## Sunday 25 October - Opening Day

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Speaker/Panelist</th>
<th>Country</th>
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</thead>
<tbody>
<tr>
<td>11.00-12.00</td>
<td>Pre-opening workshop</td>
<td>Room 8A (Marselis Hotel)</td>
<td><strong>Road Map to the Anti-Match-Fixing Industry</strong> Declan Hill PhD, Author Freelance</td>
<td>Canada</td>
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<td></td>
<td><strong>The first of three open workshops for journalists and others interested in matchfixing research</strong></td>
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<tr>
<td>14.00-18.00</td>
<td>Opening session at the Aarhus Town Hall</td>
<td>Aarhus Town Hall</td>
<td><strong>Welcome to Play the Game 2015</strong> Johs. Poulsen Chairman Play the Game/Iadan</td>
<td>Denmark</td>
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<tr>
<td></td>
<td><strong>Welcome to Aarhus</strong></td>
<td></td>
<td>Jacob Bundsgaard Mayor Aarhus City</td>
<td>Denmark</td>
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<tr>
<td></td>
<td><strong>Official opening speech</strong></td>
<td></td>
<td>Bertel Haarder Minister Ministry of Culture</td>
<td>Denmark</td>
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<tr>
<td></td>
<td><strong>Presentation title to be confirmed</strong></td>
<td></td>
<td>Anne Brasseur President Parliamentary Assembly of the Council of Europe</td>
<td>Luxembourg</td>
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<tr>
<td></td>
<td><strong>Blowing the whistle: What Play the Game is about</strong></td>
<td></td>
<td>Jens Sejer Andersen International director Play the Game/Iadan</td>
<td>Denmark</td>
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<td></td>
<td><strong>Musical intervention by the Maestra Choir</strong></td>
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<td></td>
<td><strong>Whistleblowers - the Fifth Estate of Democracy</strong></td>
<td></td>
<td>Bonita Mersiades Football reform activist &amp; Co-Founder #NewFIFANow</td>
<td>Australia</td>
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<td>15.30-16.00</td>
<td>Coffee break</td>
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<td><strong>Global sport: Reform or revolution?</strong></td>
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<td><strong>Chair: Henrik H. Brandt</strong></td>
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<td></td>
<td><strong>Welcome to Play the Game 2015</strong></td>
<td></td>
<td>Richard W. Pound Member, Doyen International Olympic Committee</td>
<td>Canada</td>
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<tr>
<td></td>
<td><strong>Welcome to Aarhus</strong></td>
<td></td>
<td>Jonathon Calvert Editor of the Insight Team Sunday Times</td>
<td>United Kingdom</td>
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<td><strong>Investigating FIFA</strong></td>
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<td><strong>Criminal Threats to the Global Sporting Industry</strong></td>
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<td><strong>Exploiting the connection: sporting rule violations and criminality</strong></td>
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<td></td>
<td><strong>Sports Governance Observer - highlights from a survey into 35 international Olympic federations</strong></td>
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<td><strong>Panel debate, Q&amp;A</strong></td>
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<tr>
<td>18.00-19.30</td>
<td>Welcome reception at Aarhus Concert Hall (Musikhuset)</td>
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### Sunday 25 October - Opening Day

<table>
<thead>
<tr>
<th>19.30-21.30</th>
<th>Plenary session</th>
<th>A new World Code against doping: Who is willing to comply?</th>
<th>Musikhuset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair: Andreas Selliaas</td>
<td>Doping must be tackled at the source; the rest is appearance</td>
<td>Sandro Donati, Investigator</td>
<td>Freelance, Italy</td>
</tr>
<tr>
<td></td>
<td>Russia and the IAAF - Doping in athletics</td>
<td>Hajo Seppelt, Freelance journalist</td>
<td>ARD/WRD, Germany</td>
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<td></td>
<td>Report on doping in Danish Cycling 1998-2015</td>
<td>Michael Ask, CEO</td>
<td>Anti-Doping Danmark, Denmark</td>
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<tr>
<td></td>
<td>How WADA plans to monitor sport and country compliance with the 2015 Code</td>
<td>Frédéric Donzé, Director of European Office and IF Relations</td>
<td>World Anti-Doping Agency, Switzerland</td>
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<td></td>
<td>Panel debate, Q&amp;A</td>
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<tr>
<td>21.45</td>
<td>Busses return to Hotel Marselis</td>
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### Monday 26 October

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>7.00-8.00</td>
<td>Explore new trends in running shoes: The Royal Palace and Great Facilities Tour (6 km, slow pace)</td>
<td>Marselissalen</td>
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<tr>
<td>9.00-11.40</td>
<td>Plenary session: Good governance in sport: Setting standards, raising bars</td>
<td>Marselissalen</td>
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<tr>
<td>10.15-10.35</td>
<td>Coffee break</td>
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<tr>
<td>11.45-13.00</td>
<td>Partner session: The battle for integrity in sport: Governments vs. sports organisations</td>
<td>Marselissalen</td>
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</table>

#### 7.00-8.00
- **Explore new trends in running shoes: The Royal Palace and Great Facilities Tour (6 km, slow pace)**
- A beautiful morning run in the park. See the Marselisborg Palace and some great facilities for sport and outdoor recreation as we run. Tour guide: Henrik H. Brandt, Play the Game

#### 9.00-11.40
- **Plenary session**
  - **Chair:** Roger Pielke
  - **Corruption cases in international sports organisations - a brief summary**
    - Jens Weinreich, Journalist and author, www.jensweinreich.de, Germany
  - **Sports Governance Observer - more highlights from a survey into 35 international Olympic federations**
    - Arnout Geeraert, PhD, Post-doctoral Fellow, Governance Analyst, KU Leuven/Play the Game, Belgium
  - **Ethics and Good Governance, Olympic Agenda 2020**
    - Pâquerette Girard Zappelli, Chief Ethics and Compliance Officer, International Olympic Committee, Switzerland
  - **Limits to autonomy? The Olympic family under Swiss legislation**
    - Wilhelm Rauch, Head of legal services, Federal Office for Sport, Switzerland
  - **Results of EPAS survey among governments**
    - Stanislas Frossard, Executive Secretary, Council of Europe, France

#### 10.15-10.35
- **Coffee break**

#### 11.45-13.00
- **Partner session: The battle for integrity in sport: Governments vs. sports organisations**
  - **Chair:** Michael Ask
    - **Session organised by Anti Doping Danmark**
      - **Introduction**
        - Michael Ask, CEO, Anti-Doping Danmark, Denmark
      - **Stuck in the mud or moving fast forward? The status of anti-doping at the global level**
        - Herman Ram, Director, Dopingautoriteit, Netherlands
      - **The role of sports organisations in the fight for integrity in sport (tbc)**
        - Richard W. Pound, Member, Doyen, International Olympic Committee, Canada
      - **Fighting doping and matchfixing together - a unified approach**
        - Jesper Frigast Larsen & Christina Friis Johansen, Legal Manager & Senior Consultant, Anti-Doping Danmark, Denmark
  - **Panel debate, Q&A**
### Monday 26 October

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<th>Location</th>
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<tbody>
<tr>
<td><strong>11.45-13.00</strong></td>
<td><strong>Parallel session</strong></td>
<td><strong>Focus on journalism: Baku 2015 - Sportswashing or nation building?</strong></td>
<td>Bøgesalen</td>
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<tr>
<td><strong>Chair: James M. Dorsey</strong></td>
<td>Baku 2015: A failed attempt at “sportswashing” Azerbaijan’s image</td>
<td>Gulnara Akhundova &amp; Rebecca Vincent, Programme Manager &amp; Coordinator</td>
<td>International Media Support &amp; Sport for Rights campaign</td>
<td>Denmark &amp; United Kingdom</td>
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<td></td>
<td>The impact of the European Games on Azerbaijan</td>
<td>Rasim Adjalov, Former Head Supervisor for the 2015 European Games</td>
<td>Young Business Factory (CEO &amp; Founder)</td>
<td>Azerbaijan</td>
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<td></td>
<td>Unmasking a ruling family</td>
<td>David Bloss, Director</td>
<td>Organized Crime and Corruption Reporting Project</td>
<td>Georgia</td>
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</table>

**Discussion, Q&A**

| **11.45-13.00** | **Parallel session** | **Sports Governance Observer: The role of athletes in good governance** | Spejlsalen |
| **Chair: Arnout Geeraert** | Sports Governance Observer - the full report with more details | Arnout Geeraert, PhD, Post-doctoral Fellow, Governance Analyst | KU Leuven/Play the Game | Belgium |
|       | The role of athletes in delivering good governance | Brendan Schwab, Head of UNI World Athletes | UNI Global Union | Switzerland |

**Discussion, Q&A**

| **11.45-13.00** | **Parallel session** | **When sports researchers come in from the cold** | Room 8A |
| **Chair: Rasmus K. Storm** | International research by Idan’s own research team | Maja Pilgaard, Head of research | Danish Institute for Sports Studies | Denmark |
|       | The concept of “sport light” – myth or evidence? | Jens Alm, Analyst | Danish Institute for Sports Studies | Denmark |
|       | Stadiums for professional sport. Business or philanthropy? | Trygve Laub Asserhøj, Analyst | Danish Institute for Sports Studies | Denmark |

**More speakers to be confirmed**

| **11.45-13.00** | **Workshop** | **The real world of match-fixing (II)** | Room 8B |
| **Building Blocks of Match-Fixing Analysis** | Declan Hill, PhD, Author | Freelance | Canada |
| **The second of three open workshops for journalists and others interested in matchfixing research** | **13-14.15** | **Lunch break** | Restaurant |
### Monday 26 October

#### 14.15-16.00  Partner session

**Session organised by EPAS/The Council of Europe**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Australia's response to improving governance in the national sports system</td>
<td>James Ceely</td>
<td>Lead – Governance and Business Development</td>
<td>Australian Sports Commission</td>
</tr>
<tr>
<td>The Japanese guidelines for good governance in sport</td>
<td>Taisuke Matsumoto</td>
<td>Attorney-in-Law</td>
<td>Field-R Law Offices</td>
</tr>
<tr>
<td>Compliance of the National Sport Federations within Legal System in Montenegro</td>
<td>Marko Begovic</td>
<td>Directorate for Youth and Sports</td>
<td>Serbia and Montenegro</td>
</tr>
<tr>
<td>Norway's approach to good governance in sport</td>
<td>Øyvind Mehus Sjursen</td>
<td>Senior Adviser</td>
<td>Norwegian Ministry of Culture</td>
</tr>
<tr>
<td>For a good governance in sport, the situation in Albania</td>
<td>Elvira Baze</td>
<td>Head of Sport of Educational Institutions</td>
<td>Ministry of Education and Sport</td>
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<tr>
<td><strong>More speakers to be confirmed</strong></td>
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#### 14.15-16.00  Parallel session

**Rethink sports philosophy: Towards a democratic body culture**

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<th>Topic</th>
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<tbody>
<tr>
<td>Building democracy with bodies in movement (title tbc)</td>
<td>Ove Korsgaard</td>
<td>Professor emeritus</td>
<td>Danish School of Education</td>
</tr>
<tr>
<td>Play, game, sport - and democratic self-determination</td>
<td>Henning Eichberg</td>
<td>Professor emeritus</td>
<td>University of Southern Denmark</td>
</tr>
<tr>
<td>Football in the Twenty-First Century: A Manifesto</td>
<td>Tim Walters</td>
<td>College professor</td>
<td>Okanagan College</td>
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<tr>
<td>Deconstructing Olympism</td>
<td>Johan Ekberg</td>
<td>Master's student</td>
<td>Malmö University</td>
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<tr>
<td>The International Sport Regime: A Reconsideration of International Sport’s Political Status</td>
<td>Scott Jedlicka</td>
<td>Clinical Assistant Professor</td>
<td>Washington State University</td>
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<tr>
<td><strong>Discussion, Q&amp;A</strong></td>
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#### 14.15-16.00  Parallel session

**Brazil: The permeable fortress and the road to Rio**

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<th>Speaker</th>
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<tbody>
<tr>
<td>Favelas in Pre-Olympic Rio de Janeiro: Renewal or Removal?</td>
<td>Juliana Barbassa</td>
<td>Journalist, author</td>
<td>Freelance</td>
</tr>
<tr>
<td>The Permeable Fortress Protests, Policing and the Visibility of Security at the World Cup in Rio de Janeiro</td>
<td>Dennis Pauschinger</td>
<td>EU Erasmus+ Research Fellow/PhD Candidate</td>
<td>University of Kent/University of Hamburg</td>
</tr>
<tr>
<td>Sport mega-events and the attitude towards government. The perception of Rio de Janeiro forced evicted</td>
<td>Claudia Sanen</td>
<td>Sociologist</td>
<td>Institute for Criminological Research, University of Hamburg</td>
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<tr>
<td>Spectator no more: a call to action for spectators when the stakes are so high</td>
<td>Elizabeth Martin</td>
<td>President</td>
<td>Brazil Police Watch</td>
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<tr>
<td>FIFA: How Havelange got it</td>
<td>Aníbal Chaim</td>
<td>PhD candidate</td>
<td>University of São Paulo</td>
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<td><strong>Discussion, Q&amp;A</strong></td>
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## Monday 26 October

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<tr>
<th>14.15-16.00</th>
<th>Parallel session</th>
<th>Anti-doping as the athletes see it</th>
<th>Room 8A</th>
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<tbody>
<tr>
<td><strong>Chair:</strong> Trygve Laub Asserhøj</td>
<td>Fairness in Sport and the Factors that Influence Athletes in Sport and Life: Case of Japan</td>
<td>YaYa Mayumi Yamamoto, Senior Manager</td>
<td>Japan Anti-Doping Agency, Japan</td>
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<td>A qualitative examination of athletes' willingness to dope: a choice or imperative?</td>
<td>Lisa Whitaker, Research Officer</td>
<td>Leeds Beckett University, United Kingdom</td>
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<td>Sport as a way of life! A thick description of athletes’ everyday lives, sports, performance enhancement and the assessment of doping.</td>
<td>Nils Zurawski, Senior researcher</td>
<td>University of Hamburg, Germany</td>
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<td>Trustworthiness of high-performance sports and the fight against doping from the athlete's point of view</td>
<td>Daniel Westmattelmann, Research Assistant</td>
<td>University of Münster, Germany</td>
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<td>University sport: An inhibitor or facilitator of doping prevention?</td>
<td>Kelsey Erickson, PhD student</td>
<td>Leeds Beckett University, United Kingdom</td>
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<td>Discussion, Q&amp;A</td>
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<tr>
<th>14.15-16.00</th>
<th>Parallel session</th>
<th>Professional sport: Battles on and off the pitch</th>
<th>Room 8B</th>
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<tbody>
<tr>
<td><strong>Chair:</strong> Peter Forsberg</td>
<td>Mega Sporting Events and Children Rights: The Variety of Media Coverage in 2014 in 22 countries</td>
<td>Till Müller-Scholl &amp; Louis Moustakas, Research Associate &amp; Research Assistant</td>
<td>German Sport University Cologne, Germany</td>
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<td>Beitar (working title) directed by Maya Zinshtein</td>
<td>Geoff Arbourne, Documentary Producer</td>
<td>Duckin’ &amp; Divin’ Films, United Kingdom</td>
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<td>Football tournaments - the battle for the revenues</td>
<td>Harry Arne Solberg, Professor</td>
<td>Sør-Trøndelag University College, Norway</td>
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<td>Football’s Wild West - the commercialisation and corruption of the pre-season friendly</td>
<td>Steve Menary, Freelance journalist</td>
<td>Independent, United Kingdom</td>
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<td>No Contest: The Human Right of Access to Effective Remedy Supersedes FIFA’s Ban on ‘Recourse to Ordinary Courts’</td>
<td>Gigi Alford, Special Advisor</td>
<td>U.S. Department of State, Bureau of Democracy, Human Rights, and Labor, United States</td>
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<tr>
<th>16.00-16.15</th>
<th>Busses depart</th>
<th>Bring clothing also for outdoor use (not trekking)</th>
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<tr>
<td>16.15-18.00</td>
<td><strong>Excursion</strong></td>
<td>Visit to Den Gamle By - &quot;The Old Town&quot; - hosted by Aarhus Events.</td>
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<td>Time</td>
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<td>18.00-20.30</td>
<td>Plenary session at the Elsinore Theatre in &quot;The Old Town&quot;</td>
<td>Roger Pielke</td>
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<tr>
<td>20.30-22.30</td>
<td>Dinner in &quot;The Old Town&quot;</td>
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<td>22.30</td>
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<tr>
<td>Reforming football: To be or not to be... a FIFA President</td>
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### Tuesday 27 October

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<td>7.00-8.00</td>
<td><strong>Explore new trends in running shoes: Aarhus Trail Builders</strong>&lt;br&gt;Tour (5 km, slow pace)</td>
<td>Marselisalen</td>
<td>Jesper Frigast Larsen</td>
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<tr>
<td>9.00-11.40</td>
<td><strong>Main session</strong>&lt;br&gt;Match-fixing: Governments versus gangsters - what are the odds?</td>
<td>Marselisalen</td>
<td>Stanislas Frossard</td>
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<tr>
<td></td>
<td><strong>Chair:</strong> Jesper Frigast Larsen&lt;br&gt;<strong>The Convention on the Manipulation of Sports Competitions - how can it become effective?</strong></td>
<td>Marselisalen</td>
<td>Executive Secretary</td>
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<td></td>
<td><strong>Match-Fixing’s decade: Understanding the last ten years and what it means for the next ten</strong></td>
<td>Marselisalen</td>
<td>Director of Communications and Public Affairs</td>
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<tr>
<td></td>
<td><strong>The FBI’s Aproach to combat match-fixing: A glimpse into illegal gambling investigations</strong></td>
<td>Marselisalen</td>
<td>Sportradar</td>
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<td><strong>Forget the Mafia coming into sport</strong></td>
<td>Marselisalen</td>
<td>United Kingdom</td>
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<tr>
<td>10.15-10.35</td>
<td><strong>Coffee break</strong></td>
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<tr>
<td>9.00-11.40</td>
<td><strong>Partner session</strong>&lt;br&gt;Physical activity in Europe: Cause for concern?</td>
<td>Spejlsalen</td>
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<td></td>
<td><strong>Chair:</strong> Richard Bailey&lt;br&gt;<strong>Session organised by the International Council for Sport Science and Physical Education (ICSSPE)</strong></td>
<td>Spejlsalen</td>
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<td><strong>The financial costs of inactivity</strong></td>
<td>Spejlsalen</td>
<td>Marvin Radford</td>
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<td></td>
<td><strong>Teenage girls and sport – have a break or have a problem?</strong></td>
<td>Spejlsalen</td>
<td>Maja Pilgaard</td>
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<td><strong>Changing the school</strong></td>
<td>Spejlsalen</td>
<td>Martin Holzweg</td>
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<td><strong>Presentation title to be confirmed</strong></td>
<td>Spejlsalen</td>
<td>Rose-Marie Repond</td>
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<td>10.15-10.35</td>
<td><strong>Coffee break</strong></td>
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<td><strong>Physical activity at the workplace – a beneficial cause</strong></td>
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<td>Michael Filtenborg</td>
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<td><strong>10 Steps to Reversing the Physical Inactivity Epidemic</strong></td>
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<td>Richard Bailey</td>
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<td><strong>Panel debate, Q&amp;A</strong></td>
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# Tuesday 27 October

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<tr>
<th>11.45-13.00</th>
<th>Parallel session</th>
<th>Sports Governance Observer: Benchmarking sports governance in the future (II)</th>
<th>Marselissalen</th>
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</thead>
<tbody>
<tr>
<td>Chair: Arnout Geeraert</td>
<td>The Sports Governance Report in a European perspective</td>
<td>Arnout Geeraert, PhD, Post-doctoral Fellow, Governance Analyst</td>
<td>KU Leuven/Play the Game, Belgium</td>
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<tr>
<td>Panelist</td>
<td>Stanislas Frossard, Executive Secretary</td>
<td>Council of Europe, France</td>
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<td>Panelist</td>
<td>George Paterson</td>
<td>EU - Sports Unit, Belgium</td>
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<td>Discussion, Q&amp;A</td>
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<tr>
<th>11.45-13.00</th>
<th>Parallel session</th>
<th>Focus on journalism: How to raise standards in times of twittering?</th>
<th>Bøgesalen</th>
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<tbody>
<tr>
<td>Chair: Ditte Toft</td>
<td>Critical Sports Journalism? Reporting Sports Governing Bodies In The English Press</td>
<td>John Doyle, Dr.</td>
<td>University of Roehampton, United Kingdom</td>
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<tr>
<td>FIFA scandal: The failure of sports journalism.</td>
<td>Andreas Selliaas, Researcher and blogger</td>
<td>Independent, Norway</td>
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<tr>
<td>Journalistic quality - how can we raise it? (tbc)</td>
<td>Andrew Moger, Executive Director</td>
<td>News Media Coalition, Abu Dhabi</td>
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<td>Discussion, Q&amp;A</td>
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<tr>
<th>11.45-13.00</th>
<th>Idan Development Forum</th>
<th>The power of data and analysis for sport for all strategies (I)</th>
<th>Spejlsalen</th>
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<tbody>
<tr>
<td>Chair: Henrik H. Brandt</td>
<td>Measuring sport. Can solid data contribute to better governance in sports for all?</td>
<td>Koen Breedveld, Director</td>
<td>Mulier Institute, Netherlands</td>
</tr>
<tr>
<td>The biggest revolution in world sport? How the power balance of sport is rapidly changing without media and politicians paying attention.</td>
<td>Henrik H. Brandt, Director</td>
<td>Danish Institute for Sports Studies/Play the Game, Denmark</td>
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<tr>
<td>Monitoring sports governing bodies. Are they up for the task in delivering sport to society?</td>
<td>Johan Norberg, Associate Professor</td>
<td>University of Malmö, Sweden</td>
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<tr>
<td>Discussion, Q&amp;A</td>
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<tr>
<th>11.45-13.00</th>
<th>Parallel session</th>
<th>Mega-events: Rights and risks of children</th>
<th>Room 8A</th>
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<tbody>
<tr>
<td>Chair: Tine Rindum Tellmann</td>
<td>Children’s Rights and Major Sports Events: Opportunities and Risks</td>
<td>Suzanne Dowse, Programme Director, Sport and Leisure Management BSc</td>
<td>Canterbury Christ Church University, United Kingdom</td>
</tr>
<tr>
<td>A task force for human rights in mega-events</td>
<td>Marianne Meier, Head of project</td>
<td>Terre des Hommes, Switzerland</td>
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<tr>
<td>Sport Cares: Humanity, Sustainability and Human Rights in Sport</td>
<td>Jonas Burgheim, CEO and Founder</td>
<td>Sport Cares - Consultants for Sport Policy, Germany</td>
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<tr>
<td>Discussion, Q&amp;A</td>
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<td>11.45-13.00</td>
<td>Closed session</td>
<td>Extraordinary meeting of the Consultative Committee of the Enlarged Partial Agreement on Sport under the Council of Europe</td>
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<tr>
<td>13.00-14.15</td>
<td>Lunch break</td>
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<tr>
<td>14.15-16.00</td>
<td>Parallel session</td>
<td>Playing with credibility: The corruption of international sports</td>
<td>Deborah Unger &amp; Bob Munro</td>
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<td>The work of Transparency International on corruption in sport</td>
<td>Mogens Kirkeby</td>
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<td>India’s missed chances and dismal sporting culture</td>
<td>Murali Krishnan</td>
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<td>Creating Of An Effective Sports Governing Body In The Russian Federation</td>
<td>Sergey Yurlov</td>
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<td>IHF – the corruption spreads from the meeting rooms to the playing field</td>
<td>Christer Ahl</td>
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<td>Pakistan’s FF: More FIFA than football</td>
<td>Umaid Wasim</td>
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<tr>
<td>14.15-16.00</td>
<td>Parallel session</td>
<td>Integrity in practice: How to fight the fixers</td>
<td>Nikolaos Theodorou</td>
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<td>Athletic Arena, Sysyphean drama: Endless and unavailing fight against Greek sports corruption</td>
<td>Damian Voltz</td>
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<td>Understanding the threat to the integrity of sport in Australia - how Australia developed a comprehensive understanding of the threats to the integrity of Australian Sport</td>
<td>Severin Moritzer</td>
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<td>The Austrian approach: How to combat match-fixing and promote integrity in sport</td>
<td>Sarah Lacarrière &amp; Evangelos Alexandrakis</td>
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<td>Fighting Corruption in Sport: does the Sports Integrity Industry have an ‘integrity deficit’?</td>
<td>Simon Gardiner</td>
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*Tuesday 27 October*
### Tuesday 27 October

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<tr>
<td><strong>Chair: Henrik H. Brandt</strong></td>
<td>Providing governments and federations real time intelligence on participation, activity programmes, facility investment and social return</td>
<td>Matthew Eames &amp; Alex Burrows</td>
<td>Head of Practice, Sports Planning Consultancy &amp; Director, Sports Intelligence</td>
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<td>Delivering on sports participation. How Vision 25-50-75 challenges Danish sports organisations to develop their clubs and create new partnerships</td>
<td>Anne Pøhl</td>
<td>Head of Development</td>
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<td>Creating healthy work places: Company sport works for you</td>
<td>Guy de Grauwe</td>
<td>Vice-President</td>
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<td>Alternative sports organisations. How a new platform for street sport is challenging established Danish sports</td>
<td>Søs Bondo</td>
<td>Project Coordinator</td>
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<td>Discussion, Q&amp;A with Idan Forum speakers of the day</td>
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<tr>
<th>14.15-16.00</th>
<th>Parallel session</th>
<th>Anti-doping: Rethinking the system</th>
<th>Room 8A</th>
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<tbody>
<tr>
<td><strong>Chair: Søren Bang</strong></td>
<td>Professional Certification: An Innovative Approach to Anti-Doping</td>
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<td>Doper’s Purgatory: What is a race director’s responsibility when convicted drug cheats return to run?</td>
<td>Steve Maxwell &amp; Joseph Harris</td>
<td>Co-editor &amp; Editor</td>
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<td>Criminalizing athletes: Can criminal law help to ban doping from sport?</td>
<td>Myles Schrag</td>
<td>Senior Acquisitions Editor</td>
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<td>A moral reform with an appetite for destruction</td>
<td>Lars Mortsiefer</td>
<td>Head of legal matters</td>
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<td>Creating an anti-doping industry</td>
<td>Rasmus Møller</td>
<td>Assistant Professor, PhD</td>
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<td>Gender testing in sport</td>
<td>Carsten Kraushaar Martensen</td>
<td>Cand. sports science</td>
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<td>Discussion, Q&amp;A</td>
<td>Georg Facius</td>
<td>Independent investigator</td>
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<td>Time</td>
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<tr>
<td>14.15-16.00</td>
<td>Parallel session</td>
<td>Denmark’s efforts to ensure sustainable events: Frederik Munk, Event Manager, Sport Event Denmark</td>
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<td>London 2012 and the mass participation legacy: Examining the reasons for policy failure: Spencer Harris, Assistant Professor of Sport Management, University of Colorado, Colorado Springs</td>
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<td>Does the FIFA World Cup boost the economy?: Matthias Fett, Master of Science, Independent, Germany</td>
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<td>Maximising the revenues in elite sport - the moral challenges: Lin Olderøien, PhD in philosophy, Sør-Trøndelag University College, Norway</td>
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<td>Arctic Winter Games: Sportification of culture?: Jens Brinch, President, Arctic Winter Games, Denmark</td>
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<td>16.00-16.30</td>
<td>Coffee break</td>
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<tr>
<td>16.30-18.30</td>
<td>Plenary session</td>
<td>Mega-events 1. The public revolts: A perfect storm for sport?: Andrew Zimbalist, Professor, Smith College, USA</td>
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<td>How Agenda 2020 will affect future sports events: Sarah Lewis, Secretary General, Fédération Internationale du Ski (FIS), Switzerland</td>
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<td>Legacy of European Games: Elchin Safarov, Corporate Director, BEGOC, Azerbaijan</td>
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<td>Global sports: time for a changing climate: Hans Bruyninckx, Executive Director, European Environment Agency, Denmark</td>
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<tr>
<td>18.30-20.00</td>
<td>Dinner</td>
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<td>20.00-21.45</td>
<td>Main session</td>
<td>Mega-events 2. Can Agenda 2020 inspire sustainability in sport?: Chadia Afkir, Associate Crime Prevention and Criminal Justice Officer, UNODC, Austria</td>
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<td>Beyond the PR fluff: Will mega sports events ever be a force for good?: Naomi Westland, Media Manager, Sport and Human Rights, Amnesty International UK / The Sport and Rights Alliance, United Kingdom</td>
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<td>Time to unleash the potential of football: Jürgen Griesbeck, CEO and Founder, streetfootballworld, Germany</td>
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<td>The dubious promises of Agenda 2020: Andreas Selliaas, Researcher and blogger, Independent, Norway</td>
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<td>Panel debate, Q&amp;A</td>
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<td>Panelist also: Sarah Lewis, Secretary General, Fédération Internationale du Ski (FIS), Switzerland</td>
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<tr>
<td>Time</td>
<td>Main session</td>
<td>FIFA's confederations: At the heart of football's challenges</td>
<td>Location</td>
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<tr>
<td>20.00-21.45</td>
<td><strong>Chair: James Corbett</strong></td>
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<td>CAF and its role in the FIFA breakdown</td>
<td>Aderonke Bello, Journalist, Naij.com</td>
<td>Nigeria</td>
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<td>AFC and its role in the FIFA breakdown</td>
<td>James M. Dorsey, Academic, Journalist, Syndicated Columnist, Blogger /Co-director, S. Rajaratnam School of International Studies /Institute of Fan Culture, University of Wuerzburg</td>
<td>Singapore</td>
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<td>The state of Caribbean football and why it matters</td>
<td>Lasana Liburd, Journalist, Wired868.com, Trinidad &amp; Tobago</td>
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<td>CONMEBOL: Yankees come home</td>
<td>Ezequiel Fernandez Moores, Journalist, La Nación, Argentina</td>
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<td>UEFA and its role in the FIFA breakdown</td>
<td>Jochen Leufgens &amp; Robert Kempe, Coordinator Sport and Politics &amp; Freelance Journalist, ARD German TV</td>
<td>Germany</td>
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### Conference Programme

**Play the Game 2015**  
Aarhus, Denmark, 25-28 October  

#### Wednesday 28 October

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<tr>
<td>7.00-8.00</td>
<td>Explore new trends in running shoes: The 'Find your way' concept: Making orienteering accessible for all, 5 km</td>
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<td>9.00-11.40</td>
<td><strong>Main session</strong></td>
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<td><strong>Transfers and trafficking: The human cost of broken dreams</strong></td>
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<td>Chair: Sine Agergaard</td>
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<td>Locating Sport Migrants in Structures of Kinship and Indebtedness</td>
<td>Niko Besnier</td>
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<td>Chair: Kim Schimmel</td>
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<td>Alternative Models of Sport Development in America Outside of the Educational System--Can it work to Prevent an Educational Crisis?</td>
<td>B. Dave Ridpath</td>
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<td>10.15-10.35</td>
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<td>U.S. college sport: Unprotected amateurs in a billion-dollar business</td>
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<td>Chair: Kim Schimmel</td>
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<td>A fair share? Collective bargaining in baseball</td>
<td>Rob Steen</td>
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You won't lose you way. Our three tour guides Ida Bobach, Søren Bobach and Maja Alm are all reigning world champions in orienteering. Join them in their daily training environment.
## Wednesday 28 October

### 11.45-13.00

**Parallel session**

**The use of global sport events as a soft power resource**
- Chair: Christopher Gaffney
- Andy Stevens, Senior Lecturer, University of East London, United Kingdom

**Game On: Can Qatar Deliver a Winning 2022 FIFA World Cup Hosting Performance?**
- Susan Dun, Dr., Northwestern university in Qatar, Qatar

**Secrets and Lies: Qatar 2022, the media & the Gulf’s migrant labour problem**
- James Corbett, Journalist, Freelance, Ireland

**Discussion, Q&A**

### 11.45-13.00

**Parallel session**

**The future of journalism: Round table on investigative research**
- Chair: Andreas Sellaas
- Lars Werge, President, Danish Union of Journalists, Denmark

**Uncovering football secrets for 20 years: What now?**
- Jens Weinreich, Journalist and author, www.jensweinreich.de, Germany

**Round table on investigative journalism**
- Laura Robinson, Journalist, Freelance, Canada
- Umaid Wasim, Journalist, Dawn, Pakistan

**Other investigative journalists to join in**

### 11.45-13.00

**Parallel session**

**Checking the Arbitrary Power of the Medical Commissions: The lessons from Dutee Chand**
- Chair: Bruce Kidd
- Bruce Kidd, Katrina Karkazis & Payoshni Mitra, Professor, Senior Research Scientist & Project Director, University of Toronto Scarborough, Stanford University & Jadavpur University, Canada, USA & India

**Discussion, Q&A**

### 11.45-13.00

**Workshop**

**The real world of match-fixing (III)**
- Declan Hill, PhD, Author, Freelance, Canada

**The last of three open workshops for journalists and others interested in matchfixing research**
**Wednesday 28 October**

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<th>11.45-16.00</th>
<th>Idan Development Forum</th>
<th>Session and excursion - Movement facilities on the water front</th>
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<tr>
<td>Chair: Henrik H. Brandt</td>
<td>Rethinking sports facilities. What kind of facilities do people actually want, and how can we make better use of what we have got.</td>
<td>Peter Forsberg, Analyst</td>
<td>Danish Institute for Sports Studies/Play the Game</td>
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<tr>
<td>Jakob Færch, Development consultant</td>
<td>Reclaiming the blue element. Converting the water to the best arena for sports and recreation in town.</td>
<td>The Danish Foundation for Culture and Sports Facilities</td>
<td>Denmark</td>
</tr>
<tr>
<td>Stephen Willacy, City Architect</td>
<td>Aarhus East: Creating a brand new hub for living, sport and recreation through careful urban development.</td>
<td>Municipality of Aarhus</td>
<td>Denmark</td>
</tr>
<tr>
<td>Henrik Stampe, General manager</td>
<td>The Blue Rambla: Using community sport and events to make a new part of town spring into life.</td>
<td>Aarhus Sports Council</td>
<td>Denmark</td>
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</table>

Bus departure at 13h. Trip to the Aarhus East urban development at the former container terminal. Iconic buildings, existing and new hubs for sport, events and recreation at the water side. How to make one of the largest building sites in Denmark live during and after construction. Tour guides: Stephen Willacy, City Architect, and Finn Lyck, Event Manager, Aarhus Events. The tour ends with a drink in the new Dokk1 city library and citizen’s service at the harbor front.

*Instead of lunch, participants on this tour will get a sandwich package for the road.*

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<tr>
<th>13.00-14.15</th>
<th>Lunch break</th>
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<th>Sports politics and governance: A global outlook</th>
<th>Marselissalen</th>
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<td>Chair: Jens Alm</td>
<td>Sports Corruption: Justice and accountability through international legislation</td>
<td>Catherine Ordway, Professor of sports management</td>
<td>La Trobe University</td>
<td>Australia</td>
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<tr>
<td>Jonas Burghem, Founder and director</td>
<td>Developments in International Sport Policy and Human Rights</td>
<td>Sport Cares - Consultants for Sport Policy</td>
<td>Germany</td>
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<tr>
<td>Peter Donnelly, Professor</td>
<td>Olympic Agenda 20 + 20: Will the reforms increase women’s participation?</td>
<td>University of Toronto</td>
<td>Canada</td>
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<tr>
<td>Hande Öztürk, Attorney at Law</td>
<td>Women’s Involvement in Sports as A Cure to Match-fixing and Corruption</td>
<td>Çaga &amp; Çaga Law Firm</td>
<td>Turkey</td>
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<tr>
<td>Urszula Starakiewicz, Lecturer, PhD</td>
<td>Transparency of Polish sports federations - from a journalistic perspective</td>
<td>University of Warsaw</td>
<td>Poland</td>
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<td>14.15-16.00</td>
<td>Parallel session</td>
<td>The migrant athlete in Europe: Risks and opportunities</td>
<td>Sine Agergaard, Associate Professor</td>
<td>Aarhus University, Section for Sports Science, Denmark</td>
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<td></td>
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<td>Does European dual career policies include migrating athletes?</td>
<td>Mark Hann &amp; Uroš Kovač, PhD Candidate</td>
<td>University of Amsterdam, Netherlands</td>
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<td></td>
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<td>Subjective experiences of aspiring football migrants in West and Central Africa</td>
<td>Christian Ungruhe, M.A.</td>
<td>Bayreuth University, Germany</td>
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<td>Playing the other. African footballers, racism and self-charismatization in German professional football</td>
<td>Martin Kainz, Project Coordinator</td>
<td>Vienna Institute for international Dialoge and Cooperation (VIDC), Austria</td>
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<td></td>
<td>Discussion, Q&amp;A</td>
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<td>14.15-16.00</td>
<td>Parallel session</td>
<td>A fair share? Aspects of sport in the USA</td>
<td>Greg Lagowski, Sponsorship coordinator /Student of management</td>
<td>Warsaw Marathon Foundation /University of Warsaw, Poland</td>
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<td>Served his Time? The Ched Evans Dilemma</td>
<td>Marcus Hoy, Freelance journalist</td>
<td>Independent, Denmark</td>
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<td>Sport, play and exercise for all? Increasing physical activity of adolescents with Autism Spectrum Disorder (ASD).</td>
<td>Edoardo Rosso, Research Fellow: Sport and Development</td>
<td>University of South Australia, Australia</td>
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<td>Viktor Troicki vs the International Tennis Federation: Mental Health, Disability Rights, and Anti-Doping Efforts</td>
<td>Ana Mitric, Independent scholar &amp; journalist</td>
<td>Freelance, USA</td>
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<td>Discussion, Q&amp;A</td>
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<td>16.00-16.30</td>
<td>Coffee break</td>
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<td>16.30-18.30</td>
<td>Closing Plenary session The revised International Charter of Physical Education, Physical Activity and Sport: Activating global quality and ethical standards for sport</td>
<td>Marselissalen</td>
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<td>Chair: Henrik H. Brandt</td>
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<td>Philipp Müller-Wirth Executive Officer for Sport UNESCO</td>
<td>France</td>
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<td>Presentation title to be confirmed Bob Munro Chairman Mathare United</td>
<td>Kenya</td>
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<td>Esben Danielsen (tbc) Director The Danish Foundation for Culture and Sports Facilities Denmark</td>
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<td>Hande Öztürk Attorney at Law Çaga &amp; Çaga Law Firm Turkey</td>
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<td>Mogens Kirkeby President International Sport and Culture Association (ISCA) Denmark</td>
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<td>Richard Bailey Consultant ICSSPE Germany</td>
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<td>20.00</td>
<td>Panel debate, Q&amp;A</td>
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<td>20.30-01.00</td>
<td>Dinner and party</td>
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<td>Conference dinner and farewell party</td>
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<td>Play the Game Award 2015</td>
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