mega-events and Democracy: 
Risks and Opportunities

A Play the Game day in Brazil
www.playthegame.org/brazil
Wednesday 24 October from 9.30-18.00 at SESC Vila Mariana in São Paulo

PROGRAMME

9.00-10 Arrival, registration and coffee in the Theatre Foyer of SESC Vila Mariana

Auditorium:

10.00 Welcome and introduction to Play the Game – home for the homeless questions in sport
Including:
- Reforms in world sport: A point of no return?
- Volleygate: a never-dying scandal that has now become a Brazilian challenge
- Brazilian results in the International Sports Press Survey 2011

Jens Sejer Andersen, international director, Play the Game

10.30 A Global Turn-Around: How Siemens became anti-corruption leaders
Peter Andreas Gölitz, compliance consultant, Siemens Brazil

The Basketball Federation of Rio Grande do Sul State 2013 elections
Roberto Maluf de Mesquita, professor of the Sport Management Master Degree Program, Uninove

Panel debate - Chair: Cristiane Fiorin-Fuglsang, International Coordinator, International Academy of Physical Education, Ollerup, Denmark

11.30 Which FIFA for the 21st century – and which role for Brazil?
Jérôme Champagne, former FIFA deputy general secretary and director for international relations

Q&A – Chair: Jens Sejer Andersen
12.30-13.30 Lunch and networking. Meals can be acquired in the cantina of SESC Vila Mariana

13.30 Welcoming the world – and leaving which legacy? 
Brazil’s challenges and opportunities as host of the world’s two biggest sports events
Chair: Guilherme Alpendre, Secretary General, Abraji

Projections of economic impacts of the World Cup and Olympic Games in Brazil
Marcelo Weishaupt Proni, associate director, Institute of Economics, University of Campinas

Expectations for Paralympic Sport
Andrew Parsons, president, Brazilian Paralympic Committee (CPB)

Business and marketing perspectives

14.30 Coffee break – Theatre Foyer

15.00 Jogos Limpos: Fighting for corruption-free games
Betina Sarue, co-ordinator of public policy projects, Jogos Limpos/Instituto Ethos

Christopher Gaffney, visiting professor, Graduate School of Architecture and Urbanism, Universidade Federal Fluminense

Launch of the World Stadium Index and its perspectives for Brazil
Jens Sejer Andersen

Panel debate

16.30 A national Brazilian sports policy – who needs it?
Chair: Katia Rubio, Professor of Sports Psychology, USP

Ana Moser, president, Atletas pela Cidadania
Juca Kfouri, investigative journalist and blogger, blogdojuca.uol.com.br
Alberto Murray, lawyer, former member of the COB

Panel debate

17.50 Future networking opportunities and closure remarks
Jens Sejer Andersen

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Read more about the seminar at www.playthegame.org/brazil