



# playthegame2013

- stepping up for democracy in sport

## Conference programme

### Play the Game 2013

Helnan Marselis Hotel  
Aarhus, Denmark  
28-31 October 2013



playthegame

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| <b>Monday 28 October - Opening Day</b>               |  |  |  |   |             |  |
|--|--|--|--|---|-------------|--|
| <b>13.30-15.00</b>                                   | <b>Opening session</b>   | <b>Stepping up for democracy in sport</b>                        |  |   |             |  |
|  | Words of welcome   | Johannes Poulsen   | Chairman of the board                        | Play the Game/Danish Institute for Sports Studies | Denmark     |  |
|  | Words of welcome   | Jens Sejer Andersen  | International Director                       | Play the Game/Danish Institute for Sports Studies | Denmark     |  |
|  | Sports Governance Observer: the first results of a study into international sports federations | Arnout Geeraert  | PhD Student                                  | KU Leuven   | Belgium     |  |
|  | <i>Keynote speakers</i>  | <i>Names to be confirmed</i>                                     |  |   |             |  |
| <b>15-15.30</b>                                      | Coffee break   |  |  |   |             |  |
| <b>15.30-18</b>                                      | <b>Plenary session</b>   | <b>Anti-Doping in Crisis: Are there alternatives to testing?</b> |  |   |             |  |
| <i>Chair: Prof. Verner Møller, Aarhus University</i> | Drug Testing: Why What Should Work Does Not Work   | Richard W. Pound   | Former WADA President, IOC Member            | International Olympic Committee                   | Canada      |  |
|  | What we learned from US Postal (Title to be confirmed)   | William Bock   | General Counsel                              | United States Anti-Doping Agency                  | USA         |  |
|  | The upcoming reforms of the World Anti-Doping Code (Title to be confirmed)                     | Frédéric Donzé   | Director of European Office and IF Relations | World Anti-Doping Agency                          | Switzerland |  |
|  | Diversifying, targeting, investigating and cooperating: anti-doping after US Postal            | Herman Ram   | Director                                     | Anti-Doping Authority the Netherlands             | Netherlands |  |
|  | Loopholes in the testing system (Title to be confirmed)  | Perikles Simon   | Professor                                    | Johannes Gutenberg University, Mainz              | Germany     |  |
|  | The price that athletes pay for anti-doping inefficiency                                       | Walter Palmer  | Head of Department                           | UNI Global Union - Sport PRO                      | Switzerland |  |
|  | Panel debate   |  |  |   |             |  |
| <b>18-19.30</b>                                      | Welcome reception and dinner   |  |  |   |             |  |

| <b>Monday 28 October - Opening Day</b> |  |  |  |   |                 |  |
|--|--|--|--|---|-----------------|--|
| <b>19:30-22</b>                        | <b>Plenary session</b>   | <b>Match fixing diagnosis: To the roots of the threat</b>  |  |   |                 |  |
|  | Eyewitness report  | Name to be confirmed   | Former Player                                  |   |                 |  |
|  | Overview over the match fixing threat (Title to be confirmed)                                | Chris Eaton  | Director                                       | International Centre for Sports Security (ICSS)     | Qatar           |  |
|  | On the Black Book on football and organised crime (Title to be confirmed)                    | Wil van Megen  | Legal Director                                 | FIFPro  | The Netherlands |  |
|  | The size of the global gambling market and the efforts to monitor it (Title to be confirmed) | Chris Rasmussen  | ELMS Coordinator                               | World Lottery Association/Danske Spil               | Denmark         |  |
|  | A life-long career in the fight against corruption in sport (Title to be confirmed)          | Drago Kos  | Lawyer, consultant                             | Appointed head of the OECD Working Group on Bribery | Slovenia        |  |
|  | How match fixers operate and what the police can do (Title to be confirmed)                  | Nick Garlick   | Senior Specialist, Organised Crime Networks O2 | Europol   | Netherlands     |  |
| <b>22.00</b>                           | Night cap and book launch  |  |  |   |                 |  |
|  |  |  |  |   |                 |  |
| <b>Tuesday 29 October</b>              |  |  |  |   |                 |  |
| <b>7.15</b>                            | Experience Aarhus in running shoes   | The semi-white Elephant Sports Facilities, Royal Palace, Memorial Park, Deer Garden Tour, ca. 6 km |  |   |                 |  |
| <b>9-11.20</b>                         | <b>Plenary session</b>   | <b>Match fixing cure: Is the mafia invincible?</b>   |  |   |                 |  |
|  | NOC and Sports Confederation of Denmark adopts strong regulations against match fixing       | Niels-Christian Levin Hansen   | Board member                                   | NOC and Sports Confederation of Denmark (DIF)       | Denmark         |  |
|  | What Interpol can do to prevent match fixing and educate players (Title to be confirmed)     | Dale Sheehan   | Director                                       | Interpol/FIFA project                               | France          |  |
|  | Match fixing and the sports law (Title to be confirmed)                                      | Richard H. McLaren   | CAS Arbitrator                                 | Innovative Dispute Resolution Ltd.                  | Canada          |  |
|  | European convention - Global impact  | Harri Syväsalmi  | Director                                       | Ministry of Education and Culture                   | Finland         |  |

| <b>Tuesday 29 October</b> |   |                            |  |  |                 |  |
|---------------------------|---|----------------------------|--|--|-----------------|--|
| <b>10-10.20</b>           | Coffee break  |                            |  |  |                 |  |
|                           | The EU Parliament moves against match fixing (Title to be confirmed)                          | Morten Løkkegaard          | MEP, Vice-Chair                                | The European Parliament's Committee on Culture and Education | Denmark         |  |
|                           | The Red Flags of Bullshit in the Anti-Match-Fixing Industry                                   | Declan Hill                | PhD, Author                                    | Freelance  | Canada          |  |
|                           | Panel debate  |                            |  |  |                 |  |
| <b>11.30-13</b>           | Workshop Action for Good Governance in International Sports Organisations                     |                            |  |  |                 |  |
|                           | The fundamentals of good governance   | Barrie Houlihan            | Professor                                      | Loughborough University                                      | UK              |  |
|                           | Transparency and compliance   | Frank van Eekeren          | Senior Consultant                              | Utrecht University   | Netherlands     |  |
| <b>11.30-13</b>           | Workshop The investigative corner (1)   |                            |  |  |                 |  |
|                           | <i>Chaired by Jens Weinreich, freelance journalist</i>  |                            |  |  |                 |  |
|                           | Macht, Moneten, Marionetten - how to krautfund a book on the IOC                              | Jens Weinreich             | Journalist                                     | www.jensweinreich.de   | Germany         |  |
|                           | Investigating IWF   | Grit Hartmann              | Reporter                                       | Freelance  | Germany         |  |
|                           | Sport Executive - a magazine against all odds   | Lars Andersson             | Editor-in-Chief                                | Sport Executive online magazine                              | Denmark         |  |
| <b>11.30-13</b>           | Nordic Sports Law Conference  |                            |  |  |                 |  |
|                           | Welcome and introduction to Nordic Sports Law Conference                                      | Lars Halgreen / Jens Evald | President / Professor                          | Danish Sports Law Association /Aarhus University             | Denmark         |  |
|                           | Title to be confirmed   | Richard H. McLaren         | CAS Arbitrator                                 | Innovative Dispute Resolution Ltd.                           | Canada          |  |
|                           | Match fixing and organised crime (title to be confirmed)                                      | Nick Garlick               | Senior Specialist, Organised Crime Networks O2 | Europol  | The Netherlands |  |
|                           | Match Fixing etc. and the Lack of Harmonized Standards of Proof and Sanctions                 | Lars Halgreen / Jens Evald | President / Professor                          | Danish Sports Law Association /Aarhus University             | Denmark         |  |
| <b>Tuesday 29 October</b> |   |                            |  |  |                 |  |
| <b>11.30-13</b>           | Parallel session Rethink sports participation: Catching up with new trends in organised sport |                            |  |  |                 |  |

|                 |  |                                       |   |   |                 |
|-----------------|--|---------------------------------------|---|---|-----------------|
|                 | <i>Chair: Peter Forsberg</i>   |                                       |   |   |                 |
|                 | DGI lab - how to absorb new trends and participation patterns in organised sport                                 | Troels Rasmussen                      | Project director                            | Danish Gymnastics and Sports Associations (DGI)                     | Denmark         |
|                 | Changing the beaten track: Development projects of the Danish NOC and sports confederation                       | Martin Borch                          | Consultant                                  | National Danish Olympic Committee and Sports Confederation (DIF)    | Denmark         |
|                 | The winner takes it all? Changing ideals of winning in amateur (youth) sport in the Netherlands                  | Inge Claringbould /Marjet Derks       | Please send us your job title               | Radboud University, Cultural History                                | The Netherlands |
|                 | Title to be confirmed  | Keld Bordinggaard                     | Football trainer, former U21 national coach |   | Denmark         |
| <b>13-14.15</b> | Lunch break  |                                       |   |   |                 |
| <b>14.15-16</b> | Parallel session Saving sport, sacrificing athletes?   |                                       |   |   |                 |
|                 | How the West answered to the East German doping practice: The Freiburg example                                   | Gerhard Treutlein                     | Professor emeritus                          | Heidelberg University   | Germany         |
|                 | Doping, Sports and Control: An athletes view!  | Nils Zurawski                         |   | University of Hamburg, Institute for Criminological Social Research | Germany         |
|                 | The Fight against Doping - An Agent-based Analysis   | Daniel Westmattelmann /Marcel Goelden | Research Assistants                         | University of Münster   | Germany         |
|                 | Harmony in diversity: Challenges in governing a world-wide anti-doping fight                                     | Herman Ram                            | Director                                    | Anti-Doping Authority the Netherlands                               | Netherlands     |
|                 | The limits of testing: the evolution of the Gay Games anti-doping policy   | Sebastien Datiche                     | Officer of sport                            | Federation of Gay Games   | France          |
|                 | Doping and Diving Aren't Two sides of the Same Coin – The Need for a New Compartmentalization on Sports Cheating | Lassi Jyrkkiö                         | Please send us your job title               | University of Helsinki  | Finland         |

| <b>Tuesday 29 October</b> |   |                  |                              |  |   |  |
|---------------------------|---|------------------|------------------------------|--|---|--|
| <b>14.15-16</b>           | <b>Parallel session</b>   |                  |                              |  | <b>Rethink sports architecture and spaces for physical activity</b> |  |
|                           | Can architecture in sports facilities promote democratic formation among children?                            | Jens-Ole Jensen  | Head of Unit, PhD            | Knowledge Centre for Child and Youth Culture, VIA University College   | Denmark   |  |
|                           | Sport participation and the role of sport facilities  | Remco Hoekman    | Senior Researcher            | Mulier Institute   | Netherlands   |  |
|                           | Iconic architecture for grass-root sport. How to inspire to new patterns of participation                     | Laura Munch      | Development consultant       | The Danish Foundation for Culture and Sport Facilities                 | Denmark   |  |
|                           | Access to sport: What citizens really want from their local community in terms of infrastructure              | Peter Forsberg   | Analyst                      | Danish Institute for Sports Studies                                    | Denmark   |  |
| <b>14.15-16</b>           | <b>Parallel session</b>   |                  |                              |  | <b>FIFA and football governance</b>                                 |  |
|                           | Playing the Game: Australia's Bid to Host the World Cup   | Bonita Mersiades | Consultant                   | Freelance  | Australia   |  |
|                           | FIFA's World Cup Host Selection Process Reforms: Style or Substance?  | Ryan Gauthier    |                              | Erasmus University Rotterdam, International and European Law           | Netherlands   |  |
|                           | Turkish football ruled by politics  | Tolga Senel      | Consultant                   | Freelance  | Turkey  |  |
|                           | The Last World Cup?: Slavoj Žižek and the (Im)Possibility of Democratic Reform of FIFA.                       | Tim Walters      |                              | Okanagan College, English  | Canada  |  |
|                           | International guidelines and standards in anti-corruption   | Deborah Unger    | Manager, Rapid Response Unit | Transparency International   | United Kingdom  |  |
| <b>14.15-16</b>           | <b>Nordic Sports Law Conference</b>   |                  |                              |  | <b>Combating match fixing in Nordic sport</b>                       |  |
|                           | The NOC and Sports Confederation of Denmark's new regulations against match-fixing – from a legal perspective | Mads Boesen      | Legal Adviser                | National Danish Olympic Committee and Sports Confederation (DIF)       | Denmark   |  |
|                           | The Norwegian National Action Plan against Match-fixing in Sport  | Morten Johnsen   |                              | Norwegian Olympic and Paralympic Committee and Confederation of Sports | Norway  |  |
|                           | Finnish Rules and Measures to Combat Match Fixing   | Petri Heikkinen  | Senior specialist            | Finnish Sport Federation SLU   | Finland   |  |
|                           | Panel debate  |                  |                              |  |   |  |

| <b>Tuesday 29 October</b> |   |                       |  |  |         |  |
|---------------------------|---|-----------------------|--|--|---------|--|
| <b>16-16.30</b>           | Coffee break with sandwiches  |                       |  |  |         |  |
| <b>16.30-18</b>           | Plenary session <b>Rethink sports investment: Who are we building for?</b>  |                       |  |  |         |  |
|                           | Visions for buildings and spaces that inspire to physical activity (title to be confirmed)  | Jörg Joppien          | Professor                                    | TU Dresden   | Germany |  |
|                           | Rethinking sports facilities and architecture   | Bo Vestergaard Madsen | Director of Analysis                         | The Danish Foundation for Culture and Sport Facilities | Denmark |  |
|                           |   |                       |  |  |         |  |
| <b>18.15</b>              | Excursion <b>Architecture that will move you</b>  |                       |  |  |         |  |
|                           | Excursion to "Motorikhallen" (Hall of Motor Function), exhibition of Danish association sport. From 21h dinner at multi-sport facility "DGI-huset". |                       | Wear clothes that are fit for light movement | Busses leave 18.30 sharp from Hotel Helnan Parking Lot |         |  |
|                           | Speech by Søren Møller, Chairman, Danish Gymnastics and Sports Associations (DGI)   |                       |  |  |         |  |

| <b>Wednesday 30 October</b> |   |   |                |   |             |  |
|-----------------------------|---|---|----------------|---|-------------|--|
| <b>7.15</b>                 | Experience Aarhus in running shoes                                      | The Massive Urban Development without ever hosting the Olympics and City Centre Tour, ca. 7 km: 6:00 min/km |                |   |             |  |
| <b>9-11.20</b>              | Plenary session <b>FIFA reforms - fact or phantom?</b>                  |   |                |   |             |  |
|                             | An Evaluation of the FIFA Reform Process                                | Roger Pielke  | Professor      | University of Colorado, Boulder         | USA         |  |
|                             | FIFA reforms: End of story or work in progress? (Title to be confirmed) | Mark Pieth  | Chairman       | FIFA's Independent Governance Committee | Switzerland |  |
| <b>10-10.20</b>             | Coffee break  |   |                |   |             |  |
|                             | Title to be confirmed   | Name to be confirmed (tbc)  | Representative | FIFA                                    | Switzerland |  |
|                             | More speakers in the pipeline   |   |                |   |             |  |
|                             | Panel debate  |   |                |   |             |  |

| <b>Wednesday 30 October</b> |   |   |                     |   |             |  |
|-----------------------------|---|---|---------------------|---|-------------|--|
| <b>11.30-13</b>             | Parallel session  | Europe on the run I: Who can catch the runners?                           |                     |   |             |  |
|                             | The running landscape of Europe. Why is running growing so fast?  | Jeroen Scheerder  | Associate Professor | KU Leuven   | Belgium     |  |
|                             | The battle for the running/mass sport event market  | Hanna Vehmas  | Senior Lecturer     | University of Jyväskylä   | Finland     |  |
|                             | From zero to 18.000.000 members in the same 'club' in six years   | Mette Lykke   | Founder             | Endomondo.com   | Denmark     |  |
|                             | Is time running out for clubs?  | Peter Forsberg  | Analyst             | Danish Institute for Sports Studies   | Denmark     |  |
| <b>11.30-13</b>             | Workshop  | Action for Good Governance in International Sports Organisations          |                     |   |             |  |
|                             | Swiss law changes and their impact on sport (Title to be confirmed)                                     | Michael Mrkonjic  | PhD Student         | Swiss Graduate School of Public Administration (IDHEAP)                             | Switzerland |  |
|                             | Sports Governance Observer: Future perspectives for measuring sports governance (Title to be confirmed) | Arnout Geeraert   | PhD Student         | KU Leuven   | Belgium     |  |
|                             | Discussion  |   |                     |   |             |  |
| <b>11.30-13</b>             | Parallel session  | Sports media research - Beyond the International Sports Press Survey 2011 |                     |   |             |  |
|                             | ISPS 2011 session   | Thomas Horkey /Jörg-Uwe Nieland   | Professor /Lecturer | Macromedia University of Applied Sciences, Hamburg /German Sport University Cologne | Germany     |  |
|                             | 500 days to the 2014 World Cup –What is in the Brazilian media agenda?                                  | Tatiane Hilgemberg  |                     | State University of Rio de Janeiro, Communication                                   | Brazil      |  |
|                             | Sports content in six Danish newspapers (Title to be confirmed)   | Ditte Toft  | Analyst             | Idan  | Denmark     |  |
|                             | Sports journalism ethics in broadsheet newspaper organisations in India, Australia and the UK           | Peter English   | PhD Student         | University of the Sunshine Coast, Faculty of Arts and Business                      | Australia   |  |
|                             | Discussion  |   |                     |   |             |  |



| <b>Wednesday 30 October</b> |   |   |   |   |                |  |
|-----------------------------|---|---|---|---|----------------|--|
| <b>11.30-13</b>             | Parallel session  | Open Forum: Images and ideals in sport                              |   |   |                |  |
|                             | The presence of ex-athletes in advertising. A study of Spanish case.                | Joaquin Marin Montin  |   | Universidad de Sevilla, Comunicación Audiovisual y Publicidad | Spain          |  |
|                             | WANTED! Reward for Injury: Bounty Scheme in the NFL as a form of Match-Fixing?      | Karen Jones   | Researcher/Academic Programme Coordinator | T.M.C. Asser Instituut, Asser International Sports Law Centre | Netherlands    |  |
|                             | Football can make you a President. The case of Horacio Cartes                       | Daniel Chung  | Journalist                                | Canal 13 Radio Cardinal                                       | Paraguay       |  |
| <b>11.30-13</b>             | Workshop  | The investigative corner I I  |   |   |                |  |
|                             | <i>Chaired by Jens Weinreich, freelance journalist</i>                              |   |   |   |                |  |
|                             | Truth, Lies and History: John Furlong and Canadian Sports' Moral Vacuum             | Laura Robinson  | Freelance journalist                      | Freelance   | Canada         |  |
|                             | Taking on the mafia: Synergies of academic and journalistic research                | Declan Hill   | PhD, Author                               | Freelance   | Canada         |  |
| <b>13-14.15</b>             | Lunch break   |   |   |   |                |  |
| <b>14.15-16</b>             | Parallel session  | Four EU Projects on sports governance share results and experiences |   |   |                |  |
|                             | Sport 4 Good Governance (S4G <sup>2</sup> )   | Folker Hellmund   | Head of office                            | European Olympic Committees                                   | Belgium        |  |
|                             | Good governance in grass-root sport   | Mogens Kirkeby  | President                                 | International Sport and Culture Association                   | Denmark        |  |
|                             | Better Boards, Stronger Sport   | Mikkel Larsen   | Governance officer                        | Sport & Recreation Alliance                                   | United Kingdom |  |
|                             | Improving Football Governance through Supporter Involvement and Community Ownership | Ben Shave   | Development officer                       | Supporters Direct   | United Kingdom |  |
|                             | Discussion  |   |   |   |                |  |

| <b>Wednesday 30 October</b> |  |   |                              |  |                |  |
|-----------------------------|--|---|------------------------------|--|----------------|--|
| <b>14.15-16</b>             | Parallel session   | Megaevents, legislation and legacy          |                              |  |                |  |
|                             | World Event Index: The exodus from Europe  | Søren Bang                                  | Editor                       | Danish Institute for Sports Studies                                    | Denmark        |  |
|                             | Making the World Safe for Capitalism: A Critique of Global Sport and "Development"       | John Nauright                               | Professor                    | University of Brighton   | United Kingdom |  |
|                             | Legal legacy of the Olympic Games – an emerging issue                                    | Karolina Tetlak                             |                              | Warsaw University, Law   | Poland         |  |
|                             | Managing Sports Event Volunteers   | Miss G Gavrillov                            |                              | Ryerson University, School of Urban and Regional Planning              | Canada         |  |
|                             | Hosting Sporting Mega-Events in the BRICS - Labour Law Concerns                          | Ryan Gauthier                               |                              | Erasmus University Rotterdam, International and European Law           | Netherlands    |  |
|                             | Sport Legacy and the Hosting of Mega-Sport Events  | Stephen Frawley                             |                              | University of Technology, Sydney, UTS Business School                  | Australia      |  |
|                             | The Meaning of Medals: A Study on Social Costs and Benefits of National Sporting Success | Jan Haut                                    |                              | Goethe Universität, Institut für Sportwissenschaften                   | Germany        |  |
| <b>14.15-16</b>             | Parallel session   | Match fixing: Stories from around the world |                              |  |                |  |
|                             | Title to be confirmed  | Murali Krishnan                             | Journalist                   | Freelance  | India          |  |
|                             | Turkish Match Fixing Scandal in 2010-2011 and Beyond: Fair Play or Fairy Tale?           | Gamze Bal                                   | Media Relations Specialist   | BordoMavi.Net  | Turkey         |  |
|                             | Match fixing in London Olympic year: Scandals, lessons and policy developments           | Kevin Carpenter                             | Sports Lawyer                | Hill Dickinson LLP   | United Kingdom |  |
|                             | Match-fixing: Criminalisation vs. the Ultima Ratio Principle                             | Salomeja Zaksaitė                           |                              | Mykolas Romeris University, Postdoctoral researcher at Research centre | Lithuania      |  |
|                             | Staying on side: How to stop match fixing  | Deborah Unger                               | Manager, Rapid Response Unit | Transparency International   | United Kingdom |  |

| <b>Wednesday 30 October</b> |   |  |   |  |                |
|-----------------------------|---|--|---|--|----------------|
| <b>14.15-16</b>             | Parallel session  | Europe on the Run II: The front runners of mass sport events |   |  |                |
|                             | The world's toughest October Fest. Behind the scenes of a "men's only" cross country race                               | <i>Speaker to be confirmed</i>                               |   | Danish Federation for Company Sport  | Denmark        |
|                             | We can all be heroes: How the IAAF realised the potential of mass sports events   | Jakob Larsen   | Director  | Danish Athletics Federation  | Denmark        |
|                             | Business suits and running outfits: The synergy of the Economic Forum and the growing Running Festival of Krynica-Zdrój | Aleksandra Gryciuk   | Project manager   | Institute for Eastern Studies  | Poland         |
|                             | <i>More speakers in the pipeline</i>  |  |   |  |                |
| <b>16-16.30</b>             | Coffee break  |  |   |  |                |
| <b>16.30-18.30</b>          | Main session  | Brazil 2014 and 2016: Power games or people's game?          |   |  |                |
|                             | The challenges of hosting major sports events: The case of Brazil   | Brenno d'Aguiar de Souza                                     | Deputy General Coordinator, Audit Areas of Tourism and Sports | Controladoria-Geral da União (CGU) - Office of the General Comptroller, Brazil | Brazil         |
|                             | The Brazilian athletes' story (Title to be confirmed)   | Katia Rubio  | Professor   | University of São Paulo  | Brazil         |
|                             | The branding of Brazil: Missed opportunities (Title to be confirmed)  | Erich Beting   | Journalist  | maquinadoesporte.  | Brazil         |
|                             | Title to be confirmed   | Christopher Gaffney  | Visiting professor  | Universidade Federal Fluminense  | Brazil         |
|                             | Taking back the people's game (Title to be confirmed)   | Andrew Jennings  | Author, Journalist  | Freelance  | United Kingdom |
|                             | Panel debate  |  |   |  |                |

| <b>Wednesday 30 October</b> |   |                              |                               |  |                 |
|-----------------------------|---|------------------------------|-------------------------------|--|-----------------|
| <b>16.30-18.30</b>          | <b>Main session Sports Participation: A lost cause for sports organisations?</b>  |                              |                               |  |                 |
|                             | Sporting events and sportparticipation: a realistic view  | Koen Breedveld               | Director                      | Mulier Institute   | The Netherlands |
|                             | The Erasmus+ programme and the future sports priorities of the EU   | Yves le Lostecque            | Head of Unit                  | EU - Sports Unit   | Belgium         |
|                             | Towards level playing fields? A time trend analysis of the social stratification of club organised sports participation among adolescents from 1989 to 2009 | Hanne Vandermeerschen        |                               | University of Leuven, Belgium, Policy in Sports and Physical Activity Research Group | Belgium         |
|                             | Law's contribution to Youth Sport: Over Regulating and Undermining Participation?   | Guy Osborn/ Steve Greenfield | Professor /Head of Department | University of Westminster, Westminster Law School                                    | United Kingdom  |
|                             | The trickle-down effect revisited: Who find elite sport inspirational?  | Trygve Buch Laub             | Analyst                       | Danish Institute for Sports Studies  | Denmark         |
|                             | Move Brasil: How to use mega-events as a leverage for increased participation (title to be confirmed)   | Eduardo Uhle                 | Programme Officer             | SESC (Serviço Social do Comércio)  | Brazil          |
| <b>18.30-20.00</b>          | <b>Dinner</b>   |                              |                               |  |                 |
| <b>20.00-22.00</b>          | <b>Plenary session Sochi 2014: Winter games with a political touch</b>  |                              |                               |  |                 |
|                             | Sochi: High Stakes and Great Risks  | Paul A. Goble                | Professor                     | Washington Institute of World Politics   | USA             |
|                             | A global alliance against corruption in sport (title to be confirmed)   | Alexey Konov                 | Head of Division              | Anti-Corruption Division of the Russia's G20 Expert Council                          | Russia          |
|                             | Title to be confirmed   | Elena Panfilova              | Head of office                | Transparency International Russia  | Russia          |
|                             | Positively Proud: Managing Media Expectations in an Olympic Host Nation   | Dmitry Tugarin               | Executive Director            | RIA Novosti  | Russia          |

| <b>Thursday 31 October</b> |   |  |                                 |   |             |
|----------------------------|---|--|---------------------------------|---|-------------|
| <b>7.15</b>                | Experience Aarhus in running shoes  | The extremely unpleasant but beautiful and unforgettable Cross Country Tour - ending with an optional 10 Degree Celsius Viking Dip (bring a towel and an extra T-shirt, the tour ends 300 meters from the hotel), ca. 5 km (hilly) |                                 |   |             |
| <b>9-11.20</b>             | <b>Main session</b>   | <b>On the governance of international sports federations</b>   |                                 |   |             |
|                            | A farce turned into tragedy? On Mario Goijman, Ruben Acosta and the FIVB  | Jens Sejer Andersen  | International director          | Play the Game/ Danish Institute for Sports Studies  | Denmark     |
|                            | Summary of the IHF situation (title to be confirmed)  | Christer Ahl   | Journalist, former IHF official | teamhandballnews.com  | Sweden/USA  |
|                            | The weightlifters' burden (title to be confirmed)   | Grit Hartmann  | Reporter                        | Freelance   | Germany     |
|                            | Why the corporate sponsors should engage in sports governance   | Jaimie Fuller  | Chairman                        | Skins International Trading   | Switzerland |
|                            | The efforts of the European Union in the field of sports governance   | Yves le Lostecque  | Head of Unit                    | EU - Sports Unit  | Belgium     |
| <b>10-10.20</b>            | <b>Coffee break</b>   |  |                                 |   |             |
|                            | The remit of CAS in sports governance (Title to be confirmed)   | Richard H. McLaren   | CAS Arbitrator                  | Innovative Dispute Resolution Ltd.  | Canada      |
|                            | Panel debate  |  |                                 |   |             |
| <b>9-11.20</b>             | <b>Main session</b>   | <b>Social media - how do they change sport</b>   |                                 |   |             |
|                            | Social Media Agenda Setting in Sport. The thematisation of German sports in Social Media during the Olympic Games 2012. | Thomas Horky   | Professor                       | Macromedia University of Applied Sciences   | Germany     |
|                            | Social media usage in Beijing and Sochi Olympic Games: a delicate balance between power and communication imperatives   | Roy Panagiotopoulou  | Professor                       | University of Athens, Communication and Media Studies   | Greece      |
|                            | Club magazine or Facebook? – An analysis of media usage patterns in professional football                               | Christoph Grimmer  | Lecturer, Journalism Programme  | Faculty of Economics and Social Science / Institute of Sports Science, University of Tübingen | Germany     |
|                            | Sexualization or empowerment? - A study on the self-presentation of tennis players and Arab athletes in the Social Web  | Joerg-Uwe Nieland  | Lecturer                        | German Sport University   | Germany     |

| <b>Thursday 31 October</b>            |  |                     |   |  |                               |
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| <b>10-10.20</b>                       | Coffee break   |                     |   |  |                               |
|                                       | Facebook Fakers, LinkedIn liars and twaddle on Twitter: Football scammers on social media          | Steve Menary        | Freelance journalist, lecturer                      | World Soccer/Southampton Solent University   | United Kingdom                |
| <b>11:30-13</b>                       | <b>ICSSPE partner session</b> Managing conflicting Agendas – Profit, Participation or Performance? |                     |   |  |                               |
| <i>Chair:<br/>Margaret<br/>Talbot</i> | The Role of Governmental Actors in the Sport-political Infrastructure                              | Karen Petry         | Deputy Institute Director                           | German Sport University Cologne  | Germany                       |
|                                       | Regions and Cultures - Sport Policies and Systems in the Middle East                               | James M. Dorsey     | Academic, Journalist, Syndicated Columnist, Blogger | S. Rajaratnam School of International Studies / Institute of Fan Culture / The Turbulent World of Middle East Soccer | Singapore/<br>Germany/Morocco |
|                                       | The Role of International Sport Governing Bodies – The Case of the Asian Football Confederation    | Ben Weinberg        | Manager Services                                    | International Council of Sport Science and Physical Education  | Germany                       |
|                                       | Corporate Activities and Access to Sport   | Stefanie Burkert    | Project manager                                     | World Federation of the Sporting Goods Industry (WFSGI)  | Switzerland                   |
|                                       | Holistic sport policies - must, mirage or myth?  | Margaret Talbot     | Professor, President                                | International Council of Sport Science and Physical Education  | United Kingdom                |
| <b>11:30-13</b>                       | <b>Parallel session</b> Mega-events and discrimination   |                     |   |  |                               |
|                                       | Fighting racism in FIFA  | Osasu Obayiuwana    | Associate Editor                                    | NewAfrican   | Nigeria                       |
|                                       | The tension between sport's mega-events and every day sport violence in Latin America              | Javier Szlifman     | Journalist  | Freelance  | Argentina                     |
|                                       | A Pride House at the Olympics: How some people play  | Louise Englefield   | Coordinator   | Pride House International Coalition  | United Kingdom                |
|                                       | Racism in Russian Football: A Challenge to the World Cup 2018                                      | Elizaveta Zhuk      |   | Lomonosov Moscow State University  | Russia                        |
|                                       | Title to be confirmed  | Alexander Zolotarev | Journalist  | Moscow University  | Russia                        |

| <b>Thursday 31 October</b> |  |                     |                      |   |                     |
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| <b>11.30-13</b>            | <b>Workshop The investigative corner III</b>   |                     |                      |   |                     |
|                            | <i>Chaired by Jens Weinreich, freelance journalist</i>   |                     |                      |   |                     |
|                            | Investigating FIFA   | Andrew Jennings     | Author, Journalist   | Freelance   | United Kingdom      |
|                            | The Sunday Times' exposure of Jack Warners theft from earthquake victims                       | James Corbett       | Journalist           | Freelance   | Ireland             |
|                            | Confronting Jack Warner, top football leader abroad and minister for security at home          | Lasana Liburd       | Freelance journalist | Freelance   | Trinidad and Tobago |
| <b>13-14.15</b>            | <b>Lunch break</b>   |                     |                      |   |                     |
| <b>14.15-16</b>            | <b>Parallel session Global sports governance, challenges and alternatives</b>                  |                     |                      |   |                     |
|                            | The Democratization of Athletes: What if athletes determined who governed their sports?        | Peter Donnelly      |                      | University of Toronto, Kinesiology and Physical Education | Canada              |
|                            | Sports Reforms: Fact or phantom Is integrity 'optional'  | Bastien Wallace     |                      | Basketball Australia, Game Development                    | Australia           |
|                            | Global Sports Political Power Index - how much international influence does Danish sport have? | Poul Broberg        |                      | NOC of Denmark, Secretariat                               | Denmark             |
|                            | The Doom Loop of Intercollegiate Athletics and Its Parallels to the IOC and FIFA               | Benjamin Bendrich   |                      | Georg-August-University Göttingen, Sports Science         | Germany             |
|                            | Title to be confirmed  | Katarina Pijetlovic | Associate Professor  | Tallinn Law School  | Estonia             |
|                            | Manageable Sports Governance: the Case of Swiss Based European Sports Federations              | Michael Mrkonjic    | PhD Student          | Swiss Graduate School of Public Administration (IDHEAP)   | Switzerland         |

| <b>Thursday 31 October</b> |  |  |                               |  |                      |
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| <b>14.15-16</b>            | Parallel session   | Brazil's mega-events: How will they change society |                               |  |                      |
|                            | Secure Mega Sport Events in High-Crime Societies? Implications of the Meeting of the Global Security Models of Sport Mega Events with the Brazilian Public Security at the FIFA World Cup 2014 | Dennis Pauschinger                                 |                               | University of Hamburg, Graduate School; Faculty of Business, Economics and Social Science; Institute of Criminological and Social Research | Germany              |
|                            | Killing for you: How Brazil is preparing for the World Cup and the Olympics  | Elizabeth Martin                                   |                               | Brazil Police Watch,   | United States        |
|                            | Extending the Reach of US Counter-Terrorism Policy Through Sport Mega-Events   | Kimberly S. Schimmel                               | Associate Professor           | Kent State University  | USA                  |
|                            | <i>Olympic impact on physical education (title to be confirmed)</i>  | <i>Fabiana Bentes (tbc)</i>                        | <i>CEO</i>                    | <i>Memoria Olímpica</i>  | <i>Brazil</i>        |
| <b>14.15-16</b>            | Open Forum   | Sport as a development factor                      |                               |  |                      |
|                            | Playing in the Main Game   | Bonita Mersiades                                   | Consultant                    | Freelance  | Australia            |
|                            | Is it Really A New Era for Women's Sport? The International Canoe Federation's Dirty Little Secret   | Pamela Boteler                                     | President                     | WomenCAN International   | United States        |
|                            | Gender policy and organizational change in Disability Sport in UAE   | Dawood Hashem                                      | PhD                           | Abu Dhabi Education council  | United Arab Emirates |
|                            | Cold hard facts: Physical activity as a tool for crime and poverty alleviation in the Caribbean  | Nova Alexander                                     |                               | Sacred Sports Foundation Inc,  | St. Lucia            |
|                            | Sport for development or underdevelopment: A case of the Mathare Youth Sport Association   | Oscar Mwaanga                                      |                               | Southampton Solent University, Faculty of Business, Sport and Enterprise   | United Kingdom       |
|                            | On the Piste: the challenges facing the voluntary sport of petanque in the United Kingdom  | David Hindley                                      |                               | Nottingham Trent University, School of Education   | United Kingdom       |
|                            | Sports As a Paradox: Between Winning and Ethical Practices   | Clement Fasan                                      | Professor                     | Lagos State University, Physical and health Education  | Nigeria              |
|                            | Community (and School Sport)in Scotland - a misunderstood lost cause?  | Charlie Raeburn                                    | Independent sports consultant | Edinburgh  | United Kingdom       |



| <b>Thursday 31 October</b> |  |   |                                   |  |                               |
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| <b>14.15-16</b>            | Parallel session   | Mega-events and lost legacies                             |                                   |  |                               |
|                            | Hosting major sporting events<br>–<br>The challenge of utilizing stadiums after the party is over  | Harry Arne Solberg  | Professor                         | Trondheim Business School,   | Norway                        |
|                            | World Stadium Index - a lasting legacy or a sporting failure?  | Jens Alm  | Analyst                           | Danish Institute for Sports Studies  | /Sweden/Denmark               |
|                            | <i>The Lack of London Legacy (Title to be confirmed)</i>   | <i>Ian Nuttall</i>  | <i>Founder</i>                    | <i>Xperiology/Thestadiumbusiness.com</i>   | <i>Italy/UK</i>               |
|                            | Euro 2004: success, white elephant's and other ideas   | Francisco Pinheiro  |                                   | University of Coimbra, CEIS20 – Centro de Estudos Interdisciplinares do Século XX                                    | Portugal                      |
|                            | Argentina's rise to Olympic power  | Ezequiel Fernández Moores                                 | Columnist                         | La Nación  | Argentina                     |
| <b>16-16.30</b>            | Coffee break   |   |                                   |  |                               |
| <b>16.30-18</b>            | Plenary session  | Global outlook: who holds the keys to the future of sport |                                   |  |                               |
|                            | Money, Power and Marionettes: The shift of Olympic Power   | Jens Weinreich  | Journalist                        | www.jensweinreich.de   | Germany                       |
|                            | Challenges of Asia and the Middle East   | James M. Dorsey   | Journalist, columnist and blogger | S. Rajaratnam School of International Studies / Institute of Fan Culture / The Turbulent World of Middle East Soccer | Singapore/<br>Germany/Morocco |
|                            | The challenges of Physical Education and Science   | Margaret Talbot   | Professor, President              | International Council of Sport Science and Physical Education  | United Kingdom                |
|                            | The challenges seen from a NOC perspective   | Niels Nygaard   | President                         | National Danish Olympic Committee and Sports Confederation (DIF)   | Denmark                       |
|                            | <i>A roundtable featuring outstanding sports observers, identifying the most important challenges to sport in the next years. More panelists to be confirmed</i> |   |                                   |  |                               |

| <i>Thursday 31 October</i>                   |                                      |                          |                        |  |  |
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| <b>18-18.30</b>                              | Closing session                      |                          |                        |  |  |
|  | Words of closure                     | Jens Sejer Andersen      | International director | Play the Game/ Danish Institute for Sports Studies |  |
| <b>20-01.00</b>                              | Dinner and party                     |                          |                        |  |  |
|  | Conference dinner and farewell party | NRGi Park, YouSee Lounge |                        | Buses leave 19.30 from Hotel Parking Lot           |  |
|  | Play the Game Award                  |                          |                        |  |  |
| All programme elements are subject to change |                                      |                          |                        |  |  |