



# playthegame2013

*Stepping up for democracy in sport*

Conference Programme

**28-31 October • Aarhus • Denmark**

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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>			<b>Marselisborg-salen</b>
<b>Chair: Henrik H. Brandt</b>	Words of welcome	Johs. Poulsen	Chairman of the board	Play the Game/Danish Institute for Sports Studies	Denmark
	Welcome to Aarhus	Marc Perera Christensen	Alderman	Department of Culture and Citizens' Services, Aarhus	Denmark
	Words of welcome	Jens Sejer Andersen	International Director	Play the Game/Danish Institute for Sports Studies	Denmark
	The EU Parliament moves against match-fixing	Morten Løkkegaard	MEP, Vice-Chair	The European Parliament's Committee on Culture and Education	Denmark
	Sports Governance Observer: Testing the state of governance in international sport	Arnout Geeraert	PhD Student	KU Leuven/Play the Game	Belgium
	Why I became a match fixer	Mario Čižmek	Former professional player	Leading clubs in Croatia, Israel, Iceland	Croatia
	Q&A for Mario Čižmek				
<b>15-15.30</b>	<b>Coffee break</b>				<b>Lobby</b>
<b>15.30-18</b>	<b>Plenary session</b>	<b>Anti-doping in crisis: Are there alternatives to testing?</b>			<b>Marselisborg-salen</b>
<b>Chair: Verner Møller</b>	Drug Testing: Why What Should Work Does Not Work	Richard W. Pound	Former WADA President, IOC Member	International Olympic Committee	Canada
	What the Armstrong Case says about the condition of sport	William Bock	General Counsel	United States Anti-Doping Agency	USA
	New Strategies in the Fight against Doping	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 Netherlands	Netherlands
	Loopholes in the testing system	Perikles Simon	Professor	Johannes Gutenberg University, Mainz	Germany
	Athletes' perspective on the ineffectiveness of testing	Walter Palmer	Head of Department	UNI Global Union - Sport PRO	Switzerland
	Panel discussion, Q&A	All speakers			
<b>18-19.30</b>	<b>Dinner</b>				<b>Restaurant</b>

<b>Monday 28 October - Opening Day</b>					
<b>19:30-21.30</b>	<b>Plenary session</b>	<b>Match-fixing diagnosis: To the roots of the threat</b>			<b>Marselisborg-salen</b>
<b>Chair: Andreas Selliaas</b>	How Betting Fraud Initiates and Funds Match Fixing	Chris Eaton	Director	International Centre for Sports Security (ICSS)	Qatar
	The size of the global gambling market and the efforts to monitor it	Chris Rasmussen	ELMS Coordinator	World Lottery Association/Danske Spil	Denmark
	On the FIFPro Black Book and organized crime	Wil van Megen	Legal Director	FIFPro	Netherlands
	A life-long career in the fight against corruption in sport	Drago Kos	Lawyer, consultant	Appointed head of the OECD Working Group on Bribery	Slovenia
	Combatting Match-Fixing/INTERPOL perspective	Dale Sheehan	Director	Capacity Building and Training/Integrity in Sport, INTERPOL	France
	Panel discussion, Q&A	All speakers			
<b>21.30</b>	<b>Play the Game Award 2013 and welcome reception</b>				<b>Marselisborg- &amp; Spejlsalen</b>
	Launch of books: "An insider's guide to match-fixing", "International Sports Press Survey 2011 - Quantity and Quality of Sports Reporting" and "International and comparative sports justice"				
	Play the Game Award 2013 to Richard W. Pound	Søren Riiskjær	Deputy Chairman	Play the Game/Danish Institute for Sports Studies	Denmark
	Welcome drink				

<b>Tuesday 29 October</b>					
<b>7.00</b>	Experience Aarhus in running shoes (I)	The semi-white Elephant Sports Facilities, Royal Palace, Memorial Park, Deer Garden Tour, 6 km			
<b>9-11.20</b>	<b>Plenary session</b>	<b>Match-fixing cure: Is the mafia invincible?</b>			<b>Marselisborg-salen</b>
<b>Chair: Andreas Selliaas</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
	How match fixers operate and what the police can do	Nick Garlick	Senior Specialist, Organised Crime Networks O2	Europol	United Kingdom/ Netherlands
	Match fixing and the sports law	Richard H. McLaren	CAS Arbitrator	Innovative Dispute Resolution Ltd.	Canada
	European convention - Global impact	Harri Syväsalmi	Director	Ministry of Education and Culture	Finland
<b>10-10.30</b>	<b>Coffee break</b>				<b>Lobby</b>
	The Red Flags of Bullshit in the Anti-Match-Fixing Industry	Declan Hill	PhD, Author	Freelance	Canada
	Panel discussion, Q&A	All speakers + Dale Sheehan			
<b>11.30-13</b>	<b>Workshop</b>	<b>Action for Good Governance in International Sports Organisations</b>			<b>Room 8B</b>
<b>Chair: Arnout Geeraert</b>	Transparency: how much openness is needed for good governance	Frank van Eekeren	Senior Consultant	Utrecht University	Netherlands
	Less is more? Checks and balances in sport organisations	Michael Groll	Researcher	German Sport University Cologne	Germany
	Sports Governance Observer: A tool to improve sports governance	Arnout Geeraert	PhD Student	KU Leuven	Belgium
	Q&A, discussion				
	<i>Session partner: National Olympic Committee and Sports Confederation of Denmark</i>				

<b>Tuesday 29 October</b>					
<b>11.30-13</b>	<b>Parallel session</b>	<b>Nordic Sports Law Conference (I)</b>			<b>Spejlsalen</b>
<b>Chairs: Jens Ewald/Lars Halgreen</b>	Welcome and introduction to Nordic Sports Law Conference	Lars Halgreen / Jens Ewald	President / Professor	Danish Sports Law Association /Aarhus University	Denmark
	Is Sport Losing Its Integrity?	Richard H. McLaren	CAS Arbitrator	Innovative Dispute Resolution Ltd.	Canada
	Match-fixing and organised crime	Nick Garlick	Senior Specialist, Organised Crime Networks O2	Europol	Netherlands
	Match Fixing etc. and the Lack of Harmonized Standards of Proof and Sanctions	Lars Halgreen / Jens Ewald	President / Professor	Danish Sports Law Association /Aarhus University	Denmark
	Panel discussion, Q&A	All speakers			
<b>11.30-13</b>	<b>Workshop</b>	<b>The investigative corner (I)</b>			<b>Room 8A</b>
<b>Chair: Jens Weinreich</b>	Macht, Moneten, Marionetten - how to run a successful crowd funding campaign for a book on the IOC	Jens Weinreich	Journalist and blogger	www.jensweinreich.de	Germany
	Sport Executive - a magazine against all odds	Lars Andersson	Editor-in-Chief	Sport Executive online magazine	Denmark
	Q&A, discussion				
<b>11.30-13</b>	<b>Parallel session</b>	<b>Rethink sports participation: Catching up with new trends in organised sport</b>			<b>Marselisborg-salen</b>
<b>Chair: Peter Forsberg</b>	DGI lab - how to absorb new trends and participation patterns in organised sport	Troels Rasmussen	Director of DGI lab & board member of DGI	Danish Gymnastics and Sports Associations (DGI)	Denmark
	Changing the beaten track: Development projects of the Danish NOC and sports confederation	Martin Borch	Consultant	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
	"Winning isn't everything, it's the only thing". Ideals of winning in amateur (youth) sport in the Netherlands	Inge Claringboud /Marjet Derks	Assistant Professor /Assistant Professor	Utrecht University /Radboud University	Netherlands
	Let'em play! How new paradigmes created an impressive increase in Danish youth football	Keld Bordinggaard	Former national U21 coach/ Head of Player Development Strategies in the Danish FA	BordinggaardFootball	Denmark
	Sport for the elderly. The teenagers of the future	Ditte Toft	Analyst	Play the Game/Danish Institute for Sports Studies	Denmark
	Q&A, discussion				
	<i>Session partners: Aarhus 2017, Danish Gymnastics and Sports Associations (DGI), Danish Federation for Company Sport</i>				

<b>Tuesday 29 October</b>					
<b>13-14.15</b>	<b>Lunch break</b>				<b>Restaurant</b>
<b>14.15-16</b>	<b>Parallel session Anti-doping: Saving sport, sacrificing athletes?</b>				<b>Bøgesalen</b>
<b>Chair: Verner Møller</b>	How the West answered to the East German doping practice: The Freiburg example	Gerhard Treutlein	Professor	Heidelberg University of Education	Germany
	Doping, Sports and Control: An athletes view!	Nils Zurawski		University of Hamburg	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 Netherlands	Netherlands
	The limits of testing: the evolution of the Gay Games anti-doping policy	Leviathen Hendricks	Member	Federation of Gay Games, External Affairs and International Development Committees	United Kingdom
	Doping and Diving Aren't Two sides of the Same Coin – The Need for a New Compartmentalization on Sports Cheating	Lassi Jyrkkiö	PhD Student, Lawyer	University of Helsinki	Finland
	Q&A, discussion				
<b>14.15-16</b>	<b>Parallel session Rethink sports architecture and spaces for physical activity</b>				<b>Room 8A</b>
<b>Chair: Ditte Toft</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 Sports Facilities	Denmark
	The hidden treasures of sports facilities	Peter Forsberg	Analyst	Danish Institute for Sports Studies	Denmark
	'Elite sports stadium requirements – views from Danish municipalities	Jens Alm	Analyst	Danish Institute for Sports Studies	Sweden/Denmark
	Q&A, discussion				
	<i>Session partners: Aarhus 2017 and The Danish Foundation for Culture and Sports Facilities</i>				

<b>Tuesday 29 October</b>					
<b>14.15-16</b>	<b>Parallel session</b>	<b>Governance in sport: The good, the bad and the nasty</b>			<b>Marselisborg-salen</b>
<b>Chair: Christer Ahl</b>	Playing the Game: Australia's Bid to Host the World Cup	Bonita Mersiades	Writer	Freelance	Australia
	The Last World Cup?: Slavoj Žižek and the (Im)Possibility of Democratic Reform of FIFA.	Tim Walters	College Professor	Department of English, Okanagan College	Canada
	Turkish football: Protected by laws, ruled by politics	Tolga Senel	Consultant	Freelance	Turkey
	Is integrity 'optional'	Bastien Wallace	National Education and Integrity Manager	Basketball Australia	Australia
	Playing by the rules: applying international anti-corruption standards to sport	Deborah Unger	Manager, Rapid Response Unit	Transparency International	United Kingdom
	Football can make you a President. The case of Horacio Cartes	Daniel Chung	Journalist	Canal 13 Radio Cardinal	Paraguay
	Q&A, discussion				
<b>14.15-16</b>	<b>Nordic Sports Law Conference (2)</b>	<b>Combating match-fixing in Nordic sport</b>			<b>Spejlsalen</b>
<b>Chairs: Jens Ewald/Lars Halgreen</b>	The NOC and Sports Confederation of Denmark's new regulations against match-fixing – from a legal perspective	Mads Boesen	Legal Adviser	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
	The Norwegian National Action Plan against Match-fixing in Sport	Morten Johnsen	Legal Adviser	Norwegian Olympic and Paralympic Committee and Confederation of Sports	Norway
	Finnish Rules and Measures to Combat Match Fixing	Petri Heikkinen	Senior Adviser, Legislation	VALO Finnish Sports Confederation	Finland
	Q&A, discussion				
<b>16-16.30</b>	<b>Coffee break with sandwiches</b>				<b>Lobby</b>



**Tuesday 29 October**

<b>16.30-18.15</b>		<b>Plenary session</b>			<b>Rethink sports investment: Who are we building for?</b>		<b>Marselisborg-salen</b>
<b>Chair: Rasmus Storm</b>	Sport and facilities: Building for the chosen few?	Henrik H. Brandt	Director	Play the Game/ Danish Institute for Sports Studies			Denmark
	Building bodies: How architects can make the world move more	Jörg Joppien	Professor	TU Dresden			Germany
	Rethinking sports facilities and architecture	Bo Vestergård Madsen	Head of Analysis	The Danish Foundation for Culture and Sports Facilities			Denmark
	Activity as generator of urban quality and urban life	Rasmus B. Andersen	Creative director	Active City Transformation			Denmark
	Panel discussion, Q&A	All speakers					
<i>Session partners: Aarhus 2017 and The Danish Foundation for Culture and Sports Facilities</i>							
<b>18.30</b>		<b>Excursion</b>			<b>Architecture that will move you</b>		
	Excursion to Motorikhallen (Hall of Motor Skills). Experience the movement landscape and watch an exhibition of Danish association sport		Wear clothes that are fit for light movement	Busses leave at 18.30 sharp from Hotel Helnan Parking Lot			
	21.00 Arrival at multisport facility DGI-huset. Dinner buffet offered by the City of Aarhus. Speech by Søren Møller, Chairman, Danish Gymnastics and Sports Associations (DGI)			Bus departure from Motorikhallen to DGI-huset at 20.30			
	From 22-23 we invite you for a game of floorball or badminton at DGI-huset			Bus returns from DGI-huset to Helnan from 22.00 until 23.15			
<i>Session partners: Aarhus 2017, the City of Aarhus, Danish Gymnastics and Sports Associations and The Danish Foundation for Culture and Sports Facilities</i>							



<b>Wednesday 30 October</b>						
<b>7.00</b>	Experience Aarhus in running shoes (2)	The Massive Urban Development without ever hosting the Olympics and City Centre Tour, 8 km				
<b>9-11.20</b>	<b>Plenary session</b>	<b>FIFA reforms - fact or phantom?</b>				<b>Marselisborg-salen</b>
<b>Chair: Osasu Obayiwama</b>	Football governance the African way	Osasu Obayiwana	Associate Editor	NewAfrican	Nigeria	
	An Evaluation of the FIFA Reform Process	Roger Pielke	Professor	University of Colorado, Boulder	USA	
	FIFA reforms: End of story or work in progress?	Mark Pieth	Chairman	FIFA's Independent Governance Committee	Switzerland	
	"And yet it moves"	Walter de Gregorio	FIFA Director Communications & Public Affairs	Fédération Internationale de Football Association	Switzerland	
<b>10-10.30</b>	<b>Coffee break</b>					<b>Lobby</b>
	Panel discussion, Q&A	All speakers				
<b>11.30-13</b>	<b>Parallel session</b>	<b>Mega-events and lost legacies</b>				<b>Marselisborg-salen</b>
<b>Chair: Kimberly Schimmel</b>	The globalisation of sporting events: Myth or reality?	Søren Bang	Editor	Danish Institute for Sports Studies	Denmark	
	Hosting major sporting events: The challenge of utilizing stadiums after the party is over	Harry Arne Solberg	Professor	Trondheim Business School,	Norway	
	The Rocky Road to Legacy: Lessons from the 2010 FIFA World Cup South Africa Stadium Programme	Trish Audit /Eamonn Molloy	Director/Fellow in Management Studies	Oxford Major Projects/ University of Oxford	United Kingdom	
	Euro 2004: success, white elephant's and other ideas	Francisco Pinheiro	Post-doctoral researcher	University of Coimbra, Centro de Estudos Interdisciplinares do Século XX	Portugal	
	The Meaning of Medals: A Study on Social Costs and Benefits of National Sporting Success	Jan Haut	Lecturer and researcher	Goethe Universität, Institut für Sportwissenschaften	Germany	
	Q&A, discussion					

<b>Wednesday 30 October</b>					
<b>11.30-13</b>	<b>Parallel session</b>	<b>Europe on the run I: Who can catch the runners?</b>			<b>Spejlsalen</b>
<b>Chair: Koen Breedveld</b>	The running landscape of Europe. Why is running growing so fast?	Jeroen Scheerder	Associate Professor	KU Leuven	Belgium
	Running in Finland – from the elite to the masses, from the clubs to the market	Hanna Vehmas	Senior Lecturer	University of Jyväskylä	Finland
	Endomondo: Taking a virtual fitness club from zero to 20,000,000 members	Mette Lykke	Co-founder & CEO	Endomondo.com	Denmark
	Is time running out for clubs?	Peter Forsberg	Analyst	Danish Institute for Sports Studies	Denmark
	Mass running in Greece: A new trend from ancient times?	Leonidas Petridis	Lecturer	University of Debrecen	Hungary
	Q&A, discussion				
<i>Session partners: Danish Gymnastics and Sports Associations and the Danish Federation for Company Sport</i>					
<b>11.30-13</b>	<b>Parallel session</b>	<b>Sports media research - Beyond the International Sports Press Survey 2011</b>			<b>Bøgesalen</b>
<b>Chairs: Thomas Horky/Jörg-Uwe Nieland</b>	International Sports Press Survey 2011 - an overview	Thomas Horky /Jörg-Uwe Nieland	Professor /Senior researcher and 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	PhD Student	State University of Rio de Janeiro, Communication	Brazil
	Sports journalism in the sporting landscape: Blind spots of journalists	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
	Q&A, discussion				
<b>11.30-13</b>	<b>Workshop</b>	<b>The investigative corner (2)</b>			<b>Room 8B</b>
<b>Chair: Jens Weinreich</b>	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
	Q&A, discussion				
<b>13-14.15</b>	<b>Lunch break</b>				<b>Restaurant</b>

<b>Wednesday 30 October</b>					
<b>14.15-16</b>	<b>Parallel session</b>	<b>Four EU Projects on sports governance share results and experiences</b>			<b>Room 8B</b>
<b>Chair: Michael Groll</b>	Good governance in international sports: what can the EU do?	Arnout Geeraert	PhD Student	KU Leuven	Belgium
	Sport 4 Good Governance (S4G <sup>2</sup> )	Mathias van Baelen	Project manager	European Olympic Committees EU Office	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
	Switzerland and International Sports Organisations	Michael Mrkonjic	PhD Student	Swiss Graduate School of Public Administration (IDHEAP)	Switzerland
	Q&A, discussion				
<b>14.15-16</b>	<b>Parallel session</b>	<b>Mega-events, legislation and legacy</b>			<b>Marselisborg-salen</b>
<b>Chair: Katia Rubio</b>	Legal legacy of the Olympic Games – an emerging issue	Karolina Tetlak	Assistant professor	Warsaw University, Faculty of Law	Poland
	The impact of the 2014 World Cup on Brazilian law	Carolina Cézar Ribeiro	Senior Specialist in Sport Policy	Chamber of Deputies, National Congress	Brazil
	Hosting Sporting Mega-Events in the BRICS - Labour Law Concerns	Ryan Gauthier	PhD Candidate	Erasmus University Rotterdam, International and European Law	Netherlands
	Sport Legacy and the Hosting of Mega-Sport Events	Stephen Frawley	Lecturer	University of Technology, Sydney	Australia
	Managing Sports Event Volunteers	Gorana Gavrilov	Event Manager	Freelance	United Kingdom
	Q&A, discussion				

<b>Wednesday 30 October</b>					
<b>14.15-16</b>	<b>Parallel session</b>	<b>Match-fixing: Stories from around the world</b>			<b>Bøgesalen</b>
<b>Chair: Tolga Senel</b>	Turkish Match Fixing Scandal in 2010-2011 and Beyond: Fair Play or Fairy Tale?	Gamze Bal	Journalist	BordoMavi.Net	Turkey
	Match-Fixing and the Olympic Movement	Kevin Carpenter	Sports Lawyer	Hill Dickinson LLP	United Kingdom
	Match-fixing: Criminalisation vs. the Ultima Ratio Principle	Salomeja Zaksaitė	Postdoctoral Researcher	Mykolas Romeris University	Lithuania
	The Kafkaesque Enforcement of a Uniform Tennis Anti-Corruption Programme	Katarina Pijetlovic	Associate Professor	Tallinn Law School	Estonia
	Staying on Side: anti-corruption + sports organisations working to prevent match-fixing through education	Deborah Unger	Manager, Rapid Response Unit	Transparency International	United Kingdom
	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
	Q&A, discussion				
<b>14.15-16</b>	<b>Parallel session</b>	<b>Europe on the Run II: The front runners of mass sport events</b>			<b>Spejlsalen</b>
<b>Chair: Trygve Laub</b>	The world's toughest October Fest. Behind the scenes of a "men's only" cross country race	Peter Brix	Journalist	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
	The benefits and challenges of mass sport events from a host city perspective	Finn Lyck	Event Director	Sport Aarhus Events	Denmark
	Running in Hungary	Szilvia Perenyi	Assistant professor	University of Debrecen	Hungary
	Q&A, discussion				
	<i>Session partners: Danish Gymnastics and Sports Associations (DG) and the Danish Federation for Company Sport</i>				
<b>16-16.30</b>	<b>Coffee break</b>				<b>Lobby</b>

<b>Wednesday 30 October</b>					
<b>16.30-18.15</b>	<b>Main session</b>	<b>Sports participation: A lost cause for sports organisations?</b>			<b>Spejlsalen</b>
<b>Chair: Koen Breedveld</b>	Sporting events and sportparticipation: a realistic view	Koen Breedveld	Director	Mulier Institute	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 Vandermeersch	PhD Student	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: Mega-events as a leverage for increasing sports participation	Eduardo Uhle	Programme Officer	SESC (Serviço Social do Comércio)	Brazil
	Panel discussion, Q&A	All speakers			
	<i>Session partners: Danish Gymnastics and Sports Associations and the Danish Federation for Company Sport</i>				
<b>16.30-18.15</b>	<b>Main session</b>	<b>Sochi 2014: Winter games with a political touch</b>			<b>Marselisborg-salen</b>
<b>Chair: Christer Ahl</b>	The Geopolitics of the Olympics	Andreas Selliaas	Independent researcher & blogger	<a href="http://sportensuutholdeligeletthet.blogspot.no/">http://sportensuutholdeligeletthet.blogspot.no/</a>	Norway
	A global alliance against corruption in sport	Alexey Konov	Head of Division	Anti-Corruption Division of the Russia's G20 Expert Council	Russia
	Positively Proud: Managing Media Expectations in an Olympic Host Nation	Dmitry Tugarin	Executive Director	RIA Novosti	Russia
	Mega-events and media restrictions	Jean-Paul Marthoz	Senior Adviser	Committee to Protect Journalists	Belgium
	Panel discussion, Q&A	All speakers			
	<i>Session partners: Nordic Journalist Centre (NJC)</i>				
<b>18.15-19.45</b>	<b>Dinner</b>				<b>Restaurant</b>

<b>Wednesday 30 October</b>					
<b>19.45-21.30</b>	<b>Plenary session</b>	<b>Sports reform: How to change the tone at the top?</b>			<b>Marselisborg-salen</b>
<b>Chair: Michael Groll</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
	The Despotism Regime of the IHF Just Continues	Christer Ahl	Journalist, former IHF official	teamhandballnews.com	Sweden/USA
	The weightlifter's burden - the curious case of IWF's vanished billions	Grit Hartmann	Journalist	Freelance	Germany
	Why corporate sponsors should engage in sports governance	Jaimie Fuller	Chairman	Skins International Trading	Switzerland
	Siemens Compliance System – Track Record and Challenges	Finn Baagøe Hansen	Regional Compliance Officer	Siemens A/S	Denmark
	The efforts of the European Union in the field of sports governance	Yves le Lostecque	Head of Unit	EU - Sports Unit	Belgium
	The remit of CAS in sports governance	Richard H. McLaren	CAS Arbitrator	Innovative Dispute Resolution Ltd.	Canada
	Panel discussion, Q&A	All speakers			
<b>Thursday 31 October</b>					
<b>7.00</b>	Experience Aarhus in running shoes - and under water (3)	The extremely unpleasant but beautiful and unforgettable Cross Country Tour, ending with an optional 10 Degree Celsius Viking Dip (see info sheet)			
<b>9-11.20</b>	<b>Plenary session</b>	<b>Mega-events and democracy: The Brazilian challenge</b>			<b>Marselisborg-salen</b>
<b>Chair: Jens S. Andersen</b>	FIFA World Cup in Brazil: Legacy, myths and (mis)perceptions	Saint-Clair Milesi	Head of communications	Local Organising Committee of the FIFA World Cup 2014	Brazil
	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) - Federal control	Brazil
	Brazilian sport through the athletes' lens	Katia Rubio	Professor	University of São Paulo	Brazil
	Who wants to go to Qatar in 2022? Hands up!	Andrew Jennings	Author, reporter, TV investigations	Freelance	United Kingdom
<b>10-10.30</b>	<b>Coffee break</b>				<b>Lobby</b>
	Panel discussion, Q&A	All speakers			

<b>Thursday 31 October</b>					
<b>11:30-13</b>	<b>ICSSPE partner session</b>	<b>Managing conflicting agendas – profit, participation or performance?</b>			<b>Spejlsalen</b>
<b>Chair: Margaret Talbot</b>	Comparative Sport Policy Research – Approaches and Concepts	Koen Breedveld	Director	Mulier Institute	Netherlands
	The Role of Governmental Actors in the Sport-political Infrastructure	Karen Petry	Researcher	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/ 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
	Holistic sport policies - must, mirage or myth?	Margaret Talbot	Professor, President	International Council of Sport Science and Physical Education	United Kingdom
	Q&A, discussion				
<b>11:30-13</b>	<b>Parallel session</b>	<b>Social media - how do they change sport?</b>			<b>Bøgesalen</b>
<b>Chairs: Thomas Horky/Jörg-Uwe Nieland</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
	Media usage patterns in professional football. How members inform themselves about their club	Christoph Grimmer	Lecturer journalism programme	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	Senior reseacher and lecturer	German Sport University	Germany
	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
	Panel discussion, Q&A	All speakers			



<b>Thursday 31 October</b>					
<b>11:30-13</b>	<b>Parallel session</b>	<b>Mega-events and discrimination</b>			<b>Marselisborg-salen</b>
<b>Chair: Tolga Senel</b>	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 and researcher	www.pelotaafuera.blogspot.com	Argentina
	A Pride House at the Olympics: How some people play	Leviathen Hendricks	Coordinator	Pride House International Coalition	United Kingdom
	Racism in Russian Football: A Challenge to the World Cup 2018	Elizaveta Zhuk	PhD Student	Lomonosov Moscow State University, Law Faculty	Russia
	Q&A, discussion				
<b>11.30-13</b>	<b>Workshop</b>	<b>The investigative corner (3)</b>			<b>Room 8B</b>
<b>Chair: Jens Weinreich</b>	To investigate FIFA, go first to Palermo	Andrew Jennings	Author, reporter, TV investigations	Freelance	United Kingdom
	The Sunday Times' exposure of Jack Warner's theft from earthquake victims	James Corbett	Journalist	Freelance	Ireland
	Standing up for Australia's reputation	Bonita Mersiades	Writer	Freelance	Australia
	Q&A, discussion				
<b>13-14.15</b>	<b>Lunch break</b>				<b>Restaurant</b>
<b>14.15-16</b>	<b>Parallel session</b>	<b>Global sports governance, challenges and alternatives</b>			<b>Spejlsalen</b>
<b>Chair: Tine Teilmann</b>	Making the World Safe for Capitalism: A Critique of Global Sport and "Development"	John Nauright	Professor	University of Brighton	United Kingdom
	The Democratization of Athletes: What if athletes determined who governed their sports?	Peter Donnelly	Professor	University of Toronto, Kinesiology and Physical Education	Canada
	Global Sports Political Power Index - how much international influence does Danish sport have?	Poul Broberg	Director of Sports Policy	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
	Argentina's rise to Olympic power	Ezequiel Fernández Moores	Columnist	La Nación	Argentina
	The Doom Loop of Intercollegiate Athletics and Its Parallels to the IOC and FIFA	Benjamin Bendrich	PhD student	Georg-August-University Göttingen, Sports Science	Germany
	Manageable Sports Governance: the Case of Swiss Based European Sports Federations	Michael Mrkonjic	PhD Student	Swiss Graduate School of Public Administration (IDHEAP)	Switzerland
	Q&A, discussion				

<b>Thursday 31 October</b>						
<b>14.15-16</b>	<b>Parallel session</b>	<b>Brazil 2014 and 2016: Power games or people's games?</b>				<b>Marselisborg-salen</b>
<b>Chair: Michael Groll</b>	"Não vai ter Copa": Brazilians vs. Brazil 2014	Christopher Gaffney	Visiting professor	Universidade Federal Fluminense	Brazil	
	Brazilian Public Security for whom? Cultural Implications of the Global Security Models at the World Cup 2014	Dennis Pauschinger	Erasmus Mundus Doctoral Research Fellow	University of Kent/University of Hamburg	Germany	
	Killing for you: How Brazil is preparing for the World Cup and the Olympics	Elizabeth Martin	President and founder	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	
	Q&A, discussion					
<b>14.15-16</b>	<b>Open Forum</b>	<b>Sport as a development factor</b>				<b>Bøgesalen</b>
<b>Chair: Lau Tofft</b>	Playing in the Main Game	Bonita Mersiades	Writer	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	Co-founder/ Executive Director	Sacred Sports Foundation Inc,	St. Lucia	
	Setting up the rules of the Game: North-South partnerships in Sport for Development. The case of Mathare Youth Sports Association (MYSA)	Kurt Wachter	Coordinator	FairPlay-VIDC	Austria	
	On the Piste: the challenges facing the voluntary sport of petanque in the United Kingdom	David Hindley	Subject Leader for Sports Education/Senior Lecturer	School of Science and Technology, Nottingham Trent University	United Kingdom	
	Community (and School Sport)in Scotland - a misunderstood lost cause?	Charlie Raeburn	Independent sports consultant	Edinburgh	United Kingdom	
	Q&A, discussion					

<b>Thursday 31 October</b>					
<b>16-16.30</b>	<b>Coffee break</b>				<b>Lobby</b>
<b>16.30-18.30</b>	<b>Plenary session</b>	<b>Global outlook: Who holds the keys to the future of sport?</b>			<b>Marselisborg-salen</b>
<b>Chair: Henrik H. Brandt/ Mogens Kirkeby</b>	Money, Power and Marionettes: The shift of Olympic Power	Jens Weinreich	Journalist and blogger	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/ 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 Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
	Panel discussion, Q&A	All speakers			
	Words of closure	Jens Sejer Andersen	International director	Play the Game/ Danish Institute for Sports Studies	
<b>20-01.00</b>	<b>Dinner and party</b>				
	Conference dinner and farewell party	NRGi Park, YouSee Lounge		Busses leave 19.30 and 19.40 from Hotel Helnan Parking Lot. Bus from Scandic Plaza leaves 19.40.	

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