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**Visions for sport in times of crisis**

## **EVALUATION OF Play the Game 2009**

The sixth world communication conference on sport and society  
Coventry, United Kingdom, 8-12 June 2009

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### Introduction

From 8-12, June 2009, Play the Game held its sixth world communication conference on sport and society in Coventry, United Kingdom, in collaboration with the Centre for International Business of Sport (CIBS) at Coventry University. It was the second time a Play the Game conference was held outside Denmark (the first time was in 2007 in Iceland). The decision to hold the conference in Coventry was taken after a selection process that following a bidding round resulted in firm expressions of interest from prospective partners in Berlin, Gran Canaria & Coventry University.

The conference attracted 282 participants from 32 countries and six continents, for presentations and discussion on a wide variety of topics. Conferences of this nature can be experienced in many different ways, making it impossible to fully summarise the different dimensions of the conference in a report.

What plays the biggest role of the conference for the individual is not possible to measure: Play the Game as sanctuary for voices which would otherwise not be heard in international sport; Eyewitness reports of match-fixing and corruption in sports federations; Presentations and discussions with dedicated experts working at the highest level; Forming new networks across professional and geographical boundaries over a cup of coffee or a couple of beers; The opportunity to have an informal chat with former Tour de France winner Greg LeMond, UEFA communications director William Gaillard, WADA Director General David Howman or former WADA President Richard W. Pound. There are many different perspectives on the conference.

This evaluation will focus on some key elements of the conference's programme and development. Purely organisational and technical aspects are only discussed to the extent they have influenced the conference's objectives. Here you will find recommendations for future conferences.

The evaluation is based on

- An e-mail questionnaire sent to all participants immediately after the conference
- Comments from members of the Programme Committee
- Spontaneous comments from participants sent in e-mails to the Secretariat
- Discussion by Play the Game's Board at its meeting on 29 September 2009
- The Secretariat's experiences before, during and after the conference
- Searches in international media databases and media clips received from reporters

The evaluation was made by Play the Game's Secretariat on behalf of the Programme Committee.

### **Play the Game 2009 overview**

Compared to previous years, planning for Play the Game in 2009 was hampered by long-term illness and parental leave in the already lightly staffed Secretariat in Aarhus.

Also Coventry University had difficulties because of illness, changes in staff and shift of decision-making responsibility between departments.

Some components, for example an “international teenager summit” in cooperation with StreetGames in England and an e-learning project in collaboration with the BBC World Service Trust, had to be shelved due to lack of financial and personnel resources.

Like the conference in Iceland in 2007, the programme was geared to focus on a number of key themes where individual cases and exciting individual speakers were chosen so as to illuminate the selected focus areas.

Despite the thematic rather than sensation-driven approach to the conference presentations, Play the Game 2009 attracted relatively the same number of journalists, scholars, athletes and leaders as in the past.

All things considered, the 282 participants from 32 countries on six continents are acceptable, but the conference has the potential to collect up to 400 participants without losing its unique character.

Judging by participants’ reactions, the conference is still a unique learning place, sports policy forum and multidisciplinary international meeting place. Several participants in oral comments, videos and e-mail to the Secretariat again expressed that the conference was among the very best they had been involved with, and experienced Play the Game participants again pointed out that “there are always new things to take back from Play the Game conferences.”

But an independent e-mail survey carried out two months after the conference, which was again conducted by the Danish Institute for Sports Studies, shows that the extraordinary enthusiasm generated among participants at past conferences were reduced in Coventry to what can be called “highly satisfactory”.

The study shows a slightly decreasing commitment, as expressed in several ways: the response rate is slightly lower; there is a shift from the very positive towards the middle grades; a number of respondents commented to the effect that “Reykjavik was better.”

There could be a number of reasons for this. The study reveals some dissatisfaction with the physical setting in Coventry. The Cathedral was regarded as an excessive venue with unsatisfactory acoustics, too little and unvaried food and hotel rooms were not up to standard. It probably also plays a role that many show up with very high expectations based on past experiences, and thus the element of surprise is lost.

In relation to the last point, Play the Game’s mission is to ensure that the content, regardless of repetitions of themes, speakers and topics, seems fresh and innovative.

Once again, the conference generated great international interest in hosting the next Play the Game in 2011. The Secretariat has so far received informal inquiries from South Africa, Brazil, USA, Germany and Slovenia.

The next host and partner will be announced in spring 2010 after completion of a bidding round and selection process.

It is the Program Committee’s main impression that Play the Game once again was successful and redeemed its purpose:

- 1) raising awareness of sport in society, both locally, nationally and internationally
- 2) to paint a comprehensive picture of sport and support the individual’s right to choose and shape his or her daily sport
- 3) ensure a free, independent, open and unbiased debate on sport condition and development
- 4) to provide media professionals, researchers and political leaders both inspiration and tools to work with sport’s cultural, political, social and economic aspects

- 5) to create networks across national and disciplinary boundaries to meet the challenges of a globalised sports and media world

Taken as a whole, the conference was executed satisfactorily, but not in all aspects with regard to the anticipated high level of quality.

In light of this experience, the Programme Committee has the following

*Recommendations:*

- Consideration should be given to shorten the conference by 1-2 days
- The content and the theme can be "packaged", in order to market shorter stays at the conference effectively
- More varied styles of parallel and plenary sessions with greater space for dialogue
- The professional/academic level in parallel sessions should be raised
- Better introduction of topics and speakers at the start of each session
- Increased opportunities for more systematic networking
- Utilize the longer preparation for the next conference to bring together the Programme Committee earlier than seven months before the conference
- The structure of the local host organisation must be described in the contract

### **Media Coverage**

Play the Game has no tools for accurately registering media coverage. The summary made by the Secretariat in the months after the conference is based on correspondence from participants, internet searches and other unreliable methods. In other words, the research is not an exhaustive list and comparisons with previous conferences are unreliable.

The impact of the conference in the media seems to have been quite large, especially after former Tour de France winner Greg LeMond spoke at the conference on the second day.

The international media coverage of the conference was marked by the presence of journalists and TV crews from leading British media including The Guardian, The Times, The Independent and the BBC. In the first months after the conference, the Secretariat has found 156 articles and features in print and electronic media. The counting process has not been intensive, so the figure may prove to be significantly higher. The corresponding figure in the 2007 evaluation was 280, a figure which grew during the rest of 2007. The registered articles spread very widely, both geographically and in terms of media type. Play the Game is still lacking a continuous contact with the leading, agenda-setting media companies in the U.S. and Europe.

A key reason for the presumably lower coverage may be that the conference in Coventry was not very well covered by Danish media as compared to 2007; a number of national and regional dailies as well as Ritzau were present, while TV2 only had a single reporter and no camera crews in Coventry. In comparison, both TV2 and DR sent a number of journalists to Play the Game in 2007 in Reykjavik. Whether non-attendance was due to the finance crisis, regular savings or other priorities, is not known.

Again in 2009, Play the Game collaborated with journalism training institution UPDATE, based at the Danish School of Media and Journalism, which drew a number of regional newspapers to the conference by offering a special Play the Game-course in which participants alongside the conference programme, met for professional evaluation and inspiration and participated in specially organised events.

Traffic on the Play the Game's website [www.playthegame.org](http://www.playthegame.org) has long been more or less the same level with 11,000-15,000 unique visitors per month in the months leading up to the conference. In June 2009, conference months,

this figure rose to nearly 36,500 unique visitors, while the number of unique visitors after the conference has been around 12,000-16,000 per month.

Also, the conference streaming offer generated great interest. The number of live spectators was very modest, but following video on demand was a different story. Greg LeMond's speech was downloaded over 21,000 times in June alone; a huge leap to the next-most downloaded presentation, Friday's closing speech by Andrew Jennings with 234 downloads.

Given that huge resources have already been spent to hold the conference for those that turn up in person, an extra investment of around DKK 100,000 for streaming presentations resulted in hundreds of extra interested "participants" at the conference. Interest in the videos has of course waned as the months pass, but in November there still were 150 downloads of the conference sessions.

As a new initiative in 2009, Play the Game created a profile on social media outlets Twitter & Facebook. Especially the use of Twitter proved effective in relation to the distribution of news and information. The prime example was Greg LeMond's verbal attacks on Lance Armstrong, which Armstrong himself commented upon in his Twitter feed with a link to our site. The high volume of traffic caused our site to crash.

Subsequently, we believe that it most certainly is worth feeding both Twitter and Facebook with conference-related substance, and that next time an earlier effort will surely be even more rewarding. Still, we are however dependent on who chooses to get our news in their tweets. It is important to remember to take time to care for our virtual network, for instance ensuring at least weekly updates, and remembering to check whether some of the new "followers" on Twitter might be worthwhile following themselves.

After the conference, we received some inquiries about obtaining copies of video-on-demand from parallel sessions. Since these sessions were not streamed, we could not accommodate these requests, but at future conferences, broadcasting podcasts from parallel sessions should be considered.

*Recommendations:*

- Greater targeting of agenda-setting international media
- More active use of social media before, during and after the conference
- PR before the conference, for instance streaming interviews with keynote speakers
- Podcasts from parallel sessions

### **Participation rates and composition**

The number of participants at 282 from 32 countries as mentioned above is acceptable. We had, however, had greater expectations for the number of participants due to the conference's central location and proximity to London.

It is important to recognise that Play the Game's potential is significantly greater. Compared to the resources invested in the conference, a level of 250-300 participants is not satisfactory in the long run.

Again in 2009, the call for papers worked well in attracting good speakers. The number of speakers who signed up as paying participants after approval of their abstracts by the Program Committee has risen from 24 in 2005 to 53 in 2009. Generally speaking, Play the Game arouses a growing interest in the research community who wish to participate in the sports politics debate, but one must be careful that it does not become the "stock and barrel" principle, which determines acceptance of abstracts. This has been expressed in for instance the participant survey, where several delegates called for a better quality of parallel sessions.

Business-orientated delegates were represented in similar levels to the previous two conferences in 2005 and 2007. Media professionals comprise the largest group, representing roughly one third of delegates - or half when you include the journalism students. About 25 percent of delegates were researchers, 16 percent from sports organisations, while the remaining 10 percent came from public authorities, businesses and other sports stakeholders.

Nonetheless, it is unsatisfactory that the number of paying participants again declined. 107 out of 282 participants as opposed to 161 out of 245 participants in 2007. A major reason is that the Danish School of Journalism could not this year could send about 40 journalism students, who in 2007 had an own payment equal to the Play the Game's actual cost of their participation.

Other causes may be the economic crisis that has hit the media hard and Coventry University's sub-contractors failure to deliver the expected national promotional and marketing efforts.

There is still too low a proportion of women among participants and speakers, despite the attention paid to this issue both in the Programme Committee and Secretariat. Only about one quarter of the participants were women, with only 25 out of 120 speakers women! This is not tenable. The issue has been discussed after each conference, and therefore the Play the Game Board resolved for 2007 Conference to get more women in the Programme Committee for the 2009 conference. As such, the 2009 Programme Committee consisted of two women as opposed to one in 2007. This figure should be increased further in connection with the planning of future conferences, and we must consider key themes that have based on our experiences been shown to attract female presenters.

A particular problem in holding Play the Game abroad is that it is harder to raise funds for travel grants from participants from less privileged countries (Grant Holders). The difficulty is possibly a sign of the times, as in both 2000 and 2002, it was possible to finance some 50 participants' involvement, while the figure in 2005 was around 30.

In 2007 in Iceland, Play the Game succeeded only in raising funds for 17 full or partial grants, while in Coventry, thanks to contributions from the Norwegian Union of Journalists and the Danish Union of Journalists – as well as contributions from Play the Game's own budget – funds were raised to give participants five full scholarships, while 11 persons paid their own travel costs but had the conference fee and accommodation paid. Two Grant Holders were denied entry to the United Kingdom due to visa restrictions.

It is still important to Play the Game that it does not end up as a venue where only the privileged gather to discuss the impact of globalisation's impact upon sport and the media. Therefore, the possibility of national fundraising initiatives for grants should be included as a criterion when new host countries are nominated.

After the evaluation of the 2005 conference, it was recommended that large print brochures were not printed prior to Play the Game, but only small leaflets with distribution targeted at other conferences. Just as in 2007, this saved the Secretariat considerable resources in terms of production and shipping costs, and does not appear to have had an impact on attendance.

36 percent of participants indicate that they heard about Play the Game from colleagues, and 24 percent indicate sources which are completely beyond our remit. There is thus reason to continue to focus upon marketing via email, the website and professional networks, complemented by targeted basic leaflets for distribution at relevant meetings and conferences in the run-up to the Play the Game conference.

For marketing reasons and as a follow up on the conference all delegates were offered two free copies of Play the Game 2009 Magazine – an offer 1/3 of all participants received.

#### *Recommendations:*

- Play the Game and its co-host should continue to make an active effort to get more women to attend, and to recruit more sports leaders, for example by offering free places for selected groups of potential participants.
- The conference's geographic location must be carefully assessed in 2011
- It must also be considered in the evaluation of potential hosts, the opportunities to raise funds locally for travel grants
- The host organisation must put in place a plan for national marketing and publicity for the conference, which should form part of the hosting contract

**Program content, speakers and debates**

The conference's subtitle "Visions of Sport in Times of Crisis" worked very well as both a marketing tool and as a framework for understanding the 120 speeches and panel debates.

The main themes were as follows:

- Ethics in Governance: Will sports federations come clean?
- Between Beijing and London: Mega-events as drivers of development
- Business battles: The Power Struggle in football
- Match-fixing: A blow to the core of sports
- Terrible teens? Sport's quest for the hearts and minds of the youth
- Anti-Doping: Will the technological arms race come to an end?
- Paralympic athletes: More different than the rest?
- Sports for the Good: What is it good for?

Additionally, there was an open forum for potential speakers who wished to participate but were unable to place their presentation in one of the eight themes.

It is important to continue to launch a few themes and ensure that they are clearly communicated through well-chosen keywords.

There was a satisfactory and committed participation in all plenary sessions, with delegates eager to ask questions and participate in the debate. The plenary sessions functioned smoothly and at a high professional level. It was a shame for the intensity of the main themes of Beijing 2008, teen culture, sport and development and physically disabled athletes had to be held simultaneously in pairs. Generally, sessions were strengthened with an introduction where the main issues and speakers were presented together.

The proportion of participants who answered "very good" in relation to their satisfaction with the plenary sessions was 25%, which is 8% lower than 2007. In parallel sessions, participant satisfaction is slightly lower: only 15 percent think that the presentations were "very good" (versus 20% in 2007), while 47% answered "good" about the standard of presentation.

Among the many excellent speakers, allow us to highlight some individuals who have not previously been keynote speakers at Play the Game, but acted as focal points and/or helped to lift the political impact of the debates.

- Nikki Dryden, former Olympic swimmer, spoke at the opening of Play the Game about positive sporting values, while she accused sports leaders of not taking them seriously.
- Triple Tour de France winner, former cyclist Greg LeMond told the delegates about widespread doping in cycling and called for an overhaul of the entire drug-testing system.
- Ex-Mafia boss Michael Franzese from the U.S., reported enthusiastically in an open event on Tuesday evening on his experiences with how organized crime easily finds its way into the world of sport.
- Chris Shaw, Canadian professor and critic of the 2010 Olympics in Vancouver, recounted how his criticism of the Olympics has led to questioning by Canadian police. His report later gave rise to the conference announcement and signing of the Coventry Declaration recommending fundamental rights around the security and freedom of expression.

Although the IOC in the spring of 2009 opened the door to dialogue with the Play the Game, no representatives of the IOC's political or administrative leadership participated. Nor did the organisers of the London Olympics in 2012. It is obvious that the Olympic movement continues to have difficulty in accepting the free and independent debate form that characterises Play the Game.

The only IOC member at the podium was Richard W. Pound, who was the right person to summarise the experiences of the 10 years after the IOC reforms that he was a driving force in implementing. The former WADA

chairman participated for the third time, and also under a new chairman WADA maintains a commitment to Play the Game, expressed by Director General David Howman who also participated for the third time. UEFA also helped by sending Communications Director William Gaillard to a debate on the future of European football.

Play the Game must continue to work to involve and motivate the international sports federations and other prominent international actors to ensure fairness and breadth of the conference content.

As mentioned in the introduction, the conference did not succeed in launching its own or someone else's entirely new research project. This is an important goal to have in mind for future conferences.

*Recommendations:*

- Development of own research projects
- Continued focus on networking
- Continue work to motivate the international sports federations and other organisations

### **UK partners**

The regional development agency Advantage West Midlands (AWM), contributed with an extraordinarily generous grant totalling GBP 75,000. The grant was decisive in the choice of Coventry as the host city.

The English key partner and co-organisers was the Centre for International Business of Sport (CIBS), Coventry University (CU). Coventry University nominated director of CIBS, Simon Chadwick, and staff at CIBS, Terri Byers & John Beech, and Lecturer in Journalism at Coventry University, John Mair, to Play the Game's Programme Committee.

Coventry representatives engaged in a constructive and fully satisfactory performance in the Programme Committee, as presenters and in the following areas:

- Ian Webster was responsible for recruitment and coordination of about 40 volunteers, mostly sports students. The efforts of the volunteers worked flawlessly before, during and after the conference. See also below.
- Ian Webster also made contact with clothing sponsors SenSport in a process that, despite time pressure, functioned to everyone's satisfaction.
- John Mair and his colleague Andrew Noakes from the Department of Journalism at Coventry University had a group of about 20 journalism students to report on the conference in the form of articles, interviews, etc. These contributed to [www.cutoday.wordpress.com](http://www.cutoday.wordpress.com) (now: <http://en.wordpress.com/tag/play-the-game-2009/>) with a diverse, vibrant and independent journalistic coverage of the conference themes. Several spots came on YouTube, and CUToday had 25,000 more visitors than usual during and after the conference.

The local promotion and management agency, CVOne, took care of arrangements with hotels and booking of rooms, as well as contributing with relevant material to the conference folder and the planning of an excursion to Warwick Castle followed by dinner at a local restaurant.

The Events Department at Coventry Cathedral stood for the programme in the Cathedral for the opening of the Play the Game 2009.

The English sportswear company SenSport agreed at short notice to step in as a sponsor of the conference gift, a high-quality sports jacket and sports kit for the volunteers. Cooperation with SenSport, who were present with a booth throughout the conference, took place in a positive atmosphere and with a good outcome for both parties.

Coventry Cathedral was chosen after much consideration as a site for all plenary sessions, while two of the university auditoriums were the settings for parallel sessions. The Press Room and smaller meeting rooms were also provided by the university.



Despite assurances from the British partners and the Cathedral's own events department, people viewed the cathedral to be too large and far from a suitable location for a Play the Game conference. The usual sense of proximity and "intimacy" disappeared, the room was the first day - despite the summer weather outside - very cold and people had to sit with coats on, and similarly the acoustics were far from optimal. Moreover, all meals took place at one end of the cathedral, which meant that cleaning up and so on, sometimes disrupted the sessions.

The Internet connection in the cathedral functioned as intended.

The English firm Streaming Wizard was hired by Play the Game to stream footage from the main sessions on Play the Game's website. This work was performed to full satisfaction of both parties and meant that the number of unique users on the site increased significantly during and immediately after the conference.

*Recommendations:*

- In the future we must ensure unambiguous support from a cooperative partner's senior management, and we must demand more of the partner's internal project organisation.
- Early signing of a contract
- There must in 2011 be made a more concrete plan for how local partners are involved and the national angle on the event is reflected
- Strategies and safeguards for how the hosts will do PR for the conference and Play the Game
- Agreements on the location of future conferences after 2011 should wherever possible be concluded more than two years before the conference, so there is time to ensure action in the host country as planned, and so already during a conference, the time and date for the following conference can be launched

**Other partners and donors**

The Norwegian Union of Journalists and Danish Union of Journalists provided highly valued contributions to ensuring that journalists from less privileged countries could participate.

The journalism professional training school UPDATE organised two one-hour workshops on investigative sports journalism and turned up with a participating team of 10 Danish journalists.

Coventry University organised an exhibition area in the Cathedral with representatives from, inter alia, AWM, Routledge Publishers, SenSport, Coventry University, The Wenlock Society, TSE Consulting and The Coventry & Warwickshire Partnership - 2012's Game.

The Danish Institute for Sports Studies conducted the above-mentioned participant survey without charge.

**Other conditions**

The volunteers at the conference were as mentioned, students under the direction of Ian Webster. They were part of a smaller "Volunteer Programme" which was organised by the Faculty of Business, Coventry University. The program included, inter alia, Research on Play the Game and training in service and directory-related topics. The students received diplomas and course credit, which was probably a major factor for the large number who wished to participate.

It is important to maintain interaction with sports and media students. The mood at the conference is always positively influenced by the fact that there are many young people present. It is also important to give young people the opportunity to attend free of charge, so they can get a first-hand impression of the sports politics debates and the chance to meet role models and useful resources among the international guests.

*Recommendation:*

- Ensure that a number of sports students have the opportunity to work as volunteers

## Economy

Just a month before the conference, Coventry University made Play the Game aware that conference could not be implemented on the expected financial basis. At the same time, it was clear that the number of paying participants would be approximately 100 fewer than expected.

Therefore, Coventry University and Play the Game together made a series of cuts which were primarily aimed at reducing the university's costs. The essential obligations of Coventry University, however, were observed, for example, to make conference rooms available and to cover travel and accommodation for nearly 40 invited speakers.

Play the Game took on considerable extra costs. Although the 2009 accounts are not yet finalised, everything indicates that Play the Game kept the conference budget within the year's total budget by reducing other items.

## On the Road to Play the Game 2011

As it did not give Play the Game as expected a boost to move the conference from November to June, perhaps even the contrary, we will in 2011 aim at hosting the conference in the second half of the year. This means that the Secretariat for the first time will have two full working years to plan the next conference.

It is important that this extra time is fully utilised by a quick selection of the host organisation for 2011. The deadline for expressions of interest was 18th December 2009, and in the meantime we have received declarations of interest from South Africa, Germany and Slovenia.

The conference proved once again to be an essential starting point for the continuing consolidation of Play the Game as a unique meeting place and forum for democratic debate in international sport.

A warm thank you to all who have contributed to the conference.

*February 2010, approved by Play the Game's Programme Committee:*

- Andreas Selliaas, International Consultant, The Norwegian Olympic and Paralympic Committee and Confederation of Sports, Norway
- Dag Vidar Hanstad, PhD, journalist, The Norwegian School of Sports Sciences, Norway
- Hans B. Skaset, Professor & Senior Adviser, Norway
- Henrik H. Brandt, Director, Danish Institute for Sports Studies, Denmark
- Jens Weinreich, Journalist, Sportnetzwerk, Germany
- John Beech, Lecturer, Coventry University, United Kingdom
- John Mair, reporter, lecturer, Coventry University, United Kingdom
- Joachim B. Olsen, international shot putter, chairman of the Danish Athletes Association, Denmark
- Joseph A. Maguire, Professor, Loughborough University, United Kingdom
- Kirsten Sparre, Journalist, PhD, Freelance, Denmark
- Lars Haue-Pedersen, Managing Director, TSE Consulting, Switzerland
- Mogens Kirkeby, President, International Sport and Culture Association, Denmark
- Simon Chadwick, Director, Centre for the International Business of Sport, Coventry, United Kingdom
- Terri Byers, Principal lecturer and programme manager, Centre for International Business of Sport, Coventry University, United Kingdom

## Monday 8 June - day one

<b>14.00-17.00</b>	<b>Opening Session</b> - chaired by Simon Chadwick, Director, CIBS		
	Adrian Daffern	On behalf of the Dean of Coventry	Welcome to Coventry Cathedral
	Madeleine Atkins	Vice-Chancellor, Professor, Coventry University, UK	Coventry University Welcoming Address
	Jim Johnston	Business Manager, Advantage West Midlands	Welcome to the West Midlands
	Jens Sejer Andersen	Director, Play the Game, Denmark	Welcome to Play the Game 2009
	David Goldblatt	Author, UK	Pundits and players: Is writing the game always second best?
	Nikki Dryden	Olympic swimmer, lawyer, USA	Sport's institutions: Corrupting the meaning of sport
<b>15.30</b>	<b>Coffee break</b>		
<b>16.00</b>	Declan Hill	PhD and investigative reporter, Canada	Match-fixers: They are here. What are we going to do now?
<b>17.00-19.00</b>	<b>Welcome Reception at Coventry Cathedral hosted by the Lord Mayor of Coventry</b>		
	Jack Harrison	Lord Mayor, Coventry, UK	Welcome to Coventry
	Tom Clift	Manager, Coventry Solihull and Warwickshire Partnership, 2012 Games, UK	Coventry and the Olympics
	Jim Johnston	Business Manager, Advantage West Midlands, UK	Welcome to the West Midlands
	Simon Chadwick	Director, Professor, Centre for the International Business of Sport at Coventry University, UK	Words of welcome
	Sandra Godley and	Megan Daffern & Tammy James, UK	Musical entertainment
<b>19.00-21.30</b>	<b>Sustainable football financing in times of crisis</b> - chaired by Nick Harris, sports staff writer, The Independent		
	Stefan Szymanski	Professor, CASS Business School, UK	The reassuring stability of football capitalism
	William Gaillard	Advisor to the UEFA President and UEFA, Director of communications, UEFA, Switzerland	The Challenges in European Football Today
<b>20.00</b>	<b>Coffee break</b>		
<b>20.20</b>	Katarina Pijetlovic and Simon Gardiner	Lecturer in EU law/Reader in sports law, International University Audentes Tallinn /Leeds Metropolitan University, Estonia/Bosnia/UK	Power struggles in football and treatment of breakaway structures under EU competition law
	Dave Boyle	Chief Executive, Supporters Direct, UK	The top (down) and bottom (up) of it - the twin track approach to football club sustainability
			Open debate, Q&A

## Tuesday 9 June - day two

<b>8.30-11.00</b>	<b>The global arms race in sport: Consequences for the elite and the populations</b> - chaired by Anna Semens, research fellow, CIBS		
	Wladimir Andreff	Professor emeritus in sports economy, University of Paris-Sorbonne, France	Financing of sport in times of global recession
	Veerle De Bosscher	PhD, Vrije Universiteit Brussel, Belgium	Playing the game of the global sporting arms race? Sports Policy factors Leading to International Sporting Success (SPLISS)
	Henrik H. Brandt	Director, Danish Institute for Sports Studies, Denmark	International challenges to "Sport for all"
<b>9.30-9.50</b>	<b>Coffee break</b>		
	Mogens Kirkeby	President, International Sport and Culture Association (ISCA), Denmark	The pyramid is history: The real challenges and conflicts between grass-roots and top sport.
	Pedro Velázquez	Deputy Head of the Sports Unit, European Commission, Spain	The role of EU in European sports policy
			Open debate, Q&A
<b>11.15-12.30</b>	<b>UPDATE Workshop: Investigative journalism in sport</b> - chaired by Peter From, UPDATE		
	Jens M. Johansson and Lars Backe Madsen	Journalists, Norway	The Lost Diamond - Trafficking of Young African Footballers
<b>11.15-12.30</b>	<b>Doping testing: (Lack of) ethics and efficiency?</b> - chaired by Michael Sauer, scientific co-worker, University of Cologne		
	Richard Ings	Chairman and CEO, Australian Sports anti-Doping Authority, Australia	Doping testing: Scratching the surface
	Werner Pitsch	Researcher, Saarland University, Germany	Ethical issues derived from imperfect doping tests
	Michael Ashenden	Project Coordinator, SIAB Research Consortium, Australia	Can corruption derail the testing system?
<b>11.15-12.30</b>	<b>Animals in sport: Use or abuse?</b> - chaired by Terri Byers, Lecturer, Coventry University		
	Dene Stansall	Horse Racing Consultant, Animal Aid Head Quarters, UK	Why the Racing Industry Fails the Horse
	Terri Byers	Principal Lecturer Sport Management, Coventry University, UK	Use and abuse of animals in sport
	Andrew Byers	Senior Lecturer, Nottingham Trent University, UK	UK thoroughbred horse production: Racing to the knackerman's yard?
	William Brooke	Senior Lecturer, Coventry University, UK	The catalytic role of animals in sport
<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> - chaired by Verner Møller, Professor, Aarhus University		
	Greg LeMond	Former Tour de France winner /Executive director, LeMond Fitness Inc., USA	A champion's look at the cycling world today

<b>14.30-16.00</b>	<b>Blowing the whistle: Corruption in the corridors</b> - chaired by Laura Robinson, freelance journalist		
	John Mair	Senior Lecturer, Coventry University, UK	Mutiny, murder and mayhem: Football in Guyana
	Pablo Vignone	Journalist, Página 12 newspaper, Argentina	Federation Internationale de l'Automobile, a motor racing mess
	Bernardo Pires Domingues and Rafael Maranhao	Journalists, Brazil/Sweden	Where the game will be played: Venue allocation for Brazil's 2014 World Cup
	Olukayode Thomas	Sports editor, Timbuktu Media, Nigeria	David vs. Goliath: Defeating the mighty Mr. Adamu in court
	Samantha Gorse	CIBS, Coventry University, UK	From skategate to biathlon: Defining corruption in sport
<b>14.30-16.00</b>	<b>Anti-doping: Prevention and youth attitudes</b> - chaired by Verner Møller, Professor, Aarhus University		
	Gary Gaffney	Associate Professor, University of Iowa Hospitals, USA	Anabolic steroid use among students in the US
	Ask Vest Christiansen	Ass. Professor, Dep. of Sport Science, Aarhus University	Testing recreational athletes: Can it be justified?
	Michael Sauer	Scientific Coworker, Manfred Donke Institute, Germany	Young people and steroids: Attitudes and risk behaviour
	Gerhard Treutlein	Prof. Dr., Pädagogische Hochschule Heidelberg, Germany	Doping Prevention: Unloved and unsolved task
	Matthew Nicholson	Associate Professor, University of Bballarat, Australia	Alcohol advertising and youth in sport: Recipe for a mismatch
<b>16.00-16.30</b>	<b>Coffee break</b>		
<b>16.30-18.30</b>	<b>Lessons from Beijing 2008</b> - chaired by Søren Riiskær, board member, Play the Game		
	Xiong Huan	Lecturer, Irish Institute for Chinese studies, University of Cork, Ireland/China	The Changing of the Chinese Government's Sports Policy Post-Beijing 2008
	Hai Ren	Professor/Director, Olympic Studies Centre, University of Beijing, China	Beijing Olympic Games and China's National Image and Cultural Identity
	Aidan White	General Secretary, International Federation of Journalists, Belgium	Media freedom in China: How far does it reach?
	Brian Dooley	Project Manager, Sport and Human Rights Project, Amnesty International, UK	Human rights and Beijing 2008: Match or mismatch
			Open debate, Q&A
<b>16.30-18.30</b>	<b>Terrible teenagers? Sport's quest for the hearts and minds of the youth</b> - chaired by Bob Munro, chairman, MYSA		
	Nadine De Ridder	Coordinator, Sport Na School, Belgium	SNS : A new concept for Sports after School in order to motivate youngsters to a more active life-style
	Dan Edwardes	Owner, Parkour Generations, UK	Necessary Risk: Parkour and the Development of Human Potential
	Kerry McDonald	Regional Manager, Street Games, UK	Mainstream sport: Excluding the disadvantaged
	Maja Pilgaard	Ph.d./Academic Researcher, Danish Institute for Sports Studies, Denmark	Fewer and more active: Teenagers in Danish sport
	Samantha Dawson	Lecturer in Applied Physiology, Coventry University, UK	Physical literacy of primary school children

<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> - chaired by Richard Ings, chairman, ASADA		
	Michael Franzese	Former mob-boss, USA	Don't Bet On It
	Emanuel Macedo de Medeiros	CEO, European Professional Football Leagues, Portugal	Sports Betting: Safeguarding the Integrity of Professional Football
<b>21.00-21.20</b>	<b>Coffee break</b>		
	Mark Davies	Managing Director, Betfair, UK	Tackling corruption in sport in the 21st Century: How Betfair can help
	Also in the panel:	Declan Hill, Christer Ahl	Open debate, Q&A

### Wednesday 10 June - day 3

<b>8.30-12.00</b>	<b>Ten years after the IOC reforms: The state of governance in sport</b> - chaired by Hans B. Skaset, Professor		
	Christer Ahl	Outgoing President, Playing Rules and Referees Commission at the IHF, USA/Sweden	World handball hi-jacked by its president: Structural problems, scandals, and an urgent need for change
	Jens Weinreich	Journalist, www.jensweinreich.de, Germany	The ISL bribery system: 138 million CHF for high-ranking officials in the Olympic world
<b>9.30-9.50</b>	<b>Coffee break</b>		
	Robert Lloyd	Projects manager - Global Accountability, One World Trust, UK	Sport: Breaking the intransparency record
	Lars Haue-Pedersen	Managing Director, TSE Consulting, Switzerland/Denmark	The new sports organisation – eight essentials for renewing the management of sport
	Richard W. Pound	Member of the IOC, former WADA president, International Olympic Committee, Canada	<i>no presentation title</i>
			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 (cont.)</b> - chaired by Søren Riiskær, board member, Play the Game		
	Gary Gaffney	Associate Professor, University of Iowa Hospitals, USA	Doping trends in track and field athletes
	Christophe Brissonneau	Sociologist, University Paris Descartes, France	Doping careers in wrestling, weightlifting, cycling
	Verner Møller	Professor, University of Aarhus, Denmark	A reflection on downsides of anti-doping
	<b>Anti-doping: Ways and thoughts of the elite athletes (cont.)</b>		
	Joachim Parbo	MA Political Science / Prof. Cyclocross, www.joachimparbo.dk, Denmark	Adding more variables to the theory of doping: The dynamics of informal rules and norms vs. the formal institutions
	Georg Facius	Former member of EAA Anti-doping Working Group, www.123hjemmeside.dk/ea-anti-doping, Denmark	Anti-Doping: Confusion, opposition and violations
	Klaas Faber	Director, Chemometry Consultancy, The Netherlands	A think tank for anti-doping research

<b>13.00-15.00</b>	<b>Sport for the Good: What is it good for?</b> - chaired by John Thrane, board member, Play the Game		
	Debbie Simms	Manager, Australian Sports Commission, Australia	Upholding the Integrity of Australian Sport
	Kasper Lund Kierkegaard	Researcher, Danish Institute for Sports Studies, Denmark	The fitness industry: A challenge to traditional sport
	Anthony Naidoo and Marlon Botha	Researchers, Stellenbosch University, South Africa	Harnessing wilderness as therapeutic recreation and context for enhancing wellness in a youth development project in South Africa
	Andreas Pohlmann	Head of Department, Federal Institute of Sport Science, Germany	Scientific support for the "Coach Campaign" in German top level sport
	Florian Petrica	Editor-in-Chief, The Money Channel, Realitatea Media, Romania	Sport's overlooked value: The kinesthetic style
	Marcela Mora y Araujo	Journalist, The Guardian, UK	Youth development in Argentine football
<b>13.00-15.00</b>	<b>Sustainable sports financing in times of crisis</b> - chaired by Marcella Daye, Senior Lecturer, Coventry University		
	Sylvia Schenk	Lawyer, Schmalz Rechtsanwälte, Germany	Corporate social responsibility in sport
	Daniel Cade	Project Manager, Schwery Consulting, Switzerland	Sustainable sponsorship: CSR as a communications tool in sport
	Nicholas Burton	Researcher, Coventry University, UK	Ambush marketing: Time for football to address it
	John Beech	Co-director of CIBS, Coventry University, UK	Is benefaction such a good thing? A review of benefactors in English football
	John Mair	Lecturer, Coventry University, UK	Manchester United: It's all on the shirt
	Adrian Pritchard	Lecturer, Coventry University, UK	Cricket IPL: First case of an Asian league surpassing Europe
	Alejandro Wall	Journalist, Critica de la Argentina, Argentina	Mass media as part of the football business
<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 - day 4</b>			
<b>8.30-11.00</b>	<b>New challenges to the global struggle against doping</b> - chaired by Mike McNamee, Professor, Swansea Uni.		
	Sandro Donati	Researcher	The cocaine connection in sport
	Herman Ram	CEO, Anti-Doping Authority of The Netherlands, The Netherlands	Democratic values and the global fight against doping
	Yves Kummer	President, European Elite Athletes Association, Belgium	Professional Athletes view on anti-doping policy
<b>9.30-9.50</b>	<b>Coffee break</b>		
	Anne-Marie Kappelgaard	Senior scientist, head of department, Novo, Denmark	The pharmaceutical industry in anti-doping: Possibilities and limitations
	David Howman	Director General, WADA, Canada/New Zealand	WADA's Tenth Year of Existence: Achievements, Challenges and Way Forward
	Also in the panel:	Greg Lemond	Open debate, Q&A
<b>11.15-12.30</b>	<b>UPDATE Workshop: Investigative journalism in sport</b> - chaired by Peter From, UPDATE		
	Laura Robinson	Freelance author and journalist, Canada	Plus ça change....writing the real story in sports never gets any easier
	Declan Hill	PhD and freelance investigative reporter, Canada	How to do investigative journalism in sports when you don't have any money
<b>11.15-12.30</b>	<b>Tackling the violent fans</b> - chaired by John Mair, Senior Lecturer, Coventry University		
	Lise Joern	PhD-student, University of Aarhus, Denmark	Preventing and controlling football-related disorder: Security versus civil liberties
	Ted (Charles T.) Vehse	Lecturer in Humanities & Relig. Studies, West Virginia University, USA	Intrinsic versus Extrinsic Factors in Conceptualizing Competitive Sports Fan Violence
<b>12.30-14.00</b>	<b>Lunch</b>		
<b>11.15-12.30</b>	<b>Aspects of football player trade</b> - chaired by John Beech, co-director, CIBS		
	Richard Elliott	Director, Lawrie McMenemy Centre for Football Research, UK	Football's foreign exchange: Challenging perceptions of foreign player involvement in the English Premier Academy League
	Tim Vollans	Researcher, Coventry University, UK	Football agents: Fundamental principles and duties
	Anna Semens	Research fellow, Coventry University, UK	The Scale and Scope of the Football Agents' Industry in the UK
<b>14.00-16.00</b>	<b>Sport in the making of national identity</b> - chaired by Jens Brinch, chairman, Play the Game		
	Russell Holden	Director, In the Zone, Wales	Never forget you're Welsh: Sport as a political device for the promotion of national well-being
	Ezequiel Fernández Moores	Journalist, La Nación, Argentina & ANSA	The Hand of God: Chapter two
	Tatiane Hilgemberg	Master degree student, Communications Science University of Porto, Portugal/Brazil	Integrated or segregated? Media Representation of Oscar Pistorius

<b>14.00-16.00</b>	<b>Sport in the making of national identity (cont.)</b> - chaired by Jens Brinch		
	Marcella Daye	Senior lecturer, Coventry University, UK	Branding Jamaica: Usain Bolt in the UK press discourse
	Agim Islami	President /Professor, Tennis Federation of Kosovo/University of Prishtina-Kosova	Sport in Kosovo: The struggle for world recognition
	Arberore Riza	Media advisor, Ministry of Sport, Kosovo	- same
	Driton Latifi	Sports news editor, Daily Lajm - ATV Media Company, Kosovo	- same
<b>14.00-16.00</b>	<b>Beijing 2008: Business and politics</b> - chaired by Andreas Selliaas, International Consultant, NOC, Norway		
	Jørn Hansen	Associate Professor, University of Southern Denmark, Denmark	OG in Beijing - The victory of the market forces over the morality
	Ana ADI	Doctoral Researcher, University of the West Scotland, UK	Framing the Beijing Olympic Games: Human Rights Advocacy Groups versus the Beijing Olympic Officials
	Anders Hasselgaard	Researcher, NUPI, Norway	Norwegian human rights organizations: Experiences from Beijing 2008, and the road ahead.
	Rowan Simons	Author, Beijing, China	The game is up: Tackling illegality and immorality in China's system of sports governance
<b>14.00-15.00</b>	<b>Gender and human rights in sport</b> - chaired by Laura Robinson, freelance journalist		
	Laura Robinson	Author and freelance journalist, Canada	Can't Get No Satisfaction: The IOC, Sexism and the Olympic Games
	Erin Durant	JD Candidate, 2011, Queens University, Canada	Invisible Barriers: Women and Sports Governance in Canada
<b>15.00-16.00</b>	<b>Protecting the game: Measures against match-fixing</b> - chaired by Declan Hill, PhD and freelance journalist		
	Murali Krishnan	National Affairs Editor, Indo-Asian News Service, India	Cricket Mania and Fast Money: Is Twenty20 cricket safe from fixing, betting and doping?
	Richard Ings	Chairman and CEO, Australian Sports Anti-Doping Authority, Australia	Professional tennis: How can it be protected?
	Ali Khalid	Secretary General, European Sports Security Association (ESSA), Belgium	Safeguarding the integrity of sport
<b>16.00-16.30</b>	<b>Coffee break</b>		
<b>16.30-18.30</b>	<b>Paralympic athletes: More different than the rest?</b> - chaired by Tine Teilmann, IOC and IPC com. for women		
	Mike McNamee	Professor, Swansea University, UK	Oscar Pistorius as Para/Olympian: difference, equity and slippery slopes
	Ted Fay	Senior Research Fellow, Sport in Society and Director, Sport Management Program, State University of New York at Cortland, USA	Reframing Sport Contexts: Labeling, Identities, and Social Justice
	Gert-Peter Brüggemann	Professor, Deutsche Sporthochschule, Germany	Double amputee sprinting: Biomechanical challenge, mechanical advantage or just a different kind of locomotion?
	Ricky Balshaw	Paralympic silver medallist, Equestrian Team GBR, UK	Title to be confirmed
	Martin Mansell	Disability Adviser to the Sports and Leisure Industry, UK	Paralympics and inclusion " On Whose Terms"
	Open debate, Q&A		

<b>16.30-18.30</b>	<b>Sport for development : Dream or reality?</b> - chaired by Mogens Kirkeby, president, ISCA		
	Poul Hansen	Head of office, UN Office on sport for development and peace, Switzerland	The dream coming through
	William Bennett	University and Education Partnerships Manager, Right to Play, UK	Using Sport Wisely: How the Best Values of Sport can Prevent Conflict and Stimulate Development
	Bob Munro	Chairman, Mathare Youth Project, Kenya/Canada	Sport for Peace and Reconciliation: Young Peacemakers in the Mathare Slums and Kakuma Refugee Camp in Kenya
	Andreas Selliaas	Manager on research project, Sports and reconciliation, Norway	Sport and reconciliation – mission impossible?
	<b>Sport for development (cont.)</b> - chaired by Mogens Kirkeby		
	Fred Coalter	Professor, University of Stirling, UK	Sport-for-development: Pessimism of the intellect; optimism of the will
	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 - day 5</b>			
<b>9.45-10.00</b>	<b>Coffee on the way in</b>		
<b>10.00-12.30</b>	<b>Mega-events: Can they drive development?</b> - chaired by Søren Wormslev, board member, Play the Game		
	Lorenz Ursprung	Head of Sport Promotion, Federal Office of Sport, Switzerland	How the Swiss "EUROphoria" boosted sport for all
	Chris Shaw	Professor, author, University of British Columbia, Canada	The Hidden 4th Pillar of Olympism: Privatized Profit, Socialized Debt
	Brigid Simmonds	Chair of board, CCPR, UK	London 2012: Delivering the promise
	Simon Chadwick	Director, Professor, CIBS - Coventry University, UK	London's quietest stories: What we should REALLY expect in 2012
	Andrew Moger	Executive Director, News Media Coalition, UK	Sports News - The Right Balance
	Open debate, Q&A		
<b>12.30-13.30</b>	<b>Closing session - Søren Wormslev, board member, Play the Game</b>		
	Andrew Jennings	Author and freelance journalist, UK	2018: England in the iron grip of Jack Warner
	Jens Sejer Andersen	Director, Play the Game, Denmark	Thank you and see you again in 2011
<b>13.30</b>	<b>Lunch and departure</b>		

Mr Ms	First name	Surname	Function	Job title	Work place	Country
Mr.	Alejandro	Wall	Speaker	Journalist	Crítica de la Argentina	Argentina
Mr.	Ezequiel	Fernández Moores	Speaker	Journalist	La Nación and ANSA	Argentina
Mr.	Pablo	Vignone	Speaker	Sports Editor-in-Chief	Página/12 newspaper	Argentina
Ms.	Debbie	Simms	Speaker	Manager	Australian Sports Commission	Australia
Mr.	Matthew	Nicholson	Speaker	Associate Professor	University of Ballarat	Australia
Mr.	Michael	Ashenden	Speaker	Project Coordinator	SIAB research consortium	Australia
Ms.	Rachel	Payne	Participant	Dr	Edith Cowan University	Australia
Mr.	Richard	Ings	Speaker	Chairman and CEO	Australian Sports Anti-Doping Authority	Australia
Mr.	Khalid	Ali	Speaker	Secretary General	European Sports Security Association	Belgium
Mr.	Marc	Ghyselincx	Participant	Journalist	Het Laatste Nieuws	Belgium
Ms.	Nadine De	Ridder	Invited speaker	Coordinator	Sport Na School	Belgium
Mr.	Pedro	Velázquez	Invited speaker	Deputy Head of the Sports Unit	European Commission	Belgium
Ms.	Veerle De	Bosscher	Invited speaker		Vrije Universiteit Brussel	Belgium
Mr.	Yves	Kummer	Invited speaker	President	European Elite Athletes Association	Belgium
Mr.	Aidan	White	Invited speaker	General Secretary	International Federation of Journalists	Belgium /N.
Mr.	Bernardo	Pires Domingues	Speaker	Journalist	Globo.com / Placar.com.br	Brazil
Mr	Rafael	Maranhao	Speaker	Journalist	Freelance	Brazil/Sweden
Mr.	Chris	Shaw	Invited speaker	Professor, author	University of British Columbia	Canada
Mr.	Declan	Hill	Invited speaker	PhD, Journalist	Freelance	Canada
Ms.	Erin	Durant	Speaker	JD Candidate, 2011	Queen's University, Faculty of Law	Canada
Ms.	Laura	Robinson	Invited speaker	Journalist, author	Freelance	Canada
Mr.	Richard W.	Pound	Invited speaker	IOC member, former president of	IOC	Canada
Mr.	David	Howman	Invited speaker	General Director	WADA	Canada /New Zealand
Mr.	Frédéric	Donzé	Participant	Sr Mgr, Media Relations &	World Anti-Doping Agency	Canada
Mr.	Hai	Ren	Invited speaker	Professor/Director	Olympic Studies Centre, University of Beijing	China
Mr.	Allan	Olsen	Participant	Sports Editor	Ekstra Bladet	Denmark
Ms.	Anne-Marie	Kappelgaard	Invited speaker	Senior scientist, head of department	NOVO	Denmark
Mr.	Ask Vest	Christiansen	Speaker	Ass. Professor	Dep. of Sport Science, Aarhus University	Denmark
Mr.	Bo Busk	Madsen	Participant	Head of INTAC	Academy of Phys.Edu. Ollerup	Denmark
Mr.	Brian	Askvig	Participant	Journalist	Ekstra Bladet	Denmark
Mr.	Brian	Jensen	Participant	Journalist	Holbæk Amts Venstreblad	Denmark
Ms.	Brit	Therkildsen	Participant	Journalist	Politiken	Denmark
Mr.	Christian	Dahl	Participant	Journalist		Denmark
Mr.	Christian Høgh	Andersen	Participant	Journalist	TV2 Denmark	Denmark
Mr.	Flemming	Olesen	Participant	Journalist	Nordjyske	Denmark
Mr.	Georg M.	Facijs	Speaker	Former member of EAA Anti-doping	www.123hjemmeside.dk/ea-anti-doping	Denmark
Mr.	Henrik H.	Brandt	PTG official	Director	Danish Institute for Sports Studies	Denmark
Ms.	Ida	Hagemann	Participant	Communications Officer	Danish Institute for Sports Studies	Denmark
Ms.	Ida Relsted	Kaerup	PtG Staff	Communications Officer	Play The Game	Denmark
Mr.	Jan Lindhardt	Lindhardt	Participant	Journalist	JydskeVestkysten	Denmark
Mr.	Jens	Brinch	PTG official	Chairman of the Board	Play The Game	Denmark
Mr.	Jens	Astrup	PtG Staff	Photographer	www.jensastrup.dk	Denmark
Mr.	Jens	Bjerregaard	Participant	Analyst, board member	Danish Institute for Sports Studies	Denmark
Mr.	Jens Joergen	Nygaard	Participant	Deputy Chairman	Danish Institute for Sports Studies	Denmark
Mr.	Jens Sejer	Andersen	PtG Staff	Director	Play The Game	Denmark
Mr.	Jesper	Ræbild	Participant	Head of Communications	The Danish Federation for Company Sport	Denmark
Mr.	Joachim	Parbo	Speaker	MA Political Science / Prof.	www.joachimparbo.dk	Denmark
Mr.	John	Thrane	PTG official	Editor	Board of Play The Game	Denmark
Mr.	John	Ringstrøm	Participant	Journalist	Sjællandske Dagblade	Denmark
Mr.	Jørn	Hansen	Speaker	Associate Professor	University of Southern Denmark	Denmark
Mr.	Kasper Lund	Kierkegaard	Speaker	Researcher	Danish Institute for Sports Studies	Denmark
Mr.	Klaus Egelund	Pedersen	Participant	Journalist	Ekstra Bladet	Denmark
Ms.	Laila	Ottesen	Participant	Board member	Danish Institute for Sports Studies	Denmark
Mr.	Lars	Werge	Participant	Journalist	Ekstra Bladet	Denmark

Mr.	Lars	Baerentzen	Participant	Communications Consultant	Danish Foundation For Sports Facilities	Denmark
Mr.	Lars	Jørgensen	Participant	Journalist	Freelance	Denmark
Mr.	Lars Hedegaard	Nielsen	Participant	Sports Editor	Dagbladet Holstebro-Struer	Denmark
Mr.	Lau	Tofft-Jørgensen	Volunteer	Intern	Danish Institute for Sports Studies	Denmark
Mr.	Lise	Joern	Speaker	PhD-student	University of Aarhus	Denmark
Ms.	Lone Friis	Thing	Participant	Board member	Danish Institute for Sports Studies	Denmark
Ms.	Maja	Pilgaard	Speaker	Ph.d./Academic Researcher	Danish Institute for Sports Studies	Denmark
Ms.	Maria	Suurballe	PtG Staff	Conference Manager	Play The Game	Denmark
Mr.	Michael	Winding	Participant	Head of section	Ministry of Culture, Denmark	Denmark
Mr.	Mikkel	Sarbo	Participant	Chairman	Danish Institute for Sports Studies	Denmark
Mr.	Mogens	Kirkeby	PTG official	President	International Sport and Culture Association	Denmark
Mr.	Morten	Moelholm Hansen	Participant	Director of Communications	National Olympic Committee and Sports	Denmark
Mr.	Nils	Bradtberg	Participant	Intern	ISCA	Denmark
Mr.	Peder	Bisgaard	Participant	President	Danish Federation for Company Sport	Denmark
Mr.	Peter From	Jacobsen	Participant	Head of Department	UPDATE	Denmark
Mr.	René	Larsen	Participant	Journalist	Frederiksborg Amts Avis	Denmark
Mr.	Rudi	Dalsgaard	Participant	Journalist	Frederiksborg Amts Avis	Denmark
Mr.	Steen	Bille	Participant	Journalist	Danish Gymnastics and Sports Associations	Denmark
Ms.	Stine	Alvad	PtG Staff	Communications Officer	Play the Game	Denmark
Mr.	Søren	Riiskjær	PTG official	Board member	Play The Game	Denmark
Mr.	Søren	Wormslev	PTG official	Board member	Play The Game	Denmark
Mr.	Søren	Møller	Participant	President	Danish Gymnastics and Sports Associations	Denmark
Mr.	Søren	Bang	Participant	Editor	Danish Institute for Sports Studies	Denmark
Mr.	Thomas Mikkel	Mortensen	Participant	Journalist	Ritzaus Bureau	Denmark
Ms.	Tine Rindum	Teilmann	PTG official	Board member	Play The Game	Denmark
Mr.	Troels Bager	Thøgersen	Participant	Journalist	Tipsbladet	Denmark
Mr.	Verner	Møller	Speaker	Professor	Dep. of Sport Science, Aarhus University	Denmark
Mr.	Michael	Herborn	PtG Staff	Communications Manager	Play The Game	Denmark /UK
Ms.	Katarina	Pijetlovic	Speaker	Lecturer in EU law	Law School of International University Audentes	Estonia /Bosnia
Mr.	Fikir Retta	Yilkal	Participant	Journalist	Ethiopian Radio and Television Agency	Ethiopia
Ms.	Sari	Sirkkiä-Jarva	Participant	Doctoral student /reporter	University of Jyväskylä /YLE	Finland
Mr.	Christophe	Brissonneau	Speaker	Sociologist	University Paris Descartes	France
Mr.	Simon	Roger	Participant	Journalist	Le Monde	France
Mr.	Wladimir	Andreff	Invited speaker	Professor emeritus in sports	University of Paris-Sorbonne	France
Mr.	Albert	Knechtel	Participant	Mr.	RILANA Film	Germany
Mr.	Andreas	Pohlmann	Speaker	Head of Department	Federal Institute of Sport Science	Germany
Ms.	Christiane	Klose	Participant		Manfred Donike Inst. f. Dopinganalytik	Germany
Mr.	Detlef	Hacke	Participant	Sports Editor	Der Spiegel	Germany
Ms.	Doris	Sagioglou	Participant	Secretariat	Manfred Donike Inst. f. Dopinganalytik	Germany
Mr.	Gerhard	Treutlein	Speaker	Prof. Dr.	Zentrum für Dopingprävention der PH Heid	Germany
Mr.	Gert-Peter	Brüggemann	Invited speaker	Professor	Deutsche Sporthochschule	Germany
Mr.	Jens	Weinreich	PTG official	Journalist	www.jensweinreich.de	Germany
Ms.	Katrin	Koenen	Participant	Scientific and Publication Affairs	ICSSPE	Germany
Mr.	Manuel	Ruep	Participant	Magister	Zentrum für Dopingprävention der PH Heid	Germany
Mr.	Michael	Sauer	Speaker	Scientific Coworker	Manfred Donike Institute	Germany
Mr.	Robert	Kempe	Participant	Student	Humboldt-Universität Berlin	Germany
Ms.	Sylvia	Schenk	Speaker	Lawyer	Schmalz Rechtsanwälte /Transparency	Germany
Mr.	Werner	Pitsch	Speaker	Researcher	Saarland University	Germany
Mr.	Herman	Ram	Speaker	CEO	Anti-Doping Authority of The Netherlands	Holland
Mr.	John	Volkers	Participant	Journalist	De Volkskrant	Holland
Mr.	Klaas	Faber	Speaker	Director	Chemometry Consultancy	Holland
Mr.	Walter	Palmer	Participant		European Elite Athletes Association	Holland
Mr.	Mario	Rodrigues	Participant	Journalist/Editor	All Sports Magazine	India
Mr.	Murali	Krishnan	Speaker	National Affairs Editor	Indo-Asian News Service	India
Ms.	Xiong	Huan	Invited speaker	Lecturer	Irish Institute for Chinese studies, University of	Ireland/China
Mr.	Sandro	Donati	Invited speaker	Researcher	Freelance	Italy
Mr.	Kosuke	Inagaki	Participant	Journalist	The Asahi Shimbun	Japan

Mr.	Bob	Munro	Invited speaker	Chairman	Mathare Youth Project	Kenya/Canada
Mr.	Agim	Islami	Speaker	President /Professor	Tennis Federation of Kosovo /University of	Kosovo
Ms.	Arberore	Riza	Speaker	Media advisor	Ministry of Sport	Kosovo
Mr.	Driton	Latifi	Speaker	Sports news editor	Daily Lajm - ATV Media Company	Kosovo
Mr.	Adeniyi	Adesina	Participant	Journalism, Editor	News Star newspaper	Nigeria
Mr.	Olukayode	Thomas	Speaker	Sports editor	Timbuktu Media	Nigeria
Mr.	Anders	Hasselgaard	Speaker	Researcher, international affairs	NUPI	Norway
Mr.	Andreas	Selliias	PTG official	International Consultant	Norwegian Olympic and Paralympic Committee	Norway
Ms.	Hanne Marie	Brevik	Participant	Reporter	Norwegian Broadcasting Cooperation	Norway
Mr.	Hans B.	Skaset	PTG official	Professor	Programme Committee of Play the Game	Norway
Mr.	Jens M.	Johansson	Invited speaker	Journalist	Dagens Næringsliv	Norway
Mr.	Lars Backe	Madsen	Invited speaker	Journalist	Dagens Næringsliv	Norway
Mr.	Sverre Chr.	Wilhelmsen	Participant	Project coordinator	The Rafto foundation for Human Rights	Norway
Mr.	Emanuel	Medeiros	Invited speaker	CEO	European Professional Football Leagues	Portugal
Ms.	Tatiane	Hilgemberg	Speaker	Master degree student	Communications Sciences University of Porto	Portugal /Brazil
Mr.	Florian	Petrica	Speaker	Editor in chief Sports, The Money	Realitatea Media	Romania
Mr.	Anthony	Naidoo	Speaker	Professor	Stellenbosch University	South Africa
Ms.	Gugu	Ntuli	Participant		The Stellenbosch University Sport Performance	South Africa
Ms.	Marlon	Botha	Participant	Researcher	Stellenbosch University	South Africa
Ms.	Inger	Nilsson	Participant	Journalist	Västerbottens-Kuriren	Sweden
Mr.	Christer	Ahl	Invited speaker	President of the PRC	International Handball Federation	Sweden /USA
Ms.	Caroline	Anderson	Participant	Consultant	TSE Consulting	Switzerland
Mr.	Daniel	Cade	Participant		Schwery Consulting	Switzerland
Mr.	Lorenz	Ursprung	Speaker	Head of Sport Promotion	Federal Office of Sport	Switzerland
Mr.	Poul	Hansen	Invited speaker	Head of office	UN office on sport for development and peace	Switzerland
Mr.	William	Gaillard	Invited speaker	Advisor to the UEFA President,	UEFA	Switzerland
Mr.	Lars	Haue-Pedersen	PTG official	Managing Director	TSE Consulting	Switzerland
Mr.	??	??	Cov speaker	Substitute for the Dean of Coventry	Coventry Cathedral	UK
Mr.	Adam	Smith	Volunteer	Student	Coventry University	UK
Mr.	Adam	Manning	Web volunteer	Student	Coventry University	UK
Mr.	Adrian	Pritchard	Cov speaker	Lecturer	Coventry University	UK
Mr.	Adrian	Bloomfield	Volunteer	Student	Coventry University	UK
Mr.	Alex	Capstick	Participant	Journalist	BBC World Service	UK
Ms.	Ana	Adi	Speaker	Doctoral Researcher	University of the West of Scotland	UK
Mr.	Andrew	Jennings	Invited speaker	Journalist, author	Freelance	UK
Mr.	Andrew	Moger	Invited speaker	Executive Director	News Media Coalition	UK
Mr.	Andrew	Byers	Speaker	Principal Lecturer Sport	Nottingham Trent Universiy	UK
Mr.	Andrew	Noakes	Web volunteer	Conference website editor	Coventry University	UK
Mr.	Andrew	Reeve	Volunteer	Student	Coventry University	UK
Mr.	Andy	Layhe	Participant	Editor	bike-pure	UK
Ms.	Anet	Nderi	Volunteer	Student	Coventry University	UK
Ms.	Anna	Semens	Cov speaker	Research fellow	CIBS, Coventry University	UK
	Ashia	Bibi	Volunteer	Student	Coventry University	UK
Mr.	Ashley	Neave	Volunteer	Student	Coventry University	UK
Ms.	Ashling	O'Connor	Participant	Olympics correspondent	The Times	UK
Mr.	Ben	Hodge	Volunteer	Student	Coventry University	UK
Mr.	Brian	Dooley	Invited speaker	Project manager, Sport and Human	Amnesty International, UK	UK
Ms.	Brigid	Simmonds	Invited speaker	Chair of board	Central Council of Physical Recreation	UK
Mr.	Christian	Briscoe	Volunteer	Student	Coventry University	UK
Ms.	Christine	Reynolds	Volunteer	Student	Coventry University	UK
Mr.	Christoforos	Panagi	Volunteer	Student	Coventry University	UK
Mr.	Cimadure	Celiane	Volunteer	Student	Coventry University	UK
Ms.	Claire	Lloyd	Volunteer	Student	Coventry University	UK
Mr.	Dan	Edwardes	Invited speaker	Co-director	Parkour Generations	UK
Mr.	Daniel	King	Participant	Journalist	Mail on Sunday	UK
Mr.	Daniel	Friebe	Participant	Features Editor	Proccycling Magazine	UK
Mr.	Danny	Cox	Web volunteer	Student	Coventry University	UK

Mr.	Dave	Boyle	Invited speaker	Chief Executive	Supporters Direct	UK
Mr.	David	Goldblatt	Invited speaker	Author	Freelance	UK
Mr.	Dene	Stansall	Speaker	Horse Racing Consultant	Animal Aid Head Quarters	UK
Ms.	Emily	Nunan	Volunteer	Student	Coventry University	UK
Mr.	Fred	Coalter	Invited speaker	Professor	University of Stirling	UK
Ms.	Gabriela	Matouskova	Staff	Funding Manager	Coventry University	UK
Mr.	Gary	Barnes	Web volunteer	Student	Coventry University	UK
Mr.	George	Madamombe	Volunteer	Student	Coventry University	UK
Ms.	Georgina	Brooke-Holmes	Participant	Student	Coventry University	UK
Mr.	Greg	Keane	Web volunteer	Student	Coventry University	UK
Ms.	Harriet	Haywood	Volunteer	Student	Coventry University	UK
Mr.	Henry	Burgess	Participant		Department for Culture, Media and Sport	UK
Mr.	Howard	Painter	Volunteer	Student	Coventry University	UK
Mr.	Ian	Webster	Staff	Lecturer	Coventry University	UK
Mr.	Ian	Green	Web volunteer	Student	Coventry University	UK
Mr.	Isaac	McGinley	Volunteer	Student	Coventry University	UK
Mr.	Isaac	Cumberbatch	Volunteer	Student	Coventry University	UK
Mr.	Jack	Harrison	Invited speaker	Lord Mayor	Lord Mayor's Office, Coventry	UK
Mr.	Jake	Magowan	Volunteer	Student	Coventry University	UK
Mr.	James	Burley	Volunteer	Student	Coventry University	UK
Mr.	James	Munro	Participant	Sports correspondent	BBC News	UK
Mr.	James	Bourne	Web volunteer	Student	Coventry University	UK
Mr.	Jason	Craig	Web volunteer	Student website editor	Coventry University	UK
Mr.	Jed	Vaughan	Volunteer	Student	Coventry University	UK
Mr.	Jim	Johnston	Cov speaker	Business Manager	Advantage West Midlands	UK
Ms.	Jodie	McGill	Volunteer	Student	Coventry University	UK
Mr.	John	Beech	Cov speaker	Co-director of CIBS	Coventry University	UK
Mr.	John	Mair	Cov speaker	Senior lecturer	Coventry University	UK
Mr.	Jordan	Clerkin	Volunteer	Student	Coventry University	UK
Ms.	Julie	Roche	Volunteer	Student	Coventry University	UK
Mr.	Kate	Pallister	Staff	Event Manager	Coventry University	UK
Ms.	Katie	Wood	Volunteer	Student	Coventry University	UK
Mr.	Kerry	McDonald	Speaker		StreetGames UK Limited	UK
Mr.	Lee	Sorrell	Participant	Journalist	Freelance	UK
Mr.	Lisa	Fisher	Staff	Event Manager	Coventry University	UK
Ms.	Lisa	Anderson	Volunteer	Student	Coventry University	UK
Ms.	Louise	Newson	Volunteer	Student	Coventry University	UK
Ms.	Lucy	Blackburn	Participant		Department for Culture, Media and Sport,	UK
Ms.	Madeleine	Atkins	Cov speaker	Vice Chancellor, Professor	Coventry University	UK
Mr.	Marc	Johnson	Volunteer	Student	Coventry University	UK
Ms.	Marcela	Mora y Araujo	Speaker	Journalist	The Guardian	UK
Ms.	Marcella	Daye	Cov speaker	Senior lecturer	Coventry University	UK
Mr.	Mark	Davies	Invited speaker	Managing Director	Betfair	UK
Mr.	Mark	Abrams	Staff	Director of Business Development	Coventry University	UK
Mr.	Mark	Retorca Williams	Volunteer	Student	Coventry University	UK
Mr.	Matt	McGrath	Participant	Science and Environment Reporter	BBC World Service Radio	UK
Mr.	Matthew	Elam	Participant		SLS Marketing	UK
Mr.	Matthew	Slater	Participant	Sports news reporter	BBC News	UK
Mr.	Matthew	Morris	Volunteer	Student	Coventry University	UK
Ms.	Melanie	Poyiadji	Volunteer	Student	Coventry University	UK
Mr.	Michael	La Rosa	Volunteer	Student	Coventry University	UK
Mr.	Michael	Prime	Volunteer	Student	Coventry University	UK
Mr.	Mike	McNamee	Invited speaker	Professor	Swansea University	UK
Mr.	Moses	Odigwe	Volunteer	Student	Coventry University	UK
Mr.	Neil	Vassell	Web volunteer	Student	Coventry University Internal Press	UK
Mr.	Nick	Harris	Participant	Sports staff writer	The Independent	UK
Mr.	Nick	Forward	Volunteer	Student	Coventry University	UK



Mr.	Nkokolo	Chidozie Philip	Volunteer	Student	Coventry University	UK
Ms.	Olivia	Lawson	Volunteer	Student	Coventry University	UK
Ms.	Olufunke	Aluko-Daniels	Volunteer	Student	Coventry University	UK
Mr.	Onyekachi	Wambu	Participant		SCORE4africa	UK
Mr.	Oyinlola	Akinde	Volunteer	Student	Coventry University	UK
Mr.	Palvinder Singh	Garcha	Volunteer	Student	Coventry University	UK
Mr.	Paul	Adams	Volunteer	Student	Coventry University	UK
Mr.	Raman	Senghera	Participant	Director	SEN Sport	UK
Mr.	Richard	Moore	Participant	Mr	Freelance	UK
Mr.	Richard	Elliott	Speaker	Director	Lawrie McMenemy Centre for Football	UK
Mr.	Ricky	Balshaw	Invited speaker	Paralympic silver medallist	Equestrian Team GBR	UK
Mr.	Robert	Lloyd	Invited speaker	Projects manager - Global	One World Trust	UK
Mr.	Robert	Burles	Participant		Department for Culture, Media and Sport	UK
Mr.	Rowan	Simons	Speaker	Author, chairman	China ClubFootball FC Limited	UK
Mr.	Russell	Holden	Speaker	Director	In the Zone	UK
Mr.	Saeed	Juam Bin Subaih	Volunteer	Student	Coventry University	UK
Ms.	Samantha	Gorse	Cov speaker	PhD-student	CIBS, Coventry University	UK
Ms.	Samantha	Dawson	Cov speaker	Lecturer in Applied Physiology	Coventry University	UK
Mr.	Samuel Anthony	Cheetham	Volunteer	Student	Coventry University	UK
Mr.	Sandeep	Caldoni	Participant		SEN Sport	UK
Mr.	Sanmaan	Kmara	Web volunteer	Student	Coventry University	UK
Mr.	Sean	Poole	Volunteer	Student	Coventry University	UK
Mr.	Simon	Chadwick	Cov speaker	Director, professor	CIBS, Coventry University	UK
Mr.	Simon	Taylor	Participant		Professional Players Association (UK)	UK
Mr.	Simon	Whitmore	Participant		Routledge Publishers	UK
Mr.	Simon	Gardiner	Speaker	Reader in sports law	Leeds Metropolitan University	UK
Mr.	Sotirios	Albanis	Volunteer	Student	Coventry University	UK
Mr.	Stefan	Szymanski	Invited speaker	Professor	CASS Business School	UK
Mr.	Steve	Menary	Participant	Journalist	Freelance	UK
Mr.	Steven	Carpenter	Web volunteer	Student	Coventry University	UK
Ms.	Terri	Byers	Cov speaker	Principal Lecturer Sport	Coventry University	UK
Mr.	Tim	Vollans	Cov speaker	Researcher	Coventry University Law School	UK
Mr.	Tom	Clift	Cov speaker	Coventry & Warwickshire	CSWP Ltd	UK
Mr.	Tom	Warren	Web volunteer	Student	Coventry University	UK
Ms.	Victoria	Howe	Web volunteer	Student	Coventry University	UK
Mr.	William	Bennett	Invited speaker	University and Education	Right To Play	UK
Mr.	William	Brooke	Participant	Senior lecturer	Coventry University	UK
Mr.	John	Price	Participant	Dr	University of Sunderland	UK
Mr.	Nicholas	Burton	Cov speaker	Researcher	Coventry University Business School	UK /Canada
Ms.	Antonia	Hagemann	Participant	Project Manager	Supporters Direct Europe	UK /Germany
Mr.	Chris	Martin	Participant	Swimmer		USA
Mr.	Eric	Dorfschneider	Journalist	Lemond Film Crew		USA
Mr.	Gary	Gaffney	Speaker	Associate Professor	University of Iowa Hospitals	USA
Mr.	Greg	Lemond	Speaker	Former Tour de France winner	Lemond Fitness Inc	USA
Mr.	John	Sharaf	Participant	Lemond Film Crew		USA
Mr.	Michael	Franzese	Invited speaker	Motivational speaker, former mafia	www.michaelfranzese.com	USA
Ms.	Nikki	Dryden	Speaker	Olympic swimmer, lawyer	SwimNews Magazine	USA
Mr.	Ossie	Jung	Participant	Lemond Film Crew		USA
Ms.	Patty	Sharaf	Participant	Lemond Film Crew		USA
Mr.	Pierre	Ballester	Participant	Lemond Film Crew		USA
Mr.	Simon	Fichet	Participant	Lemond Film Crew		USA
Mr.	Steven	Pope	Participant	Director	Fitness Information Technology	USA
Mr.	Ted	Fay	Invited speaker	Senior Research Fellow, Sport in	State University of New York at Cortland	USA
Mr.	Ted (Charles T.)	Vehse	Speaker	Lecturer in Humanities & Relig.	West Virginia University	USA
Mr.	Marcus	Hoy	PtG Staff	Journalist	freelance	USA / UK
Mr.	N. Augustine	Mukoka	Participant	Journalist	The Post Newspaper	Zambia

Note: the slot for personal comments attached to each question is excluded in this context. Therefore the total figure does not always end at 100 percent. The 2005 survey was carried out by DICAR and the 2007 and 2009 surveys by the Danish Institute for Sports Studies (IDAN).

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<b>What is your overall impression of the conference?</b>	<table border="1"> <thead> <tr> <th></th> <th>No. of resp</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Very good</td> <td>84</td> <td>62%</td> </tr> <tr> <td>Good</td> <td>47</td> <td>35%</td> </tr> <tr> <td>Either-or</td> <td>4</td> <td>3%</td> </tr> <tr> <td>Poor</td> <td>0</td> <td>0%</td> </tr> <tr> <td>Very poor</td> <td>0</td> <td>0%</td> </tr> <tr> <td><b>Total</b></td> <td><b>135</b></td> <td><b>100%</b></td> </tr> </tbody> </table>		No. of resp	%	Very good	84	62%	Good	47	35%	Either-or	4	3%	Poor	0	0%	Very poor	0	0%	<b>Total</b>	<b>135</b>	<b>100%</b>	<table border="1"> <thead> <tr> <th></th> <th>No. of resp</th> <th>%</th> </tr> </thead> <tbody> <tr> <td></td> <td>79</td> <td>59</td> </tr> <tr> <td></td> <td>47</td> <td>35</td> </tr> <tr> <td></td> <td>1</td> <td>1</td> </tr> <tr> <td></td> <td>1</td> <td>1</td> </tr> <tr> <td></td> <td>0</td> <td>0</td> </tr> <tr> <td><b>Total</b></td> <td><b>129</b></td> <td><b>96</b></td> </tr> </tbody> </table>		No. of resp	%		79	59		47	35		1	1		1	1		0	0	<b>Total</b>	<b>129</b>	<b>96</b>	<table border="1"> <thead> <tr> <th></th> <th>No. of resp</th> <th>%</th> </tr> </thead> <tbody> <tr> <td></td> <td>57</td> <td>41</td> </tr> <tr> <td></td> <td>54</td> <td>39</td> </tr> <tr> <td>Satisfactory</td> <td>24</td> <td>17</td> </tr> <tr> <td></td> <td>2</td> <td>1</td> </tr> <tr> <td></td> <td>0</td> <td>0</td> </tr> <tr> <td><b>Total</b></td> <td><b>137</b></td> <td><b>96</b></td> </tr> </tbody> </table>		No. of resp	%		57	41		54	39	Satisfactory	24	17		2	1		0	0	<b>Total</b>	<b>137</b>	<b>96</b>																		
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To a limited degree	6	5%
Not at all	0	0%
<b>Total</b>	<b>126</b>	<b>100%</b>

	4	3
	0	0
<b>Total</b>	<b>123</b>	<b>94</b>

	11	8
	3	2
<b>Total</b>	<b>133</b>	<b>98</b>

<b>Do you agree with the following statement: The number of presentations was suitable</b>		<b>2005</b>	
	No. of resp	%	
I agree	49	39%	
partly agree	38	30%	
Either-or	9	7%	
I partly disagree	23	18%	
I disagree	7	6%	
I do not know	1	1%	
<b>Total</b>	<b>127</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
51	38
46	34
7	5
14	10
2	1
3	2
<b>Total</b>	<b>122</b>

<b>2009</b>		
No. of resp	%	
Much too few	0	0
Too few	3	2
The number was suitable	76	56
Too many	41	30
Much too many	7	5
I do not know	3	2
<b>Total</b>	<b>130</b>	<b>95</b>

<b>What do you think about the length of the presentations in the plenary sessions</b>		<b>2005</b>	
	No. of resp	%	
Generally too long	11	9%	
Suitable	96	77%	
Generally too short	17	14%	
<b>Total</b>	<b>124</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
12	10
106	84
4	3
<b>Total</b>	<b>122</b>

<b>2009</b>		
No. of resp	%	
7	5	
Generally satisfactory	118	88
7	5	
<b>Total</b>	<b>132</b>	<b>98</b>

<b>What do you think about the general standard of the presentations during plenary sessions?</b>		<b>2005</b>	
	No. of resp	%	
Very good	31	24%	
Good	83	65%	
Either-or	12	9%	
Poor	2	2%	
Very poor	0	0%	
<b>Total</b>	<b>128</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
40	33
67	54
11	9
0	0
0	0
<b>Total</b>	<b>119</b>

<b>2009</b>		
No. of resp	%	
33	25	
Satisfactory	57	43
34	26	
4	3	
0	0	
<b>Total</b>	<b>128</b>	<b>97</b>

<b>Did you find there was time enough to debate during plenary sessions</b>		<b>2005</b>	
	No. of resp	%	
Yes	64	51%	
Either-or	35	28%	
No	27	21%	
<b>Total</b>	<b>126</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
66	53
32	26
23	18
<b>Total</b>	<b>120</b>

<b>2009</b>		
No. of resp	%	
40	30	
Sometimes	62	47
31	23	
<b>Total</b>	<b>133</b>	<b>100</b>

<b>What do you think about the length of the presentations in the parallel sessions</b>		<b>2005</b>	
	No. of resp	%	
Generally too long	4	3%	
Suitable	100	84%	
Generally too short	15	13%	
<b>Total</b>	<b>119</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
6	5
99	82
11	9
<b>Total</b>	<b>116</b>

<b>2009</b>		
No. of resp	%	
8	6	
105	80	
13	10	
<b>Total</b>	<b>126</b>	<b>96</b>

<b>What do you think about the general standard of the presentations during parallel sessions?</b>		<b>2005</b>	
	No. of resp	%	
Very good	22	18%	
Good	70	57%	
Either-or	28	23%	
Poor	2	2%	

<b>2007</b>	
No. of resp	%
25	20
73	59
23	19
0	0

<b>2009</b>		
No. of resp	%	
20	15	
Satisfactory	51	39
52	39	
5	4	

Very poor	0	0%
<b>Total</b>	<b>122</b>	<b>100%</b>

0	0
<b>118</b>	<b>98</b>

0	0
<b>128</b>	<b>97</b>

<b>Did you find there was time enough to debate during parallel sessions</b>		<b>2005</b>	
	No. of resp	%	
Yes	73	60%	
Either-or	26	22%	
No	22	18%	
<b>Total</b>	<b>121</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
60	50
37	31
21	18
<b>118</b>	<b>99</b>

<b>2009</b>	
No. of resp	%
31	23
69	52
30	23
<b>130</b>	<b>98</b>

<b>Time to network with the other participants at the conference</b>		<b>2005</b>	
	No. of resp	%	
Plenty	13	11%	
Enough	65	52%	
Either-or	20	16%	
Too little	23	19%	
Far too little	3	2%	
<b>Total</b>	<b>124</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
16	13
61	50
19	16
20	17
3	2
<b>119</b>	<b>98</b>

<b>2009</b>	
No. of resp	%
0	0
36	27
66	49
30	22
2	1
<b>134</b>	<b>99</b>

<b>What do you think about the quality of the food</b>		<b>2005</b>	
	No. of resp	%	
Very good	65	52%	
Good	43	34%	
Either-or	11	9%	
Less Satisfactory	5	4%	
Unsatisfactory	2	2%	
<b>Total</b>	<b>126</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
45	35
46	36
20	16
6	5
3	2
<b>119</b>	<b>94</b>

<b>2009</b>	
No. of resp	%
17	13
49	36
37	27
23	17
5	4
<b>131</b>	<b>97</b>

<b>Conference venue</b>		<b>DGI-Byen, Copenhagen</b>	
	No. of resp	%	
Very good	71	57%	
Good	40	32%	
Either-or	10	8%	
Less Satisfactory	4	3%	
Unsatisfactory	0	0%	
<b>Total</b>	<b>125</b>	<b>100%</b>	

<b>Grand Hotel, Reykjavik</b>	
No. of resp	%
63	48
45	35
9	7
4	3
0	0
<b>119</b>	<b>93</b>

<b>Coventry Cathedral</b>	
No. of resp	%
30	22
32	24
21	16
23	17
26	19
<b>132</b>	<b>98</b>

<b>Service from the conference secretariat</b>			
	No. of resp	%	
Very good	81	66%	
Good	34	28%	
Either-or	4	3%	
Less Satisfactory	3	3%	
Unsatisfactory	0	0%	
<b>Total</b>	<b>122</b>	<b>100%</b>	

<b>Congress Reykjavik</b>	
No. of resp	%
44	36
56	46
18	15
1	1
0	0
<b>118</b>	<b>98</b>

<b>Hospitality desk</b>	
No. of resp	%
49	36
50	37
26	19
6	4
1	1
<b>132</b>	<b>97</b>

<b>Been to earlier conferences?</b>		<b>2005</b>	
	No. of resp	%	
<b>Yes</b>	<b>74</b>	<b>47%</b>	
1997	13	32%	
2000	27	66%	
2002	34	83%	
<b>No</b>	<b>84</b>	<b>100%</b>	
<b>Total</b>	<b>158</b>	<b>100%</b>	

2005

<b>2007</b>	
No. of resp	%
38	32
5	7
11	16
18	27
33	49
82	68
<b>120</b>	

2007

<b>2009</b>	
No. of resp	%
5	3
14	7
20	10
29	15
36	19
86	45
<b>190</b>	<b>99</b>

<b>Does Play the Game develop in a positive or negative direction</b>		<b>2005</b>	
	No. of resp	%	
Positive	94	76%	
Negative	0	0%	
Don't know	29	24%	
<b>Total</b>	<b>123</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
34	87
0	0
3	8
<b>38</b>	<b>95</b>

<b>2009</b>	
No. of resp	%
71	54
4	3
52	40
<b>127</b>	<b>97</b>

<b>What do you think is the ideal frequency for a conference like Play the Game?</b>		<b>2005</b>	
	No. of resp	%	
Every year	19	15%	
Every other year	82	66%	
Every third year	19	15%	
Every fourth year	0	0%	
Don't know	5	4%	
<b>Total</b>	<b>125</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
32	25
75	58
9	7
1	1
7	5
<b>119</b>	<b>96</b>

<b>2009</b>	
No. of resp	%
27	20
89	66
10	7
2	1
6	4
<b>134</b>	<b>98</b>

<b>To which extent do you expect Play the Game to give value to your daily work?</b>		<b>2005</b>	
	No. of resp	%	
To a high extent	40	33%	
To some extent	61	50%	
Either-or	8	7%	
To a small extent	11	9%	
To no extent	2	2%	
<b>Total</b>	<b>122</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
45	36
61	49
6	5
6	5
1	1
<b>120</b>	<b>96</b>

not applicable

<b>2009</b>	
No. of resp	%
36	27
63	47
25	19
1	1
9	7
<b>134</b>	<b>101</b>

<b>Gender</b>		<b>2005</b>	
	No. of resp	%	
Woman	39	28%	
Man	100	72%	
<b>Total</b>	<b>139</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
89	76
28	24
<b>117</b>	<b>100</b>

<b>2009</b>	
No. of resp	%
32	24
104	76
<b>136</b>	<b>100</b>

<b>Profession</b>		<b>2005</b>	
	No. of resp	%	
academic	33	24%	
business	4	3%	
journalist	58	42%	
Organisation	16	12%	
Public administration	7	5%	
Student	17	12%	
Other	4	3%	
<b>Total</b>	<b>139</b>	<b>100%</b>	

<b>2007</b>	
No. of resp	%
31	26
5	4
49	41
15	13
2	2
12	10
6	6
<b>120</b>	<b>102</b>

<b>2009</b>	
No. of resp	%
32	24
9	7
46	34
22	16
4	3
17	13
5	4
<b>135</b>	<b>101</b>

# playthegame

home for the homeless questions in sport



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