

<b>Monday 8 June</b>					
<b>14.00-17.00</b>	<b>Opening Session</b>				<b>Cathedral</b>
<i>Chair: Simon Chadwick, Director of CIBS</i>	Welcome to Coventry Cathedral	The Very Reverend John Irvine MA	The Dean of Coventry		UK
	Coventry University Welcoming Address	Madeleine Atkins	Vice-Chancellor, Professor	Coventry University	UK
	Welcome to the West Midlands	Jim Johnston	Business Manager	Advantage West Midlands	UK
	Welcome to Play the Game 2009	Jens Sejer Andersen	Director	Play the Game	Denmark
	Pundits and players: Is writing the game always second best?	David Goldblatt	Author		UK
	Sport's institutions: Corrupting the meaning of sport	Nikki Dryden	Olympic swimmer, lawyer		USA
<b>15.30-16.00</b>	<b>Coffee break</b>				
	Match-fixers: They are here. What are we going to do now?	Declan Hill	PhD and investigative reporter		Canada
<b>17.00-19.00</b>	<b>Welcome Reception at Coventry Cathedral hosted by the Lord Mayor of Coventry</b>				
	Welcome to Coventry	Jack Harrison	Lord Mayor	Coventry	UK
	Coventry and the Olympics	Tom Clift	Manager	Coventry Solihull and Warwickshire Partnership, 2012 Games	UK
	Welcome to the West Midlands	Jim Johnston	Business Manager	Advantage West Midlands	UK
	Words of welcome	Simon Chadwick	Director, Professor	Centre for the International Business of Sport at Coventry University	UK
	Musical entertainment by	Sandra Godley and	Megan Daffern & Tammy James		UK

Monday 8 June					
19.00-21.30	Sustainable football financing in times of crisis				Cathedral
<i>Chair: Nick Harris, sports staff writer, The Independent</i>	The reassuring stability of football capitalism	Stefan Szymanski	Professor	CASS Business School	UK
	The Challenges in European Football Today	William Gaillard	Advisor to the UEFA President and UEFA Director of communications	UEFA	Switzerland
<b>20.00-20.20</b>	<b>Coffee break</b>				
	Power struggles in football and treatment of breakaway structures under EU competition law	Katarina Pijetlovic and Simon Gardiner	Lecturer in EU law / Reader in sports law	International University Audentes Tallinn /Leeds Metropolitan University	Estonia / Bosnia /UK
	The top (down) and bottom (up) of it - the twin track approach to football club sustainability	Dave Boyle	Chief Executive	Supporters Direct	UK
	Open debate, Q&A				

<b>Tuesday 9 June</b>					
<b>8.30-11.00</b>	<b>The global arms race in sport: Consequences for the elite and the populations</b>				<b>Cathedral</b>
<i>Chair: Anna Semens, research fellow at CIBS</i>	Financing of sport in times of global recession	Wladimir Andreff	Professor emeritus in sports economy	University of Paris-Sorbonne	France
	Playing the game of the global sporting arms race? Sports Policy factors Leading to International Sporting Success (SPLISS)	Veerle De Bosscher	PhD	Vrije Universiteit Brussel	Belgium
	International challenges to "Sport for all"	Henrik H. Brandt	Director	Danish Institute for Sports Studies	Denmark
<b>9.30-9.50</b>	<b>Coffee break</b>				
	The pyramid is history: The real challenges and conflicts between grass-roots and top sport.	Mogens Kirkeby	President	International Sport and Culture Association	Denmark
	The role of EU in European sports policy	Pedro Velázquez	Deputy Head of the Sports Unit	European Commission	Spain
	Open debate, Q&A				
<b>11.15-12.30</b>	<b>UPDATE Workshop: Investigative journalism in sport</b>				<b>Humber</b>
<i>Chair: Peter From Jacobsen, UPDATE</i>	The Lost Diamond - Trafficking of Young African Footballers	Jens M. Johansson and Lars Backe Madsen	Journalists		Norway
<b>11.15-12.30</b>	<b>Doping testing: (Lack of) ethics and efficiency?</b>				<b>Cathedral</b>
<i>Chair: Michael Sauer, scientific co-worker, Univ. of Cologne</i>	Doping testing: Scratching the surface	Richard Ings	Chairman and CEO	Australian Sports Anti-Doping Authority	Australia
	Ethical issues derived from imperfect doping tests	Werner Pitsch	Researcher	Saarland University	Germany
	Can corruption derail the testing system?	Michael Ashenden	Project Coordinator	SIAB research consortium	Australia

Tuesday 9 June					
<b>11.15-12.30</b>	<b>Animals in sport: Use or abuse?</b>				<b>Hillman</b>
<i>Chair: Terri Byers, lecturer, CU</i>	Why the Racing Industry Fails the Horse	Dene Stansall	Horse Racing Consultant	Animal Aid Head Quarters	UK
	Use and abuse of animals in sport	Terri Byers	Principal Lecturer Sport Management	Coventry University	UK
	UK thoroughbred horse production: Racing to the knacker's yard?	Andrew Byers	Senior Lecturer	Nottingham Trent University	UK
	The catalytic role of animals in sport	William Brooke	Senior Lecturer	Coventry University	UK
<b>12.30-13.30</b>	<b>Lunch</b>				
<b>13.30-14:20</b>	<b>A champion's look at the cycling world today</b>				<b>Cathedral</b>
<i>Chair: Verner Møller, prof., Aarhus University</i>	A champion's look at the cycling world today	Greg LeMond	Former Tour de France winner /Executive director	LeMond Fitness Inc	USA
<b>14.30-16.00</b>	<b>Blowing the whistle: Corruption in the corridors</b>				<b>Hillman</b>
<i>Chair: Laura Robinson, freelance</i>	Mutiny, murder and mayhem: Football in Guyana	John Mair	Senior Lecturer	Coventry University	UK
	The horror of threats in Ugandan Football	Muhammad Dhakaba	Editor	UgaSport	Uganda
	Federation Internationale de l'Automobile, a motor racing mess	Pablo Vignone	Journalist	Página/12 newspaper	Argentina
	Where the game will be played: Venue allocation for Brazil's 2014 World Cup	Bernardo Pires Domingues and Rafael Maranhao	Journalists	Freelance	Brazil /Sweden
	David vs. Goliath: Defeating the mighty Mr. Adamu in court	Olukayode Thomas	Sports editor	Timbuktu Media	Nigeria
	From skategate to biathlon: Defining corruption in sport	Samantha Gorse		CIBS, Coventry University	UK

<b>Tuesday 9 June</b>					
<b>14.30-16.00</b>	<b>Anti-doping: Prevention and youth attitudes</b>				<b>Humber</b>
<i>Chair: Verner Møller, prof., Aarhus University</i>	Anabolic steroid use among students in the US	Gary Gaffney	Associate Professor	University of Iowa Hospitals	USA
	Testing recreational athletes: Can it be justified?	Ask Vest Christiansen	Ass. Professor	Dep. of Sport Science, Aarhus University	Denmark
	Young people and steroids: Attitudes and risk behaviour	Michael Sauer	Scientific Coworker	Manfred Donike Institute	Germany
	Doping Prevention: Unloved and unsolved task	Gerhard Treutlein	Prof. Dr.	Pädagogische Hochschule Heidelberg	Germany
	Alcohol advertising and youth in sport: Recipe for a mismatch	Matthew Nicholson	Associate Professor	University of Ballarat	Australia
<b>16.00-16.30</b>	<b>Coffee break</b>				
<b>16.30-18.30</b>	<b>Lessons from Beijing 2008</b>				<b>Cathedral</b>
<i>Chair: Søren Riiskjær, board member, Play the Game</i>	The Changing of the Chinese Government's Sports Policy Post-Beijing 2008	Xiong Huan	Lecturer	Irish Institute for Chinese studies, University of Cork	Ireland/China
	Beijing Olympic Games and China's National Image and Cultural Identity	Hai Ren	Professor/Director	Olympic Studies Centre, University of Beijing	China
	Media freedom in China: How far does it reach?	Aidan White	General Secretary	International Federation of Journalists	Belgium
	Human rights and Beijing 2008: Match or mismatch	Brian Dooley	Project Manager, Sport and Human Rights Project	Amnesty International	UK
	Open debate, Q&A				

<b>Tuesday 9 June</b>					
<b>16.30-18.30</b>	<b>Terrible teenagers? Sport's quest for the hearts and minds of the youth</b>				<b>Humber</b>
<i>Chair: Bob Munro, chairman, MYSA</i>	SNS : A new concept for Sports after School in order to motivate youngsters to a more active life-style	Nadine De Ridder	Coordinator	Sport Na School	Belgium
	Necessary Risk: Parkour and the Development of Human Potential	Dan Edwardes	Owner	Parkour Generations	UK
	Mainstream sport: Excluding the disadvantaged	Jane Asworth	Chief Executive	StreetGames UK	UK
	Fewer and more active: Teenagers in Danish sport	Maja Pilgaard	Ph.d./Academic Researcher	Danish Institute for Sports Studies	Denmark
	Physical literacy of primary school children	Samantha Dawson	Lecturer in Applied Physiology	Coventry University	UK
	Open debate, Q&A				
<b>18.30-20.00</b>	<b>Dinner</b>				
<b>20.00-22.30</b>	<b>Match fixing: A blow to the core of sport</b>				<b>Cathedral</b>
<i>Chair: Richard Ings, chairman, ASADA</i>	Don't Bet On It	Michael Franzese	Former mob-boss		USA
	Sports Betting: Safeguarding the Integrity of Professional Football	Emanuel Macedo de Medeiros	CEO	European Professional Football Leagues	Portugal
<b>21.00-21.20</b>					
	Tackling corruption in sport in the 21st Century: How Betfair can help	Mark Davies	Managing Director	Betfair	UK
	Open debate, Q&A	Also in the panel:	Declan Hill, Christer Ahl		

<b>Wednesday 10 June</b>					
<b>8.30-12.00</b>	<b>Ten years after the IOC reforms: The state of governance in sport</b>				<b>Cathedral</b>
<i>Chair: Hans B. Skaset, professor</i>	International sport under Swiss legal protection	Mario Goijman	Former president, engineer	Federación Argentina de Voleibol	Argentina
	World handball hi-jacked by its president: Structural problems, scandals, and an urgent need for change	Christer Ahl	Outgoing President	Playing Rules and Referees Commission at the IHF	USA /Sweden
	The ISL bribery system: 138 million CHF for high-ranking officials in the Olympic world	Jens Weinreich	Journalist	www.jensweinreich.de	Germany
<b>9.30-9.50</b>	<b>Coffee break</b>				
	Sport: Breaking the intransparency record	Robert Lloyd	Projects manager - Global Accountability	One World Trust	UK
	The new sports organisation – eight essentials for renewing the management of sport	Lars Haue-Pedersen	Managing Director	TSE Consulting	Switzerland /Denmark
	<i>Presentation title to be confirmed</i>	Richard W. Pound	Member of the IOC, former WADA president	International Olympic Committee	Canada
	Open debate, Q&A				
<b>12.00-13.00</b>	<b>Lunch</b>				
<b>13.00-15.00</b>	<b>Anti-doping: Ways and thoughts of the elite athletes</b>				<b>Cathedral</b>
<i>Chair: Søren Riiskjær, board member, Play the Game</i>	Doping trends in track and field athletes	Gary Gaffney	Associate Professor	University of Iowa Hospitals	USA
	Doping careers in wrestling, weightlifting, cycling	Christophe Brissonneau	Sociologist	University Paris Descartes	France
	A reflection on downsides of anti-doping	Verner Møller	Professor	University of Aarhus	Denmark

<b>Wednesday 10 June</b>					
<b>Anti-doping: Ways and thoughts of the elite athletes (cont.)</b>					<b>Cathedral</b>
	Adding more variables to the theory of doping: The dynamics of informal rules and norms vs. the formal institutions	Joachim Parbo	MA Political Science / Prof. Cyclocross	<a href="http://www.joachimparbo.dk">www.joachimparbo.dk</a>	Denmark
	Anti-Doping: Confusion, opposition and violations	Georg Facius	Former member of EAA Anti-doping Working Group	<a href="http://www.123hjemmeside.dk/ea-anti-doping">www.123hjemmeside.dk/ea-anti-doping</a>	Denmark
	A think tank for anti-doping research	Klaas Faber	Director	Chemometry Consultancy	The Netherlands
<b>13.00-15.00</b>	<b>Sport for the Good: What is it good for?</b>				<b>Hillman</b>
<i>Chair: John Thrane, board member, Play the Game</i>	Upholding the Integrity of Australian Sport	Debbie Simms	Manager	Australian Sports Commission	Australia
	The fitness industry: A challenge to traditional sport	Kasper Lund Kierkegaard	Researcher	Danish Institute for Sports Studies	Denmark
	Harnessing wilderness as therapeutic recreation and context for enhancing wellness in a youth development project in South Africa	Anthony Naidoo and Marlon Botha	Researchers	Stellenbosch University	South Africa
	Scientific support for the "Coach Campaign" in German top level sport	Andreas Pohlmann	Head of Department	Federal Institute of Sport Science	Germany
	Sport's overlooked value: The kinesthetic style	Florian Petrica	Editor-in-Chief	The Money Channel, Realitatea Media	Romania
	Youth development in Argentine football	Marcela Mora y Araujo	Journalist	The Guardian	UK



<b>Wednesday 10 June</b>					
<b>13.00-15.00</b>	<b>Sustainable sports financing in times of crisis</b>				<b>Humber</b>
<i>Chair: Marcella Daye, Senior Lecturer, CU</i>	Corporate social responsibility in sport	Sylvia Schenk	Lawyer	Schmalz Rechtsanwälte	Germany
	Sustainable sponsorship: CSR as a communications tool in sport	Daniel Cade	Project Manager	Schwery Consulting	Switzerland
	Ambush marketing: Time for football to address it	Nicholas Burton	Researcher	Coventry University Business School	Canada
	Is benefaction such a good thing? A review of benefactors in English football	John Beech	Co-director of CIBS	Coventry University	UK
	Manchester United: It's all on the shirt	John Mair	Lecturer	Coventry University	UK
	Cricket IPL: First case of an Asian league surpassing Europe	Adrian Pritchard	Lecturer	Coventry University	UK
	Mass media as part of the football business	Alejandro Wall	Journalist	Crítica de la Argentina	Argentina
<b>15.00-15.30</b>	<b>Coffee break</b>	<b>Go to busses!</b>			
<b>15.30-22.00</b>	<b>Excursion to Warwick Castle and dinner at Nailcote Hall</b>				

<b>Thursday 11 June</b>					
<b>8.30-11.00</b>	<b>New challenges to the global struggle against doping</b>				<b>Cathedral</b>
<i>Chair: Mike McNamee, professor, Swansea Univ.</i>	The cocaine connection in sport	Sandro Donati	Researcher		Italy
	Democratic values and the global fight against doping	Herman Ram	CEO	Anti-Doping Authority of The Netherlands	The Netherlands
	<i>Presentation title to be confirmed</i>	Yves Kummer	President	European Elite Athletes Association	Belgium
<b>9.30-9.50</b>	<b>Coffee break</b>				
	The pharmaceutical industry in anti-doping: Possibilities and limitations	Anne-Marie Kappelgaard	Senior scientist, head of department	NOVO	Denmark
	WADA's Tenth Year of Existence: Achievements, Challenges and Way Forward	David Howman	Director General	WADA	Canada /New Zealand
	Open debate, Q&A	Also in the panel:	Greg Lemond		
<b>11.15-12.30</b>	<b>UPDATE Workshop: Investigative journalism in sport</b>				<b>Humber</b>
<i>Chair: Peter From Jacobsen, UPDATE</i>	Plus ça change....writing the real story in sports never gets any easier	Laura Robinson	Author and journalist	Freelance	Canada
	How to do investigative journalism in sports when you don't have any money	Declan Hill	PhD and investigative reporter	Freelance	Canada

<b>Thursday 11 June</b>					
<b>11.15-12.30</b>	<b>Tackling the violent fans</b>				<b>Hillman</b>
<i>Chair: John Mair, Senior Lecturer, CU</i>	Preventing and controlling football-related disorder: Security versus civil liberties	Lise Joern	PhD-student	University of Aarhus	Denmark
	Intrinsic versus Extrinsic Factors in Conceptualizing Competitive Sports Fan Violence	Ted (Charles T.) Vehse	Lecturer in Humanities & Relig. Studies	West Virginia University	USA
<b>12.30-14.00</b>	<b>Lunch</b>				
<b>11.15-12.30</b>	<b>Aspects of football player trade</b>				<b>Cathedral</b>
<i>Chair: John Beech, Co-director, CIBS</i>	Football's foreign exchange: Challenging perceptions of foreign player involvement in the English Premier Academy League	Richard Elliott	Director	Lawrie McMenemy Centre for Football Research	UK
	Football agents: Fundamental principles and duties	Tim Vollans	Researcher	Coventry University	UK
	The Scale and Scope of the Football Agents' Industry in the UK	Anna Semens	Research fellow	Coventry University	UK
<b>14.00-16.00</b>	<b>Sport in the making of national identity</b>				<b>Hillman</b>
<i>Chair: Jens Brinch, chairman, Play the Game</i>	Never forget you're Welsh: Sport as a political device for the promotion of national well-being	Russell Holden	Director	In the Zone	Wales
	The Hand of God: Chapter two	Ezequiel Fernández Moores	Journalist	La Nación (Argentina) and ANSA	Argentina
	Integrated or segregated? Media Representation of Oscar Pistorius	Tatiane Hilgemberg	Master degree student	Communications Sciences University of Po	Portugal /Brazil

<b>Thursday 11 June</b>					
<b>14.00-16.00</b>	<b>Sport in the making of national identity (cont.)</b>				<b>Hillman</b>
<i>Chair: Jens Brinch, chairman, Play the Game</i>	Branding Jamaica: Usain Bolt in the UK press discourse	Marcella Daye	Senior lecturer	Coventry University	UK
	Sport in Kosovo: The struggle for world recognition	Agim Islami	President /Professor	Tennis Federation of Kosovo /University of Prishtina-Kosova	Kosovo
	- same	Arberore Riza	Media advisor	Ministry of Sport	Kosovo
	- same	Driton Latifi	Sports news editor	Daily Lajm - ATV Media Company	Kosovo
<b>14.00-16.00</b>	<b>Beijing 2008: Business and politics</b>				<b>Cathedral</b>
<i>Chair: Andreas Selliaas, Internat. Consultant, NOC Norway</i>	OG in Beijing - The victory of the market forces over the morality	Jørn Hansen	Associate Professor	University of Southern Denmark	Denmark
	Framing the Beijing Olympic Games: Human Rights Advocacy Groups versus the Beijing Olympic Officials	Ana ADI	Doctoral Researcher	University of the West of Scotland	UK
	Norwegian human rights organizations: Experiences from Beijing 2008, and the road ahead.	Anders Hasselgaard	Researcher	NUPI	Norway
	The game is up: Tackling illegality and immorality in China's system of sports governance	Rowan Simons	Author	Beijing	China / UK

## Thursday 11 June

14.00-15.00	Gender and human rights in sport				Humber
<i>Chair: Laura Robinson, freelance</i>	Behind the Curtain: Understanding physical transition in the context of sport	Kristen Worley	Elite Canadian Track Cycling Athlete	Home studio as design engineer	Canada
	Can't Get No Satisfaction: The IOC, Sexism and the Olympic Games	Laura Robinson	Author and journalist	Freelance	Canada
	Invisible Barriers: Women and Sports Governance in Canada	Erin Durant	JD Candidate, 2011	Queen's University	Canada
15.00-16.00	Protecting the game: Measures against match-fixing				Humber
<i>Declan Hill, PhD and journalist</i>	Cricket Mania and Fast Money: Is Twenty20 cricket safe from fixing, betting and doping?	Murali Krishnan	National Affairs Editor	Indo-Asian News Service	India
	Professional tennis: How can it be protected?	Richard Ings	Chairman and CEO	Australian Sports Anti-Doping Authority	Australia
	Safeguarding the integrity of sport	Ali Khalid	Secretary General	European Sports Security Association (ESSA)	Belgium
<b>16.00-16.30</b>	<b>Coffee break</b>				

## Thursday 11 June

16.30-18.30	<b>Paralympic athletes: More different than the rest?</b>				<b>Humber</b>
<i>Chair: Tine Teilmann, IOC and IPC com. for women</i>	Oscar Pistorius as Para/Olympian: difference, equity and slippery slopes	Mike McNamee	Professor	Swansea University	UK
	Reframing Sport Contexts: Labeling, Identities, and Social Justice	Ted Fay	Senior Research Fellow, Sport in Society and Director, Sport Management Program	State University of New York at Cortland	USA
	Double amputee sprinting: Biomechanical challenge, mechanical advantage or just a different kind of locomotion?	Gert-Peter Brüggemann	Professor	Deutsche Sporthochschule	Germany
	Title to be confirmed	Ricky Balshaw	Paralympic silver medallist	Equestrian Team GBR	UK
	Title to be confirmed	Martin Mansell	Disability Adviser to the Sports and Leisure Industry	<a href="http://www.abilityvsability.co.uk">www.abilityvsability.co.uk</a>	UK
	Open debate, Q&A				
16.30-18.30	<b>Sport for development : Dream or reality?</b>				<b>Cathedral</b>
<i>Chair: Mogens Kirkeby, president, ISCA</i>	Presentation title to be confirmed	Poul Hansen	Head of office	UN office on sport for development and peace	Switzerland
	Using Sport Wisely: How the Best Values of Sport can Prevent Conflict and Stimulate Development	William Bennett	University and Education Partnerships Manager	Right To Play	UK
	Sport for Peace and Reconciliation: Young Peacemakers in the Mathare Slums and Kakuma Refugee Camp in Kenya	Bob Munro	Chairman	Mathare Youth Project	Kenya/Canada
	Sport and reconciliation – mission impossible?	Andreas Selliaas	Manager on research project	Sports and reconciliation	Norway

<b>Thursday 11 June</b>					
	<b>Sport for development (cont.)</b>				<b>Cathedral</b>
<i>Chair: Mogens Kirkeby, president, ISCA</i>	Sport-for-development: Pessimism of the intellect; optimism of the will	Fred Coalter	Professor	University of Stirling	UK
	Open debate, Q&A				
<b>20.00-01.30</b>	<b>Gala dinner and farewell party at the Herbert Art Museum</b>				
<b>Friday 12 June</b>					
<b>9.45-10.00</b>	<b><i>Coffee on the way in</i></b>				
<b>10.00-12.30</b>	<b>Mega-events: Can they drive development?</b>				<b>Cathedral</b>
<i>Søren Wormslev, board member, Play the Game</i>	How the Swiss "EUROphoria" boosted sport for all	Lorenz Ursprung	Head of Sport Promotion	Federal Office of Sport	Switzerland
	The Hidden 4th Pillar of Olympism: Privatized Profit, Socialized Debt	Chris Shaw	Professor, author	University of British Columbia	Canada
	London 2012: Delivering the promise	Brigid Simmonds	Chair of board	CCPR	UK
	London's quietest stories: What we should REALLY expect in 2012	Simon Chadwick	Director, Professor	Centre for the International Business of Sport at Coventry University	UK
	<i>Presentation title to be confirmed</i>	Andrew Moger	Executive Director	News Media Coalition	UK
	Open debate, Q&A				
<b>12.30-13.30</b>	<b>Lunch</b>				

<b>Friday 12 June</b>					
<b>13.30-15.00</b>	<b>Closing session</b>				<b>Cathedral</b>
<i>Søren Wormslev, board member, Play the Game</i>	2018: England in the iron grip of Jack Warner	Andrew Jennings	Author and journalist	Freelance	UK
	Play the Game Award	Winner to be appointed		Play the Game	Denmark
	Thank you and see you again in 2011	Jens Sejer Andersen	Director	Play the Game	Denmark
<b>15.00</b>	<b>Departure</b>				

Please note that programme changes can occur at any time. All times are approximate.