

9th world communication  
conference on sport and society

# Play the Game 2015

Global sport: reform  
or revolution?

Conference guide

25-29 October  
Aarhus - Denmark





**Johs Poulsen**  
*Chairman,  
Danish Institute for  
Sports Studies  
and Play the Game*

## Welcome to Play the Game 2015

As chairman of the board of Play the Game and the Danish Institute for Sports Studies it is a great pleasure to welcome you to Aarhus, a city with a vibrant cultural and sports life that is currently warming up to become European Capital of Culture in 2017.

The joint motto for the hundreds of events connected to 'Aarhus 2017' is 'Re-think', a motto that perfectly fits this Play the Game conference, which for the ninth time will deliver thought-provoking facts and viewpoints, encouraging all stakeholders in sport to re-think the goals and practices of international sport, so we can make much needed progress at all levels.

It is a happy coincidence that this second consecutive Play the Game conference in Aarhus also mirrors the core values of 'Aarhus 2017': Sustainability, diversity and democracy.

Play the Game calls for more sustainability in the arrangement of the global sport events that draw our attention from all corners of the earth. It calls for more diversity in the way people around the world are offered access to sport, play and physical activity.

And last, but not least: for almost two decades, Play the Game has insisted that democracy must be entrenched in all sports activity, from the local association to the international federation.

I would like to send my warmest thanks to the Council of Europe, the city of Aarhus and the broad variety of organisations and institutions that through their support have enabled Play the Game to once again unite so many excellent personalities from around the world in our call for democracy, transparency and freedom of expression in sport.



**Jens Sejer Andersen**  
*International director,  
Play the Game*

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## Changing agenda, changing action?

The international sports debate has changed dramatically in recent years.

It is hard to imagine that only five years ago, neither the governing bodies of sport nor the real governments – not to mention the mainstream media – could take it seriously when tiny groups of activists, whistleblowers and reporters called for action against match-fixing, corruption in FIFA, trafficking, extravagant mega-events and so forth.

Even further below the radar were unsexy issues like declining physical activity worldwide, changing body cultures among the young and the old, and the lack of access to sport for women in many countries. Today the picture is reversed. Now there is outright competition among sports organisations, public authorities and NGOs to be seen as fighters for ethics, integrity and good governance in sport.

At Play the Game we would be foolish if we did not cherish this change in the global mindset. It was indeed frustrating to gather

so many courageous experts who brought horrendous facts to the world's attention, for many years only to discover that very few people outside our conference cared.

We welcome this development by insisting even more on hosting an open, unrestricted dialogue between all relevant parties, and all relevant expertise and experience, in order to develop our understanding of the challenges and reach the most sustainable solutions.

But we are not giving up our role as a home for the homeless questions in sport. One question that we need to constantly remind ourselves is: The intentions have changed, yes – but do they lead to a change of action?

At Play the Game we are deeply grateful that you and so many other people are ready to spend your time and energy at our 2015 conference. It makes us hopeful that Play the Game 2015 will once again pave the way for new insights and inspire us all to engage in much better actions.



**Rabih Azad-Ahmad**  
*Cultural Mayor,  
 Department of Culture  
 and Citizens' Services,  
 City of Aarhus*

## A welcome from the City of Aarhus

It gives me great pleasure as Councillor for Sports to offer all participants a warm welcome to Aarhus. I am proud and delighted that Aarhus is hosting the Play the Game conference again.

Aarhus has hosted many great international sports events – and we have enjoyed doing this. However, we are also acutely aware that there are certain downsides to sports. Both as regards the athletes and in terms of organisational aspects.

Aarhus has been selected as European Capital of Culture because we have offered to be a laboratory for re-thinking solutions. We need to bring the downsides of sports out into the light and find re-thought solutions to a number of specific challenges, if we are to cross the finishing line. I look forward to participating in this year's confer-

ence, and expect that together we can shed new light on the global challenges of sports.

One of these global challenges is the need for a far stronger effort within popular sports in many countries across the world. In the Nordic countries, we have a strong tradition for sports activities that are run by associations, many of which draw on an army of volunteers. To us, voluntary work is the heart and soul of popular sports, but voluntary work is vulnerable, and we need to rethink our association activities. This is why this conference is incredibly important to a city like Aarhus.

Once again: Welcome to Aarhus. I hope that you will enjoy our city while you are here – and that we will see many of you back in Aarhus in 2017, when Aarhus is European Capital of Culture.





Photo: Thomas Søndergaard

"Now more than ever it is important to debate and discuss different perspectives on and actions for improving the state of governance in sport. The future of sport depends on it."

*Roger Pielke Jr., professor*

## Good governance in sport: Setting standards, raising bars

Play the Game has been a leader in the sports governance debate for almost two decades and will once again gather the world's most eminent experts, activists, whistle-blowers, journalists, politicians and sports officials.

Good governance is believed to be the key to solving many contemporary challenges to sport. In themselves, transparency and democratic decision-making will not cure all ills. But without good governance, all other cures are bound to fail. Corrupt and mismanaged sports organisations cannot be effective and credible partners in the fight against doping, match-fixing and other kinds of fraud – or deliver growth in physical activity.

With a few exceptions, sports organisations seem unable to reform themselves fundamentally. But will increased pressure from governments help the reformers? Can governments intervene without damaging the freedom of association?

### Partner session with Council of Europe

The Council of Europe (CoE) has decided to engage strongly in the fight for better sports governance. It will set up its own session on how national governments can best influence the governance of their sports federations, and the council will present the results of a survey of the governmental practices.

In the CoE session, representatives from several countries such as Australia, Japan and Montenegro will share their nation's efforts in stamping out corruption from sports organisations and improving the governance culture. And in the opening session, the President of the Parliamentary Assembly of the Council of Europe, **Anne Brasseur**, will talk about the initiatives the CoE has launched regarding sports participation as well as sports governance.

### Launch of the Sports Governance Observer: Who performs the best?

Many initiatives have been set up in order to heighten the focus on the crucial issue of sports governance. One of these is the Sport Governance Observer (SGO), a new benchmarking tool developed by Play the Game and KU Leuven in co-operation with a number of European partners. The SGO measures how well international sports federations perform

on key governance indicators such as transparency, checks and balances, democratic process and solidarity. Using the SGO, **Arnout Geeraert**, PhD and Play the Game's governance analyst, will present and discuss the results of a large survey among 35 international sports federations and the corresponding report in a number of sessions.



Pâquerette Girard Zappelli



Szabolcs Horváth



Jaime Fuller

## How can sports organisations restore public trust?

The IOC is currently in the process of implementing a whole new set of reforms designed to improve its governance and secure the organisation's viability in a modern society. **Pâquerette Girard Zappelli**, Chief Ethics and Compliance officer, will be able to share what IOC's 'Agenda 2020' has brought about and how the IOC acts on the demands for governance integrity.

The European Union has also pointed a spotlight on the importance of well governed sports organisations and Member of the Cabinet of EU commissioner Tibor Navracsics, **Szabolcs Horváth** will give the delegates an overview on how the EU takes on that challenge.

Moreover, the investigative journalist **Jens Weinreich** will qualify the debate by giving an overview of some of the major corruption cases in international sports organisations, while **Wilhelm Rauch**, head of legal service at the Swiss Federal Office for Sport, will talk about what Switzerland does to ensure that sport federations implement and exercise good governance.

## Reforming FIFA

FIFA in particular has been in the spotlight for having a culture that has acted insufficiently on governance malpractice. At Play the Game you can meet **Jonathan Calvert**, the editor of the insight team at Sunday Times that energized the FIFA debates from October 2010 and beyond with stunning documentation of FIFA corruption. You will also meet the Australian businessman **Jaime Fuller**, CEO of SKINS, who has taken on an active role in trying to reform FIFA from the outside encouraging sponsors and other stakeholders to stand up for good governance through the initiative 'New FIFA Now'. Another approach to reforming FIFA comes from former FIFA secretary general, **Jérôme Champagne**, who had hoped to be able to change FIFA from within, while **Jesper Møller**, president of the Danish FA, will talk about what kind of influence the national federations can exercise.

Moreover, the theme of FIFA will be illuminated through case stories from FIFA's confederations. **James M. Dorsey**, **Ezequiel Fernández Moores** and **Aderonke Ogunleye-Bello** will discuss the role of the confederations in Asia, South America and Africa, respectively. And having followed the Confederation of North, Central American and Caribbean Association Football (CONCACAF) and its former president, Jack Warner, **Lasana Liburd** will give delegates insight in Caribbean football.

## Sessions with speakers focusing on good governance

*This following list may have been changed since printing. Check out the full program attached to the conference guide for updated information on speakers and scheduled sessions.*

### Monday 9:00-11:40

Plenary session: Good governance in sport: Setting standards raising bars. Meet: Pâquerette Girard Zappelli, Wilhelm Rauch, Szabolcs Horváth and Arnout Geeraert

### Monday 11:45-13:00 and Tuesday 11:45-13:00

Parallel session: Sports Governance Observer, session I + II. Meet: Arnout Geeraert and more

### Monday 14:15-16:00

Partner session with Council of Europe: What national governments can do about sports governance. Meet: Taisuke Matsu-moto, James Ceely and more

### Monday 20:00-22:30

Plenary session: Reforming football: To be or not to be ... a FIFA president. Meet: Jérôme Champagne, Jesper Møller, Jaime Fuller and more

### Tuesday 14:15-16:00

Parallel session: Playing with credibility: The corruption of international sports governance. Meet: Christer Ahl, Deborah Unger, Sergey Yurlov and more

### Tuesday 20:00-21:45

Main session: FIFA's confederations: At the heart of football's challenges. Meet: Lasana Liburd, James M. Dorsey, Aderonke Ogunleye-Bello and more

### Wednesday 14:15-16:00

Parallel session: Sports politics and governance: A global outlook. Meet: Peter Donnelly, Harry Arne Solberg and more



“Play the Game offers a great opportunity for consolidating a global consensus on the principles of sport for all and for activating it with key stakeholders.”

*Philipp Müller-Wirth,  
Specialist, Anti-Doping &  
Sport Programme,  
UNESCO*

## The deadly disease of inactivity: Is the world ready for a cure?

Science tells us that inactivity is more deadly than obesity, and governments look for remedies that can protect them against exploding health budgets. We also know that an active lifestyle is not only an essential part of the cure, but also a big asset for many people in their everyday life.

So why do governments hesitate to support the infrastructure, the human skills and the association life that can inspire people to move? Are governments, local authorities, sports organisations and other stakeholders able to make attractive offers to people of all age groups, abilities and interests?

A few weeks after Play the Game 2015, governments from all over the world will gather in Paris and hopefully sign a new joint global agreement on sports policy: a completely revised UNESCO Charter on Physical Education, Physical Activity and Sport. During Play the Game 2015, experts will discuss the challenges envisaged in implementing such an agreement and the closing session of the conference has been dedicated to this.

### The need for investing more in participation

To qualify the debate, **Philipp Müller-Wirth**, specialist from UNESCO’s Anti-Doping and Sport Programme will talk about the intentions of the revised charter, emphasising the need that all stakeholders invest more in an active lifestyle for ordinary citizens, independent of their age and talent.

On top of the UNESCO Charter agenda is the right of every human being to have access to sport, play and exercise. In his capacity as consultant from ICSSPE, the world’s largest network of organisations concerned with sport, **Richard Bailey** will be able to let delegates in on what the sports community hopes to achieve from the charter and whether it can be a possible solution to some of the challenges that physical inactivity pose.

### Sport for development

And to give examples on the beneficial powers of sport and how these can be nurtured, Play the Game is happy to welcome **Bob Munro**, the founder of the Mathare Youth Sports Association in Kenya, a self-help youth sports for development project that has 30,000 youth participating in different activities, such as sports, environmental clean-ups, AIDS prevention and leadership training.



*Philipp Müller-Wirth*



*Richard Bailey*

## Idan Development Forum: Investing in sport and sports participation

The Danish Institute for Sports Studies/Play the Game invites all delegates to join some very exciting sessions in the 'Idan Development Forum'. The Forum discusses the potential and pitfalls of measuring sports participation and the usage of sports facilities, and discuss how sports organisations can adapt to rapidly changing consumer trends and participation patterns.

Highly qualified speakers from research institutions like the Mulier Instituut, Malmö University, Danish Institute for Sports Studies, and 4 global London discuss the newest data with representatives of sports organisations needing to adapt to the changes such as the Flemish Sports Federation (VSF), the Sports Confederation of Denmark (DIF), The European Confederation for Company Sport, and the new National Platform for Street Sport in Denmark.

On Wednesday the 28<sup>th</sup> October we present an interesting mixture of new facilities and open spaces, attrac-



tive nature, vibrant community sport, and iconic architecture right at the doorstep of the conference.

The City Architect of Aarhus, The Aarhus Sports Council, and the Danish Foundation for Sports and Culture Facilities lead the way on a short guided bus tour to one of Denmark largest urban developments at the harbour front in Aarhus East. Get inspired before the final plenary session on UNESCO's Charter on Physical Education, Physical Activity and Sport.

## Sessions with speakers focusing on sport for all

*This following list may have been changed since printing. Check out the full program attached to the conference guide for updated information on speakers and scheduled sessions.*

### Monday 14:15-16:00

Parallel session: Rethink sports philosophy: Towards a democratic body culture. Meet: Henning Eichberg, Ove Korsgaard and more

### Tuesday 9:00-11:40

Partner session (ICSSPE): Physical activity in Europe: Cause for concern? Meet: Richard Bailey, Marvin Radford and more

### Tuesday 11:45-13:00 and Tuesday 14:15-16:00

Idan Development Forum: The power of data and analysis for sport for all strategies I + II. Meet: Koen Breedveld, Johan Norberg, Henrik H. Brandt, Sophie Cools, Anne Pøhl and more

### Wednesday 11:45-16:00

Idan Development Forum: Movement facilities on the water front (including excursion). Meet: Peter Forsberg, Jakob Færch, Henrik Stampe, Stephen Willacy and more

### Wednesday 16:30-18:30

Closing plenary: The new UNESCO Charter: Wonderful intentions, but how can they come true? Meet: Philipp Müller-Wirth, Richard Bailey, Bob Munroe, Esben Danielsen and more

**AARHUS**  
**EVENTS**



“People don’t always make a connection between sport and human rights but you only need to look at some recent big sports events, and others coming up, and the link is clear to see.”

*Naomi Westland,  
Amnesty International*

## The revolt against global events: A perfect storm for sport?

Popular protest over major sports events has grown like never before. Millions took to the streets in Brazil in opposition to the FIFA World Cup, and a handful of cities backed out of bidding for the 2022 Winter Olympics after public pressure. Countries all over the world invest loads of money and prestige to host global sports events, but there is increasing doubt about the return on investment.

Yet, some countries – like Qatar, Russia or Azerbaijan – seem willing to invest almost whatever it takes to secure a place in the global limelight. In search for a positive image worldwide these countries also find that their shadowy sides are exposed and cause controversy. At Play the Game 2015, we will take a deeper look into the dilemma and discuss whether the outcomes of hosting these events are worth the human and economic costs that they entail.

### Enhanced focus on rights compliance

Recent years have seen a growth in attention towards the human rights aspects of hosting a mega-event. Human rights group Amnesty International has joined forces with other rights groups and have created the Sport and Rights Alliance that advocates for human and labour rights to be an integral part of mega-events.

Many of the ‘new’ players on the mega-event scene are countries that do not have a long democratic history and a bad record regarding freedom of speech. **Naomi Westland** from Amnesty International will be at the conference talking about the work that the alliance does and how they hope to achieve their goals.

Recent host of the European Games, Azerbaijan is one of the countries that is using sport as a political tool internationally. Many believe that the recent sentencing of investigative journalist Khadija Ismayilova was due to her critical reporting on the Azeri ruling family. The Organized Crime and Corruption Reporting Project (OCCRP) is a group of journalists who have been working to expose corrupt practices in dictatorial states, and one of their latest projects has been to make Ismayilova’s reports public even though she has been in custody. **David Bloss**, is an editor with the OCCRP in Tbilisi, Georgia, and will talk about their Free Khadija project.



*Naomi Westland*





Andrew Zimbalist

### The costs of hosting a mega-event

The debate on mega-events is not only centered around human rights issues, the economic costs of hosting a mega-event is also widely debated.

In spite of many host country governments' argumentation about both short and long-term benefits from hosting an event, many analyses show that the effect is in fact the opposite. Behind one of these analyses is American economist and author, **Andrew Zimbalist**, who in his book 'Circus Maximus' argues that hosting mega sporting events simply does not add up economically. At Play the Game 2015, Zimbalist will present his reasons for taking this point of view.

### Do mega-events have a future?

For those wanting reform in sport and its major events, this could be a perfect storm. The IOC has launched the 'Agenda 2020' package saying it wishes to change, and intergovernmental organisations such as UNESCO and the Council of Europe are calling for more social, financial and sporting sustainability.

To represent this newer approach, **Sarah Lewis**, CEO of the International Ski Federation as well as of the Association of International Olympic Winter Sports Federations, will present the Play the Game audience with another view on this discussion. As a member of the IOC Working Group that prepared the Agenda 2020 proposals on sustainability, Lewis can say more about how the IOC envisages the future of mega-events and about what exact proposals they have for curbing the escalating costs.

**Hans Bruyninckx**, executive director of the European Environmental Agency, will talk about how other organisations and sectors have dealt with similar challenges, and the conference will also present other discussions about how to secure a proper legacy from mega-events.

These sessions will feature case stories about recent and upcoming events, such as the FIFA World Cup in Brazil and the European Games in Azerbaijan as well as the upcoming Olympics in Rio and the FIFA World Cup 2020 in Qatar.



Sarah Lewis



Hans Bruyninckx

## Sessions with speakers focusing on mega-events

*This following list may have been changed since printing. Check out the full program attached to the conference guide for updated information on speakers and scheduled sessions.*

### Monday 11:45-13:00

Focus on journalism: Baku 2015 - Sportswashing or nation building? Meet: David Bloss, Gulnara Akhundova, Rebecca Vincent and Rasim Adjalov

### Monday 14:15-16:00

Parallel session: Brazil: The permeable fortress and the road to Rio. Meet: Juliana Barbassa, Dennis Pauschinger, Elizabeth Martin and more

### Tuesday 11:45-13:00

Parallel session: Mega-events: Rights and risks of children. Meet: Suzanne Dowse, Marianne Meier and more

### Tuesday 14:15-16:00

Parallel session: One for the money, two for the show? Events in search of legacy. Meet: Frederik Munk, Spencer Harris and more

### Tuesday 16:30-18:30

Plenary session: Mega-events I. The public revolts: A perfect sport for sport? Meet: Andrew Zimbalist, Sarah Lewis, Hans Bruyninckx, and more

### Tuesday 20:00-21:45

Main session: Mega-events II. Can Agenda 2020 inspire sustainability? Meet: Naomi Westland, Jürgen Griesbeck, Christopher Gaffney and more

### Wednesday 11:45-13:00

Parallel session: Qatar and the soft diplomacy of sport. Meet: James Corbett, Susan Dun and more



"We must reclaim child rights in sport as paramount, failing to do so results in kids being trapped in slave like condition and this must stop. Protection of minors must become a key indicator of good governance in 21st century sport."

Jean-Claude Mbvoumin  
FootSolidaire

## Transfers and trafficking: The human cost of broken dreams

Millions of less privileged children and adolescents – and their relatives – believe that a career in sport can lift them out of poverty. Unscrupulous agents and clubs in the sports industry thrive on an endless supply of muscle and talent, leaving young and inexperienced individuals as social waste in big cities. Talented children are fair game, for sale at tiny amounts at an increasingly young age.

**Jean-Claude Mbvoumin** has had talented children and young players like these close to his life since 2000, when he founded FootSolidaire.

FootSolidaire is an organisation that helps and protects young players who have been left behind by agents' false promises of prosperity or who need help securing their rights. Mbvoumin will share his knowledge and give delegates an insight on what type of pitfalls players can run into and on what he sees as a meaningful way to avoid them.

### A responsible labour market?

International and national sports federations insist that rules and protections systems are difficult to implement. The protection of sporting youth largely depends on the willingness of clubs, investors and agents to volunteer information, and the sports transfer market is believed to be a heaven for tax evasion, whitewashing and corruption.

Play the Game 2015 will put focus on how we can monitor the transfer of human beings and turn professional sport into a responsible labour market. Recently, FIFA banned third party ownership (TPO) of players in a move to help secure the right of the athlete. As a former director of the European Professional Football Leagues, **Emanuel Macedo de Medeiros**, now CEO of The ICSS – Europe, will be able to give the clubs' version on what they do to ensure athletes' rights.

Some argue that the young Africans are not only victims of unscrupulous exploitation, but often seek a career in sport as a rational choice made with their eyes open to the risks. Professor of Cultural Anthropology at the University of Amsterdam, **Niko Besnier**, and some of his students will add an alternative perspective on the life of the young migrants and their relatives.



Jean-Claude Mbvoumin



Emanuel Macedo de Medeiros



Sine Agergaard

## Workers' rights and migration

As an athlete, retirement often comes early and if you want to succeed, there is not much time for education alongside practice. So how can an athlete ensure him or herself that there is a life after sport? **Zenon Severis** from the EU's sport unit will speak about what the EU does to ensure that athletes can embark on a more 'normal' life after their sports career has ended.

In a globalised world, athletes may have to migrate across borders to take up work and leading this type of life shapes a human's life. Associate professor **Sine Agergaard** has been researching the athletic and nonathletic implications of migrating for sport and will present some of the dilemmas that athletes are faced with in terms of lifestyle.

In short: Play the Game 2015 sets out to create an overview and seek solutions to strengthen the rights of athletes regardless of age.

## Sessions with focus on trafficking and migrating

*This following list may have been changed since printing. Check out the full program attached to the conference guide for updated information on speakers and scheduled sessions.*

**Wednesday 9:00-11:40**

Main session: Transfers and trafficking: The human cost of broken dreams. Meet: Zenon Severis, Emanuel Macedo de Medeiros, Jean-Claude Mbvoumin and more

**Wednesday 14:15-16:00**

Parallel session: The migrant athletes in Europe: Risks and opportunities. Meet: Martin Kainz, Sine Agergaard and more



## PROGRAMME OVERVIEW

| Sunday 25 October |  |
|-------------------|--|
| 11:00-12:00       | <b>WORKSHOP WITH DECLAN HILL:</b><br>The real world of match-fixing (I)  |
| 12:00-13:15       | LUNCH (not included)   |
| 14:00-15:15       | <b>PUBLIC OPENING SESSION - AARHUS CITY HALL:</b><br><br>Global sport – Reform or revolution?<br><br>1. Welcome speeches by the Danish Minister of Culture, the Aarhus Mayor, the President of the Parliamentary Assembly of the Council of Europe and others<br><br>2. Richard W. Pound, Bonita Mersiades, Nicholas Cheviron, Peter Nicholson and Arnout Geeraert on challenges to modern sport ... |
| 15:15-15:45       | COFFEE BREAK   |
| 15:45-18:00       | <b>OPENING SESSION (CONTINUED):</b><br>... keynotes on challenges to world sport   |
| 18:00-19:30       | <b>WELCOME RECEPTION:</b><br>for delegates and speakers in Aarhus Concert Hall. Hosted by Aarhus 2017 - European Capital of Culture  |
| 19:30-21:30       | <b>PLENARY SESSION:</b><br>A new World Code against doping:<br>Who is willing to comply?   |

| Monday 26 October |   |
|-------------------|---|
| 9:00-10:15        | <b>PLENARY SESSION:</b> Good governance in sport: Setting standards, raising bars   |
| 10:15-10:35       | COFFEE BREAK  |
| 10:35-11:40       | <b>[PLENARY CONT.]</b> – Including launch of the governance survey into sports federations  |
| 11:45-13:00       | <b>PARALLEL SESSION:</b><br>Focus on journalism: Baku 2015 – Sportswashing or nation building?  |
| 11:45-13:00       | <b>PARALLEL SESSION:</b><br>Sports Governance Observer: The role of athletes in good governance and more (I)                          |
| 11:45-13:00       | <b>PARALLEL SESSION:</b><br>Trickle down or trickle out: Does elite sport nurture the grass-roots?                                    |
| 11:45-13:00       | <b>ANTI-DOPING DENMARK PARTNER SESSION:</b><br>The battle for integrity in sport – governments vs. sports organisation                |
| 11:45-13:00       | <b>WORKSHOP WITH DECLAN HILL:</b><br>The real world of match-fixing (II)  |
| 13:00-14:15       | LUNCH   |
| 14:15-16:00       | <b>COUNCIL OF EUROPE PARTNER SESSION:</b><br>What national governments can do about sports governance                                 |
| 14:15-16:00       | <b>PARALLEL SESSION:</b> Brazil: The permeable fortress and the road to Rio   |
| 14:15-16:00       | <b>PARALLEL SESSION:</b><br>Anti-doping as the athletes see it  |
| 14:15-16:00       | <b>PARALLEL SESSION:</b> Rethink sports philosophy: Towards a democratic body culture   |
| 14:15-16:00       | <b>PARALLEL SESSION:</b> Open Forum   |
| 16:00-16:15       | BUSES DEPART  |
| 16:30-18:30       | <b>EXCURSION</b> to 'The Old Town' – an Open Air Museum. Hosted by Aarhus Events<br>COFFEE and guided visits to the 1970s             |
| 18:30-20:30       | <b>PLENARY SESSION IN 'DEN GAMLE BY':</b><br>Reforming football: To be or not to be ... a FIFA President. (At the 'Elsinore Theatre') |
| 20:30-22:30       | <b>DINNER</b> at The Mintmaster's Mansion. Hosted by the City of Aarhus   |

## Tuesday 27 October

|             |   |
|-------------|---|
| 9:00-11:40  | <b>MAIN SESSION:</b> Match-fixing: Governments versus gangsters – what are the odds?                    |
| 9:00-11:40  | <b>ICSSPE PARTNER SESSION:</b> Physical activity in Europe: Cause for concern?                          |
| 10:15-10:35 | COFFEE BREAK  |
| 11:45-13:00 | <b>PARALLEL SESSION:</b><br>Focus on journalism: How to raise standards in times of twittering?         |
| 11:45-13:00 | <b>PARALLEL SESSION:</b> Sports Governance Observer: Benchmarking National Sports organisations (II)    |
| 11:45-13:00 | <b>PARALLEL SESSION:</b><br>Mega-events: Rights and risks of children                                   |
| 11:45-13:00 | <b>IDAN DEVELOPMENT FORUM (I):</b> The power of data and analysis for sport for all strategies          |
| 11:45-13:00 | EPAS meeting: (closed meeting)  |
| 13:00-14:15 | LUNCH   |
| 14:15-16:00 | <b>PARALLEL SESSION:</b><br>Playing with credibility: The corruption of international sports governance |
| 14:15-16:00 | <b>PARALLEL SESSION:</b> One for the money, two for the show? Events in search of legacy                |
| 14:15-16:00 | <b>PARALLEL SESSION:</b><br>Anti-doping: Rethinking the system  |
| 14:15-16:00 | <b>IDAN DEVELOPMENT FORUM (II):</b> The power of data and analysis for sport for all strategies         |
| 14:15-16:00 | <b>PARALLEL SESSION:</b> Integrity in practice: How to fight the fixers                                 |
| 16:00-16:30 | COFFEE BREAK  |
| 16:30-18:30 | <b>PLENARY SESSION:</b><br>Mega-events 1. The public revolts: A perfect storm for sport?                |
| 16:30-18:30 | DINNER  |
| 18:30-20:00 | <b>MAIN SESSION:</b> FIFA's confederations: At the heart of football's challenges                       |
| 19:30-21:30 | <b>PLENARY SESSION:</b><br>Mega-events 2. Can Agenda 2020 inspire sustainability in sport?              |

## Wednesday 28 October

|             |   |
|-------------|---|
| 9:00-11:45  | <b>MAIN SESSION:</b> Transfers and trafficking: The human cost of broken dreams   |
| 9:00-11:45  | <b>MAIN SESSION:</b> U.S. college sport: Unprotected amateurs in a billion-dollar business  |
| 10:15-10:35 | COFFEE BREAK  |
| 11:45-13:00 | <b>PARALLEL SESSION:</b> Focus on journalism: Round table on investigative research   |
| 11:45-13:00 | <b>WORKSHOP WITH DECLAN HILL:</b><br>The real world of match-fixing (III)   |
| 11:45-16:00 | <b>IDAN DEVELOPMENT FORUM:</b> Session and excursion - Movement facilities on the water front (participants will get a sandwich package for the road) |
| 11:45-13:00 | <b>PARALLEL SESSION:</b><br>The arbitrary power of the medical commission: The case of Dutee Chand  |
| 11:45-13:00 | <b>PARALLEL SESSION:</b><br>Qatar and the soft diplomacy of sport   |
| 13:00-14:15 | LUNCH   |
| 14:15-16:00 | <b>PARALLEL SESSION:</b> Sports politics and governance: A global outlook   |
| 14:15-16:00 | <b>PARALLEL SESSION:</b> The migrant athlete in Europe: Risks and opportunities   |
| 14:15-16:00 | <b>PARALLEL SESSION:</b><br>A fair share? Aspects of sport in the USA   |
| 11:45-16:00 | <b>IDAN DEVELOPMENT FORUM (CONT.):</b><br>Movement facilities on the water front  |
| 14:15-16:00 | <b>PARALLEL SESSION:</b> Open Forum   |
| 16:00-16:30 | COFFEE BREAK  |
| 16:30-18:30 | <b>CLOSING PLENARY SESSION:</b><br>The new UNESCO Charter: Wonderful intentions, but how can they come true?  |
| 20:00-20:30 | APERITIF in the lobby of Hotel Marselis   |
| 20:30-01:30 | <b>FAREWELL DINNER</b><br>Party and dance   |



"Doping must be tackled at the root; the rest is appearance."

*Sandro Donati,  
investigator*

## A new World Code against doping: Anybody willing to comply?

Doping in sport and the fight against it will be one of the main themes during the conference.

The sessions are mainly scheduled on Sunday, Monday and Tuesday and will feature some of the most prominent speakers and topical subjects within the field of anti-doping putting spotlight on some of sports' many challenges establishing an efficient and credible system fighting doping globally.

### Doping investigators challenge WADA

After some years outside the spotlight, international athletics and its world governing body, IAAF, has been hit with double force by doping allegations: A number of TV documentaries and news reports have accused the IAAF of protecting dopers while also blackmailing them into keeping quiet about their knowledge thereof.

At this year's conference, doping takes a prominent place. Unfortunately, the Russian whistle-blowers former 800m runner Yuliya Stepanova and her husband Vitaliy Stepanov, a former anti-doping official, decided to pull out from Play the Game 2015 due to concerns over their personal safety. They feel threatened because of their testimony to a documentary that aired on German TV in the beginning of this year.

Instead the story about the allegedly corrupt practices in Russian and international athletics is told by German journalist **Hajo Seppelt**, the reporter behind the revealing documentary. The IAAF is also invited to respond to the allegations, but their participation is uncertain as this programme goes to print.

### WADA's cruise in stormy waters

Russia has been singled out for demonstrating double standard, but is it fair to pick at one country in a world where every nation tries to favour their own golden assets in sport? How can doping control ever be efficient if managed by countries and federations that have vested interests?

As director of WADA's European office as well as of WADA's relations with the international sports federations, **Frédéric Donzé**, will be able to give an account about what WADA does in order to overcome this dilemma and what challenges he sees in the current way of performing the anti-doping work.



*Hajo Seppelt*



*Frédéric Donzé*



Sandro Donati

## Anti-doping pioneer returns to Play the Game

The correlation between the national and the international entities in sport and anti-doping will also be debated when **Sandro Donati** is back at Play the Game after six years. Donati was one of the first to expose systematic doping practices when he worked for the Italian Olympic Committee, CONI, in the 1990s. His decision to go on early retirement some years ago has not kept him from continuing his detective work and assist Italian courts in their anti-doping proceedings.

## An insider's view of sports' challenges

**Richard W. Pound**, former WADA president, member of the IOC and head of the WADA committee assigned to investigate the allegations against the IAAF and Russia is a regular visitor at Play the Game conferences. In 2013 Play the Game gave him the Play the Game Award for his willingness to engage in difficult discussions about issues in sports governance as well as in the anti-doping work.



Richard W. Pound

At Play the Game 2015, Pound will, as the longest serving IOC member, give a personal overview of the state of global sport, discuss the fight against doping in sport and share his assessment of what can be done to overcome the current challenges.

## Cycling's ongoing clean-up

Doping is still a hot potato when it comes to cycling and in an attempt to recover the trust in the sport, the new management of the UCI established a reform committee to look into the details around the Lance Armstrong case and the scandal-ridden years when doping has been revealed to have been an integral part of the sport.

As a representative of this group, the Independent Cycling Reform Commission (CIRC), **Peter Nicholson** from Australia will be able to add to the debate the experiences that cycling has done so far.



Michael Ask

**Michael Ask**, director of Anti Doping Denmark, who have recently concluded a large investigation into the use of doping in Danish cycling will be representing the perspective of the national anti-doping agencies and shed a light on what authorities can do in the fight against banned substances.

On top of this, Play the Game 2015 will also discuss the potential of the new World Anti-Doping Code to protect all athletes, in elite sport and in the fitness industry, against the pressure to enhance their performance with illegal drugs.

## Sessions with focus on doping in sport

*This following list may have been changed since printing. Check out the full program attached to the conference guide for updated information on speakers and scheduled sessions.*

### Sunday 14:00-18:00

Public opening session: Global sport – Reform or revolution?  
Meet: Richard W. Pound, Peter Nicholson and more

### Sunday 19:30-21:30

Plenary session: A new World Code against doping: Who is willing to comply? Meet: Hajo Seppelt, Frédéric Donzé, Sandro Donati and Michael Ask

### Monday 11:45-13:00

Partner session with Anti Doping Denmark: The battle for integrity in sport: Governments vs. sports organisations.  
Meet: Richard W. Pound, Herman Ram, Jesper Frigast Larsen, Christina Friis Johansen

### Monday 14:15-16:00

Parallel session: Anti-doping as the athletes see it. Meet: Mayumi YaYa Yamamoto, Nils Zurawski and more

### Tuesday 14:15-16:00

Parallel session: Anti-doping: Rethinking the system. Meet: Lars Mortsiefer, Myles Schrag, Steve Maxwell and more



Photo: Thomas Søndergaard

"We are losing the war against match-fixing. There are too many commercial and political agendas that are blurring the debate."

*Declan Hill,  
Author and PhD*

## Governments vs. fixers: Will the rule of law beat the law of the jungle?

After ten years of match-fixing debates leading experts will analyse the next moves to be made on one of the most dangerous battlefields in sport. The sessions about match-fixing are primarily scheduled on Tuesday, but there will be something for those with a special interest in the subject on most days of the conference.

When Play the Game first highlighted the threats of match-fixing in 2005, hardly anybody listened. Today, the fight against criminal gamblers and fixers is on top of the international agenda in sport. At a record speed, the member states of the Council of Europe have signed a binding convention against manipulation of sports competitions.

But how many countries will actually follow up and how many outside Europe will join in and secure a global effort? And what other challenges do governments and sports organisations face to win this battle in the long run – if ever? Is it true that organised crime is already involved in 25 percent of professional sport?

### A collective fight

To talk about the work of making governments stand united and create a collective convention on the fight against sports crime, Play the Game presents **Stanislas Frossard**, Executive Secretary of the Council of Europe's sports political section EPAS. Frossard will let delegates in on the details in the work behind the match-fixing convention and the continued efforts in implementing and making the convention universal.

### Do betting companies have a responsibility?

Another important party in match-fixing is the betting companies and to give an account from one of the largest betting markets in the world, Play the Game has invited **Patrick Jay**, former CEO of the Hong Kong Jockey Club and now a consultant with Regulus Partners. The Hong Kong Jockey Club is one of the largest betting providers on the Asian market and has a yearly turnover on betting of more than €10 billion. What do betting companies do to make sure that the services they provide are not exploited for illegal operations?



Stanislas Frossard



Patrick Jay



To monitor the immense betting market, several betting monitoring companies have been set up. As one of the largest, SportRadar is cooperating with a large number of sports organisations and leagues and their head of communications, **Alex Inglot**, will enlighten conference delegates about what irregularities they scout for and how they stay on top of the newest forms of match-fixing.

### How bad is it and how do we fight it?

In a session focusing on integrity in practice, Play the Game 2015 will feature presentations about how far match-fixing has come in some countries and about how some of these countries try to cope with the damning threat to sport.

## Sessions with speakers focusing on match-fixing

*This following list may have been changed since printing. Check out the full program attached to the conference guide for updated information on speakers and scheduled sessions.*

### Tuesday 9.00-11.40:

Main session: Match-fixing: Governments versus gangsters – what are the odds. Meet: Stanislas Frossard, Patrick Jay, Alex Inglot, Declan Hill and more

### Tuesday 14.15-16.00:

Parallel session: Integrity in practice: How to fight the fixers. Meet: Nikolaos Thodorou, Simon Gardiner and more



Declan Hill

## The real world of match-fixing – workshops with Declan Hill

A man who knows what goes on in the world of fixing is Canadian author and PhD Declan Hill. Hill has been investigating the match-fixing phenomenon since the early 2000s. Hill is on top of the latest developments in the underworld of illegal betting and has recently written about a new form of fixing called 'ghost-fixing'.

Apart from giving a presentation on his research in the main session on match-fixing, Declan Hill will further host a series of three workshops for journalists, academics and others interested in taking part in the fight against match-fixing.

Here, he will share his insights on the agendas that drive much of the discussion around match-fixing, give an evidence-based exploration of the fundamental questions of match-fixing and lay out the numerous ways of preventing the modern form of match-fixing.

### Declan Hill match-fixing workshops:

#### Sunday 11.00-12.00

The real world of match-fixing I : Road Map to the Anti-Match-Fixing Industry

#### Monday 11.45-13.00

The real world of match-fixing II: Building Blocks of Analysis

#### Wednesday 11.45-13.00

The real world of match-fixing III: Why Some Leagues and Not Others?



Photo: Colourbox

"College sport in the United States is at a crossroads. Antitrust and labor relations challenges abound. Athlete exploitation and academic integrity are at stake, and developments over the next several years will be formative."

*Andrew Zimbalist,  
economist and author*

## College sport: Unprotected amateurs in a billion dollar business

Tens of thousands of students from more than 1,200 colleges in the USA invest four years of their life as the main assets of a multi-billion dollar sports business – but the athletes receive no money and critics claim that they are deprived of a number of basic human and labour rights. Fictitious teaching, school exercises made by tutors, foul play at exams can be part of a reality that boosts sports performance, but undermines the full intellectual and personal development of the students.

Besides being a doctor researching in climate change, **Roger Pielke Jr.**, is also one of the finest analysts of sport governance. With his big knowledge on governance structures in sport, Pielke will help pinpoint the key issues that has brought the National Collegiate Athletes Association (NCCA) under fire in recent times.



*Roger Pielke Jr.*

If the American sport model is challenged and the borders between professional and amateur sport are hard to find, where can the US turn for inspiration? The European model of sport is often being praised for its ability to activate and engage practitioners and for not being as emerged in commercial interests as the US model. **Emily V. Ronek** from the US embassy in Denmark will look at some of the differences and similarities between sport participation and grassroots sports as it is practiced in the US and in Europe.

As a Swede living in the States for the past 40 years, **Christer Ahl**, has had the outsider's eye on the US sports system. Ahl is a former head of the Playing Rules and Referees Commission in the International Handball Federation and will share some of his observations on the differences between the two systems and also give ideas as to what they might learn from each other.

### Sessions with focus on US sports

*This following list may have been changed since printing. Check out the full program attached to the conference guide for updated information on speakers and scheduled sessions.*

#### Wednesday 9:00-11:45

Main session: US college sport: Unprotected amateurs in a billion-dollar business. Meet: Roger Pielke Jr., Andrew Zimbalist and more

#### Wednesday 14:15-16:00

Parallel session: A fair share? Aspects of sport in the USA.

Meet: Emily V. Ronek, Christer Ahl, Benjamin Bendrich and more



# ADD

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## HOSTING WINNERS

Everyone's a winner when hosting events in Denmark. Volunteers, spectators, businesses and politicians all come together to empower your world class event. Everyone plays on your team to take it to a higher level.

When you place your event in Denmark, you're bringing it to a vibrant atmosphere served by a wealth of trustworthy and experienced partners. Together we'll make your event a winner.

SPORT EVENT  
DENMARK

## Why democracy matters in movement and sport cultures

*By Jens Sejer Andersen, founder and international director of Play the Game*

When as a very young journalist destiny took me on a visit to Gerlev Sports Academy on Zealand, one hour's drive from the Danish capital, Copenhagen, I was soon drawn into what appeared as a journalistic goldmine.

At this place in the late 1980s, the teachers and students worked intensely with all the aspects of sport that you would never hear about in the media; in particular, the historical, political and cultural aspects of sports. They rediscovered and redefined a Danish tradition that goes back to the late 19th century when gymnastics and rifle shooting became essential elements of a democratic awakening in the countryside, interwoven with education, political activism, cooperative industry and – singing.

The ideas that amazed and inspired me there later became the foundation for local journalistic training courses which later again became the international Play the Game initiative. And it is a special pleasure for me that during Play the Game 2015 two of the pioneers in the redefining the way we think about sport, Ove Korsgaard and Henning Eichberg, will give short presentations on some of the fundamental ideas that link the practice of sport with democratic action.

Though I am pretty sure they would both find my memory of what I learned and the way I summarise it here simplistic, I will leap into giving my version of some basic ideas behind Play the Game.

The most important question is why at all we should insist that sport and democracy must be linked? After all, sport has proved a very useful tool for authoritarian regimes in the past – and still does. Think of Berlin 1936, Buenos Aires 1978, Beijing 2008.... and the recent debates about Sochi 2014 and Baku 2015.

### **An impulse to move**

Sport as we know it today is a relatively new phenomenon in human history, dating back only some 150 years. Other eras gave rise to other body cultures, such as the traditional games of the peasants or the nobility's dances and equestrian vaulting. The permanent factor is that we have a body that gives

us an impulse to move, which is turned into a form of movement that produces images of the norms and ideals that guide our individual and collective lives at any time. The predominant movement culture, its norms and ideals are engraved into our bodies and minds, starting the day we are born.

It is no coincidence that we talk about sports disciplines, because sport like other movement cultures serves to discipline us, and there is nothing wrong about that as such. When we use our bodies, we also activate some potentially dangerous emotions: anger, frustration, aggression. The idea of having rules in modern sport is to keep these feelings under control, so the boxing fight or the hockey game does not end up in blasts of violence or even death. This was not always so; in other centuries and other cultures 'sport' could be extremely violent and death an expected outcome.

To sum it up: If you think that a ball game is merely a game about a ball, you may have got it wrong. Sport and our movement culture broadly speaking is an intense, never-ending battlefield about the values and norms that guide our lives.

### **The power over the values**

Obviously those who define and decide about these values have a tremendous power. In my view, this power is much too important to leave it in the hands of small groups of mostly elderly men in the international political, sports or media elite. Every sports participant, every athlete, is entitled to decide about her or his own sporting life and enjoy the fullest possible freedom to choose and realise the values that she believes in.

The ultimate responsibility for practising this freedom of choice of course rests with the athlete herself and must be carried out with due consideration for others.

In theory, there is a direct link between the individual athlete and the top of the international governing body through a system of national federations and representative democracy.

In real life, the international federations work in splendid isolation from their athlete members, and the most basic requirements for offering democratic rights to the members are often inexistent:

## Practising sports democracy through dialogue at Play the Game over two decades:

like transparency, freedom of expression and public communication based on something as apparently simple as 'truth'.

### The search for truth

Competitive sport has one fundamental quality: it produces truth, and it does so through a dialogue between bodies. The quest for truth – who is the better player, who is the fastest woman, which team performs better – may actually be one of the most important qualities we can adhere to sport.

Unfortunately, there are very few mechanisms to ensure dialogue and seek a broadly accepted truth outside the sports field, in the corridors of power – among those of us who work as sports officials, administrators, managers, observers, researchers, reporters. On the contrary, the sports community has a love for mythology and undocumented beliefs that goes hand in hand with an impressive ability to generate money from public or commercial sources. Perhaps truth is not profitable?

Money talks, but most often it does not tell the truth. International sport is learning this the hard way since around 2010 where all kinds of taboos have been broken, especially regarding corruption, mismanagement and abuse of power.

### The impact of truth

Having followed the domestic and international sports debate for close to 30 years, I can still become surprised to see the impact that comes with truthful information, and how it influences sports politics and management. Sometimes willingly, sometimes after fierce resistance. Sometimes sooner, sometimes later.

So I do believe that the best service we can render if we really want sport to play a positive role in our daily lives, our communities and our world, is to do our best to establish some sort of truth.

Truth is of course not a simple thing. It often takes a lot of work to get close to it, you may not be able to hold it, it is subject to doubt and to debate, it can be hard to describe, and often you have to take a fight over it.

This is what our work is about, and in that spirit we encourage you to Play the Game.



From the top:  
Henning Eichberg in 1997, workshop with Andrew Jennings in 2002, plenary debate in 2005 and panel debate in 2007.  
Photos by Niels Nyholm

## PUBLIC OPENING SESSION

AARHUS CITY HALL will be the setting for the 9th Play the Game opening session and opening reception hosted by the Municipality of Aarhus. The City Hall opened on 2 June 1941. It is designed by the famous Danish architects Arne Jacobsen and Erik Møller. Furniture and fixtures are for a great part designed by the Danish furniture designer Hans J. Wegner.

WELCOME RECEPTION AND EVENING PLENARY SESSION  
The Welcome reception hosted by Aarhus 2017 – European Capital of Culture, and the evening plenary session 'A new world code for doping? Who is willing to comply?' takes place in the spectacular Aarhus Concert Hall (Musikhuset Aarhus) just opposite the City Hall.

### PROGRAMME:

- 13:30 Bus from Marselis Hotel - Aarhus to Aarhus City Hall
- 14:00-18:00 Opening Session with public access in Aarhus City Hall: Global sport – reform or revolution?
- 18:00-19:30 Opening reception in Aarhus Concert Hall hosted by Aarhus 2017 – European Capital of Culture
- 19:30-21:30 Plenary session: 'A new world code for doping? Who is willing to comply?' (Aarhus Concert Hall)
- 21:30 Buses return to Marselis Hotel - Aarhus

## EXPLORE NEW TRENDS IN RUNNING SHOES

Join us on a leisurely morning run from Marselis Hotel - Aarhus every morning at 7:00. Each run ends with the option of a chilly 'Viking dip' in the Sea from the Ballehage Sea Bath right at the hotel. Changing rooms available at the swimming pool of Marselis Hotel - Aarhus.

### PROGRAMME:

- Monday: Marselisborg Royal Palace and some great facilities for sport and outdoor recreation
- Tuesday: Aarhus Trail Builders. Creating a paradise for mountain bikers
- Wednesday: Making orienteering accessible. Three reigning world champions in orienteering (Maja Alm, Søren Bobach and Ida Bobach) present us to the successful 'Find your way' concept on a run in their daily training environment.

- WHEN: Sunday 25 October, 14:00-21:30
- WHERE: Aarhus City Hall, Rådhuspladsen 2, and Aarhus Concert Hall, Thomas Jensens Allé
- DRESS CODE: Casual
- TRANSPORT: Shuttle buses from Marselis Hotel - Aarhus at 13:30 and from Aarhus Concert Hall at 21:30. The City Hall and the Aarhus Concert Hall are within walking distance from city hotels and all public transportation

*It will be possible to register for the conference in the City Hall from 13:00-18:00.*



Maja Alm. Photo: Das Büro for DIF/Team Denmark

## EXCURSION TO 'THE OLD TOWN' FOLLOWED BY FIFA-SESSION

Would you like to see how the Danes lived in the past? Den Gamle By or 'The Old Town' is a living picture of life in Denmark as it was in the 1700s, 1800s and 1900s. In Den Gamle By you can explore the homes, courtyards and shops as they might have looked in Hans Christian Andersen's days.

Den Gamle By was founded in 1909 as the world's first open-air museum of urban history and culture. The museum is a world class attraction containing more than 75 houses relocated from all over Denmark and also has several permanent exhibitions.

### PROGRAMME:

- 16:30-16:45 Short introduction to the Museum, coffee/tea with a local baked cookie
- 16:45-18:30 Visit the Danes' not-so-distant past, or step into the lives of their parents and grandparents. Guided tour in the 1970-quarter: The modern City, or free stroll in the museum
- 18:30-20:30 FIFA-debate in Elsinore Theatre
- 20:30-22:30 Two course buffet in The Mintmaster's Mansion (from 1683) and Wineke's basement
- 22:30 Buses return to Marselis Hotel - Aarhus

- WHEN:** Monday 26 October, 16:00-22:30
- WHERE:** Open air museum: Den Gamle By, Viborgvej 2, 8000 Aarhus C
- DRESS CODE:** Informal, practical shoes for cobble streets
- TRANSPORT:** Shuttle buses from Marselis Hotel - Aarhus at 16:00. Within walking distance from city hotels, bus lines: 3A, 19, 111, 114 og 116 goes to the Museum.



## FAREWELL DINNER

This is the evening when we relax from the last four days of intense programme, enjoy a nice dinner with wine, and go to the dance floor. The hotel bar is open after the dinner. Drinks in the bar at your own expense.



- WHEN:** Wednesday 28 October, 20:00-01:30
- WHERE:** Marselis Hotel - Aarhus, Strandvejen 25, 8000 Aarhus C
- DRESS CODE:** Smart casual
- TRANSPORT:** Route 100 (blue regional bus) with destination 'Odder' departs approx. every 15 minutes from the corner of Banegaardspladsen/M.P. Bruungsgade right at Aarhus Central Station. Get off the bus at the bus stop 'Oddervej/Mindeparken' (approx. 7 minutes from Aarhus Central Station, ask the driver when you enter the bus). From the bus stop you can easily walk to the Marselis Hotel - Aarhus (400 m).

## CONFERENCE VENUE

All conference sessions (except from the Sunday sessions and the FIFA session on Monday evening ) will take place at:

### MARSELIS HOTEL – AARHUS

Strandvejen 25, 8000 Aarhus C  
Tel.: +45 86 14 44 11

## OTHER CONFERENCE HOTELS

### SCANDIC AARHUS CITY

Østergade 10, 8000 Aarhus C  
Phone: +45 89 31 81 00

### FIRST HOTEL ATLANTIC

Europaplads 10, 8000, Aarhus C  
Phone: +45 86 13 11 11

### CABINN

Kannikegade 14, 8000 Aarhus C  
Phone: +45 86 75 70 00

## REGISTRATION AND INFORMATION DESK

Sunday 25 October 9:00-11:00 at Marselis Hotel - Aarhus  
Sunday 25 October 13:00-18:00 at Aarhus City Hall (before and during the opening session)  
Monday 26 October 8:00-16:00 at Marselis Hotel - Aarhus  
Tuesday 27 October 8:00-22:00 at Marselis Hotel - Aarhus  
Wednesday 28 October 8:00-16:00 at Marselis Hotel - Aarhus

## GETTING AROUND IN AARHUS

**BUSES:** There is a very well established network of public transportation in Aarhus, which is relatively inexpensive (1 hour fare in Aarhus: DKK 20; multi ride ticket valid for 10 bus rides: DKK 140). Remember a valid bus ticket or buy it (with cash) in the bus. Line number 100 goes between the inner city and Marselis Hotel - Aarhus. Read more about public transportation in Aarhus: [www.midttrafik.dk/in-english](http://www.midttrafik.dk/in-english).

**TAXIS:** Taxis are easily found (more expensive than public transportation). Taxis accept cash (only local currency) and the most common credit cards.

Aarhus Taxi: +45 89 48 48 48

**CITY BIKES:** In cooperation with Cycling Aarhus you can rent a city bike at Marselis Hotel - Aarhus – ask at the hotel reception. By using the code 'PlayTheGame2015' delegates will get a 20% discount on the price.

## VOLUNTEERS

Volunteers will be easily recognisable wearing dark grey t-shirts with Play the Game's logo.

## REPORTING FROM THE CONFERENCE

Play the Game will be documenting the events at the conference. Live streaming from the keynote sessions and video on-demand from some of the parallel sessions will be published on the conference website: [www.playthegame.org/2015](http://www.playthegame.org/2015). Please observe that all conference presentations may be quoted by the media. Because of the recording, it is not advisable to make off the record statements in most sessions and workshops.

We would be pleased to get a copy of any article/broadcasted programme related to the conference. Please send it to [maria@playthegame.org](mailto:maria@playthegame.org). The articles you make available to us will be used as documentation of the conference and its effects. Please credit Play the Game in your reports from the conference.

The Danish School of Media and Journalism will have a team of international students doing video reporting from the conference to be published on their own YouTube channel. Please welcome them at the conference.

## OTHER MEDIA

Download the free [Play the Game 2015 conference app](#) and keep yourself up to speed with the latest news, tweets, programme changes and speaker profiles from the conference. The app will also give you easy access to general conference information.

For tweets about the conference, follow [@playthegame\\_org](#) on Twitter and use the hashtag [#PTG2015](#).

## CONTACT

Should you need assistance during your stay in Aarhus please contact:

Conference Manager, Maria Suurballe by cell phone: +45 20 20 68 38, or e-mail: [maria@playthegame.org](mailto:maria@playthegame.org).

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Social events



EXCURSION - MONDAY 26.10  
DEN GAMLE BY  
Viborgvej 2 • 8000 Aarhus C



RECEPTION - SUNDAY 25.10  
AARHUS CONCERT HALL  
Thomas Jensens Allé • 8000 Aarhus C



OPENING - SUNDAY 25.10  
AARHUS CITY HALL  
Rådhuspladsen 2 • 8000 Aarhus C

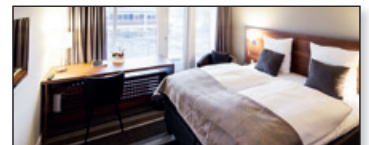
Accommodation



HOTEL SCANDIC CITY \*\*\*\*  
Østergade 10 • 8000 Aarhus C



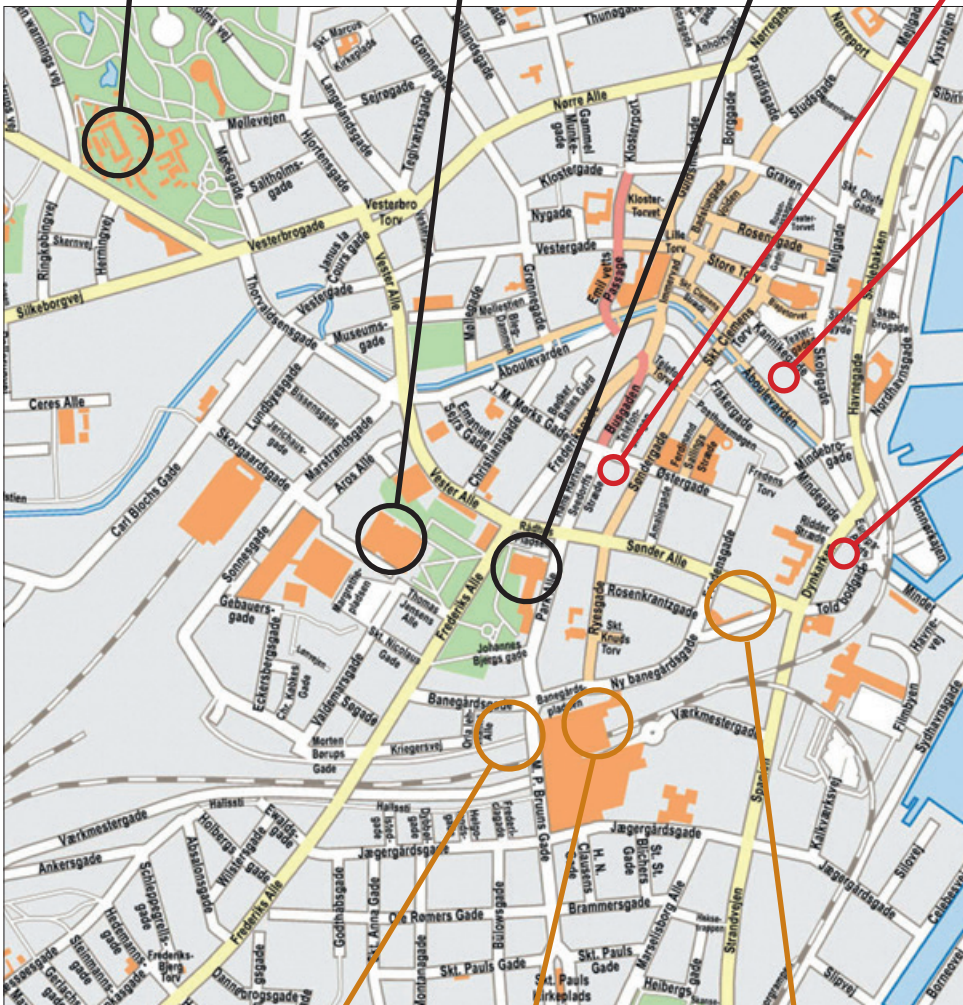
CABINN AARHUS \*\*  
Kannikegade 14 • 8000 Aarhus C



FIRST HOTEL ATLANTIC \*\*\*  
Europaplads 10 • 8000 Aarhus C



MARSELIS HOTEL - AARHUS \*\*\*\*  
Strandvejen 25 • 8000 Aarhus C



Transportation

Bus no. 100  
towards Odder and  
Marselis Hotel - Aarhus

Central train station  
Airport shuttle  
from Aarhus Airport (925x)  
and Billund airport (912x)

Bus station  
Airport shuttle  
from Billund Airport  
(912x)



Conference organisers:



Co-founder:



Conference partners:



Other partners and suppliers:

