Evaluation Play the Game 2005 – Summary

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

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

PR - Where did the respondents learn about the conference: The most effective PR for the conference has been by word of mouth from a friend or a colleague (46,20%). In second place are PTG’s online services – the newsletter (24,60%) and the website (22,30%). PR material only seems to have had a limited effect (9,20%) and telemarketing none at all. 22,30% answered other, which is supplemented by comments, where the respondents elaborate that they have participated in previous PTG conferences, been invited personally as a speaker or have met Jens Sejer Andersen at other events/conferences. Finally a few answer that they have heard it from their employer (Universities, Danish School of Journalism, etc.), Danish Embassy or by searching on the Internet.

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

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

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

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

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

Goals – To what extent did PTG2005 facilitate network between journalists, academics and sport leaders in world sport: 25,40% rated that the conference had success with facilitating network within the different groups in world sports to a very high degree, whereas 50,80% answered to a high degree. 19% said either-or and 4,80% to a limited degree. During the conference the participants made a strong demand for a network forum for the participants before and after the conferences. This request is supported by the comments in the survey.
Attendance
The main part of the respondents answered that they attended the conference all days. A comparison between speakers and delegates show that they in overall terms have an equal attention rate (number of days). The comments express regrets from those who only attended for a few days for various reasons (work, visa, etc.)

Presentations and sessions – The number of presentations
38.60% agree that the number of presentations was suitable, whereas 29.90% partly agree. 7.1% answered either-or, 18.10% partly disagreed, 5.50% disagree and 0.80% do not know. Many of the respondents comment that there were too many presentations, which gave less time to network. Furthermore it seems that a lot of the participants had a hard time choosing between sessions. Others emphasize the choice between sessions as a positive thing.

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

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

Themes – selection of the three most relevant themes

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

Time to network with the other participants at the conference
Even though the majority have answered that there were enough time to network there seems to be a general wish to have more time. The comments mainly focus on the intensive programme which restrained the possibilities for networking.
Service from the conference secretariat
66.4% of the respondents said that the service from the conference secretariat was very good and 27.9% good. 3.3% answered either-or and 2.5% less satisfactory.

Play the Game’s development
76.4% said that Play the Game is developing in a positive direction and 23.6% do not know. None of the respondents think that Play the Game is developing in a negative direction.

Future Play the Game conferences – Respondents who plan to attend PTG 2007
85.6% said that they would like to attend the next conference, whereas 14.4% do not know. No one said they would not attend the next conference.

Future Play the Game conferences – Ideal frequency
65.6% think that every other year is the ideal frequency for PTG, whereas 15.2% say respectively every year or every third year. 4% do not know. One of the respondents calls for a more permanently updated Web Page.

Play the Games value for the participants’ daily work
32.8% think that Play the Game will give value to their daily work to a high extent, 50% to some extent, 6.6% said either-or, 9% to a small extent, and 1.6% to no extent. The comments mention the Press Survey as valuable and that the conference serves as inspiration and gave confidence. Lastly the website is mentioned and that it can become an important tool especially if it develops into a permanent information tool.