

# EVALUATION OF PLAY THE GAME 2017

Riding waves of change



Internal evaluation / March 2018



Play the Game

# EVALUATION OF PLAY THE GAME 2017

**Title**

Evaluation of Play the Game 2017 – Riding waves of change

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## Introduction

For Play the Game as an initiative and an institution, the 2017 conference was a landmark event: This edition marked the 20th anniversary of the first conference in 1997 organised under the title “Sport, Media and Civil Society”. It was also the tenth edition of the conference, and with a record high of 475 participants and guests also the largest Play the Game conference to date.

The timing of the conference held 26-30 November 2017 in Eindhoven, the Netherlands, was more than suitable as the global focus on the dark sides of sport also reached an all-time high in 2017.

International sport faced serious challenges ranging from unprecedented corruption and doping scandals to human rights discussions related to upcoming mega events, and sport organisations struggled to meet the demands of a world in disruption, challenged by new technologies and lifestyle patterns.

An ongoing court trial in New York against former high-level FIFA officials, an imminent IOC decision on Russian participation in the Winter Olympics in South Korea, and recent “Football Leaks” pointing to widespread financial fraud – all this contributed to setting the scene for academics, journalists, sports officials and other stakeholders to collectively debate on how sport should overcome the current challenges.

Seen through the organisers’ own and not entirely objective lenses, Play the Game 2017 also reached a new and higher level in quality of the 226 presentations. The contributions by top decision-makers and the most knowledgeable experts from almost all walks of sport secured an intense atmosphere from the first to the last minute of the conference.

But satisfied organisers would do little good if the participants were lukewarm. They were not. The participants responded very positively by expressing even higher satisfaction than in previous years, through an anonymous online survey in the week following the event. 96% of the participants declared that their overall impression of Play the Game 2017 is “good” or “very good”, and the top grade “very good” was for the first time given by no less than two in three participants.

In short, Play the Game 2017 did reach a volume and an impact that matches the considerable resources spent by donors, arrangers, and participants.

Contributions from donors and partners were received with much appreciation and we are thankful for every single one. The biggest contribution from the Dutch government of 100,000 euro provided a solid foundation under the event, and we owe our sincere thanks and gratitude to the Dutch government for this generous support.

The following is an internal evaluation and does not claim to present a completely objective picture of Play the Game 2017. However, we do owe our donors and constituency a chance

to assess their contributions, and we need to collect lessons learned with the purpose to create better conferences in the future.

We shall do our best to support our reflections with evidence, and we hope you will find the reading interesting.

We have made the following overall observations:

- At a time where international sport is facing scepticism and mistrust, this tenth edition of our Play the Game conference once again – and perhaps stronger than before – documented the need for and the relevance of an ongoing, independent, open, fact-based and democratic debate forum on strategic and sensitive issues in sport.
- The overwhelmingly positive feedback from the participants is consolidated by the findings in the online survey. It is for instance comforting that 88% of respondents find that the conference gives value to their daily work “to a high extent” or “to some extent”. 81% of respondents believe that Play the Game 2017 stimulated and qualified the public debate about world sport.
- The willingness to give keynote addresses shown by Hassan Al-Thawadi, Secretary General of Qatar’s Supreme Committee for Delivery and Legacy, WADA’s President Craig Reedie, and ASOIF President Francesco Ricci Bitti, among many other leading experts and top officials, testifies to the expected political impact of attending Play the Game debates. Even if none of them materialised, the written confirmation of attendance from first the Russian sports minister Pavel Kolobkov and then the top executives of RUSADA pointed to the same effect.
- On the other hand, the organisers are fully aware that participation from the top ranks of the international sports community was weak, especially from the IOC and international federations. This shows on one hand that international sports presidents are reluctant to give public debate priority in a very busy calendar, but on the other hand it is also possible for Play the Game to do more in securing this group’s participation.
- It is interesting to observe the increased engagement from the (anti-)doping-environment. Various research groups approached us during the preparations and asked for podium time. It seems that the Russian-international doping scandal has raised awareness in many groups about the intensely political nature of the fight against doping.
- After two consecutive conferences in Aarhus, Denmark, the move to Eindhoven in the Netherlands proved to be a success. Geographically, Eindhoven was a convenient location with easy access from both European and overseas participants. Although the city administration was challenged by a change of staff in the department during the planning phase of the conference, the organisers are very grateful for the commitment, financial support, and assistance from the city in

the execution of the conference. This concerns the payment of the welcome reception as well as the financial support of 10,000 euro.

- Hotel Van der Valk worked excellently as a conference hotel, offering practical support and smooth cooperation both in the planning and the execution of the conference. The facilities were perfect with all rooms located on the same floor, coffee and food served right outside the rooms, and the adjacent room providing participants with good opportunities to network and talk during breaks.
- Thanks to the vibrant environment centred around the downtown SX-building and the Fontys School of Sport Studies, both with a strong focus on innovation in sports technology and communication, a new dimension was added to Play the Game's traditional focus on grass-root sport. It remains a constant challenge to draw the same attention to the 'softer' policy issues, but Play the Game still finds that the focus on sports scandals must be complemented and put into perspective by addressing the development potential contained in the wider sports culture, which is directly affecting the daily life of so many people. In future conferences, technology should continue to be considered as a dimension that can leverage the grass-root sport theme.
- It is an undeniable fact that there is still room for improvement in the gender distribution of attending participants, as only 28% of participants were women. Out of 226 presentations, only 45 were held by women (20%). However, the female share of submitted abstracts was even lower (17%), so the organisers' efforts to secure female speakers did have a modest effect. Previous experiences indicate that making gender issues a main theme does bring a better balance, but the organisers will rather continue to work on engaging women in topics that by tradition are male-dominated.
- Similarly, in line with conferences in previous years, the geographical representation of participants was also imbalanced with an overweight towards Western Europe and North America. Only 8% come from countries outside the EU, North America, and Australia. One of the important reasons is an earthbound reality: The media, academic and organisational environments that Play the Game tries to gather, have a stronghold in the Western world. Another factor is that it is more costly to take part for people from the global south. The generous donations of almost 10,000 euro earmarked for media travel grants did help adjust the imbalance, but the grant collection and organisation must start earlier next time.

These observations and the following report are largely based on:

- An anonymous internet-based questionnaire with 167 respondents or a response rate of 43% (excluding employees of the Danish Institute for Sports Studies/Play the Game and volunteers who only participated briefly in the conference),
- Individual feedback from participants and speakers during the conference and post-conference emails,

- Searches for media coverage of the conference in international media databases and online.

The evaluation is seen in the light of Play the Game's main purposes:

- to create awareness of the role of sport in society at a local, national and international level,
- to draw a many-sided picture of sport and support the right of the individual to choose and influence his or her own daily sporting activities,
- to ensure a free, independent, open and fact-based debate on the current situation and future development of sport,
- to provide journalists, researchers and political leaders with both the inspiration and the tools to explore the cultural, political, social and economic aspects of sport,
- to create networks across national and professional boundaries in order to meet the challenges of a globalised sports and media world.

The evaluation focuses on some key elements regarding the program and execution of the conference. Purely organisational and technical aspects will only be touched upon if they have affected the objectives of the conference.

## Economy and participation

At the moment of publishing this report, the accounts of Play the Game 2017 are still not completed. They will be published as an appendix to the evaluation at a later stage. But it seems that for the first time, a Play the Game conference will render a small economic surplus.

Part of the explanation is that after a dive in 2015, the 2017 went back to a revenue level of almost €80,000 from paying delegates.

In addition to this, some €28,000 was derived from Play the Game's current Erasmus+ project "National Sports Governance Observer", which allowed to cover expenses for 67 sports stakeholders and project partners from EU and EEC countries.

Another almost €15,000 came from the cooperation with EPAS that covered participation of some Council of Europe member states (see further down).

## Partnerships

Without generous support from a variety of donors, Play the Game would not be able to hold a conference of the kind we know today.

After two consecutive conferences on Play the Game's home turf in Aarhus, Denmark, it was a priority for Play the Game to go abroad with the 2017 edition. This was enabled by a generous grant of 100,000 euro from the then Dutch Minister of Health, Welfare and Sport, Edith Schippers.



Part of the support Play the Game received from the EU Commission/ Erasmus+ programme for the [National Sports Governance Observer](#) project was earmarked for attracting relevant stakeholders to Play the Game 2017 – as well as the more than 20 person strong project group. In total, the Erasmus+ support covered expenses for 67 persons, in total around 50,000 euro.

The City of Eindhoven showed hospitality by offering to organise a welcome reception with a meal, and a cash donation of 10,000 euro. In cooperation with very committed local partners, the city contributed with excursions, speakers, intellectual and in-kind value as well as a group of volunteers. Special thanks go to Fontys School of Sport Studies, Utrecht University, Sport eXperience and the Sports and Technology cluster.

Once again, the Enlarged Partial Agreement on Sport under the Council of Europe proved a very important partner by offering financial assistance to secure the participation of more than 20 member-states.

Moreover, it was a very encouraging surprise that also the leading Danish sports organisations and institutions chose to continue their support at the same level as in previous years, even if the conference moved outside Denmark. This reflects the growing understanding in Danish sport that democratic activism is needed to raise the ethical standards of international sport.

The full list of external donations looks like this:

- Dutch Ministry of Health, Welfare and sport (100,000 euro)
- EPAS/ Council of Europe (15,644 euro – earmarked for EPAS speakers and delegates)
- The National Olympic Committee and Sports Confederation of Denmark - DIF (13,333 euro)
- Team Danmark (6,667 euro)
- The Danish football federation – DBU (6,667 euro)
- Danish Federation for Company Sport (Dansk Firmaidrætsforbund) (6,667 euro)
- Anti Doping Danmark (5,333 euro)
- Danish Union of Journalists– DJ (4,000 euro – earmarked for journalist grants)
- Danish Sports Journalists Association (3,333 euro – earmarked for journalist grants)
- Norwegian Union of Journalists – NJ (2,266 euro – earmarked for journalist grants)

Another and much appreciated kind of added value was rendered by the category ‘Programme partners’; institutions or groups that organise their own sessions and bring in speakers and participants at their own costs.

These partners were: Fare Network, Knowledge Centre for Sport Netherlands, iNADO, Sport & Society in the Netherlands and Belgium, LEGIT Project Consortium and a research group on doping prevalence.

## Number and composition of the participants

The total number of 449 regular participants represents a 30% increase from 2013 and 2015 and is fully satisfactory.

The dramatic rise has not changed the relative share of the various professional groups, which is remarkably stable. Almost one in four are academics (24%), up 5% from 2015 but only 3% from 2013. The media come in second with 20% (up 5% from 2015, but only 1% from 2013). Public authorities (13%), sports related organisations (12%) and students (12%) are the other major groups.

However, sports federations were poorly represented this time, going down from 19% in 2013 to 8%. This is mainly explained by the fact that Dutch sports leaders were much less aware of or less interested in the conference than their Danish colleagues who have had many years to be acquainted with Play the Game.

Even if the rate of female participants is higher than that of female speakers, there is little to celebrate. The 28% share of women among the 449 participants is influenced by 54 volunteers and journalist students who hold an equal gender balance in their respective groups. This, of course, gives some hope for the future.

As it could be expected, out of the 54 nations represented, the Dutch made up the biggest group with 87 participants (19%). Next in line were Germans with 66 and Denmark with 60. The UK and the USA then followed with 34 and 28 participants.

Almost half of the participants (220) took part in the whole conference. A little more than one in four (117) were only attending one day.

## Participant survey

### Survey background

Invitations to complete an evaluation survey were distributed to conference participants on 7 December 2017, a week after the conference finished.

Out of 388 distributed survey invitations (Play the Game/IDAN staff and volunteers were excluded) 167 valid responses were received (155 complete and 12 partial responses) returning a response rate of 43%. This is low compared to 2015 where the response rate was 53,4%. We suspect that as many people are being overloaded with requests to complete such surveys, the appetite for responding has decreased accordingly.

Another explanation may be that the individual participant's feeling of responsibility for giving feedback is decreasing as the overall number of participants grow.

The distribution of responses between men and women are similar to the 2015 evaluation. Approximately 1/3 of respondents are women and 2/3 are men. 1.3% declare "other", a new category in our survey. It is noteworthy that women are relatively better represented than men in the survey, taking their share of the overall participation into account. Of the 167 respondents, 53% participated in their first Play the Game conference in 2017. One in five also participated in the 2015 conference.

Many participants chose to use the open slot to give additional comments and/or suggestions. A remarkably high number provided suggestions for changes to the format of the conference sessions.

All this input is valuable to the organisers and gives inspiration to various aspects related to planning of format of sessions, time allocation between plenary and parallel sessions, between presentations and debate etcetera. Selected comments and suggestions from respondents will be included in the following.

### Record high level of satisfaction

In line with previous surveys, participants remain overwhelmingly positive. There is an increase in respondents rating their overall impression as "Very good" from 60% in 2015 to 67% in 2017 – a record high. However, due to the lower response rate and the uncertainty about the responding participants, this increase must naturally be interpreted with caution. Still, a total of 97% answering "Very good" or "Good" confirms the impression that Play the Game delivers a very satisfactory event.

As for the conference venue, Hotel Van der Valk, participants are generally very positive. More than half of respondents rate it as a "Very good" conference venue (56,3%) yet the quality of the food gets a less positive evaluation compared to the last conference. 27% rate the food as "Very good" in 2017 whereas 47% did so at the Marselis Hotel in Aarhus where the 2015 conference took place.

I appreciate the fact that it is the only event that focuses on problems of sort (on the dark side of the coin) where not all positive experiences are shared but mostly are shared negative ones. It is a place when we can discuss common ways to solve problems.

Quote from participant

Excellent content and speakers - fascinating in every sense of the word. Again, there were one or two sessions that literally made my jaw drop.

Quote from participant

Very good blend of academic research and investigate journalism ... industry perspectives could be strengthened but appreciate that it can be difficult to engage practitioners in such debate.

Quote from participant

As usual, I learned what the most salient issues in sport, sport governance, and sport communication are. The "wow factor" has slightly decreased since my first participation in 2011, but the conference is still well worth attending and an event I look forward to.

Quote from participant

A very interesting mix of delegates - perhaps among the most diverse set of people to gather in the sports governance scene. Made for interesting debate and new perspectives. Panels perhaps too large. Six seemed too high a number at times.

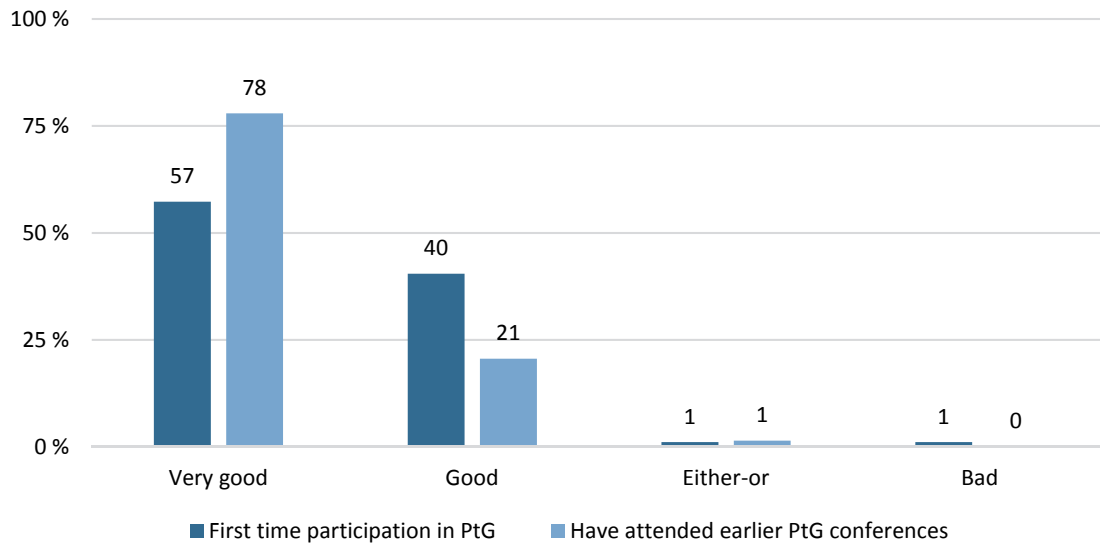
Quote from participant

In general I found it very problem oriented/negative. To me so many smart and involved people can come up with many possible solutions to those problems but that didn't seem to be the focus of the conference

Quote from participant

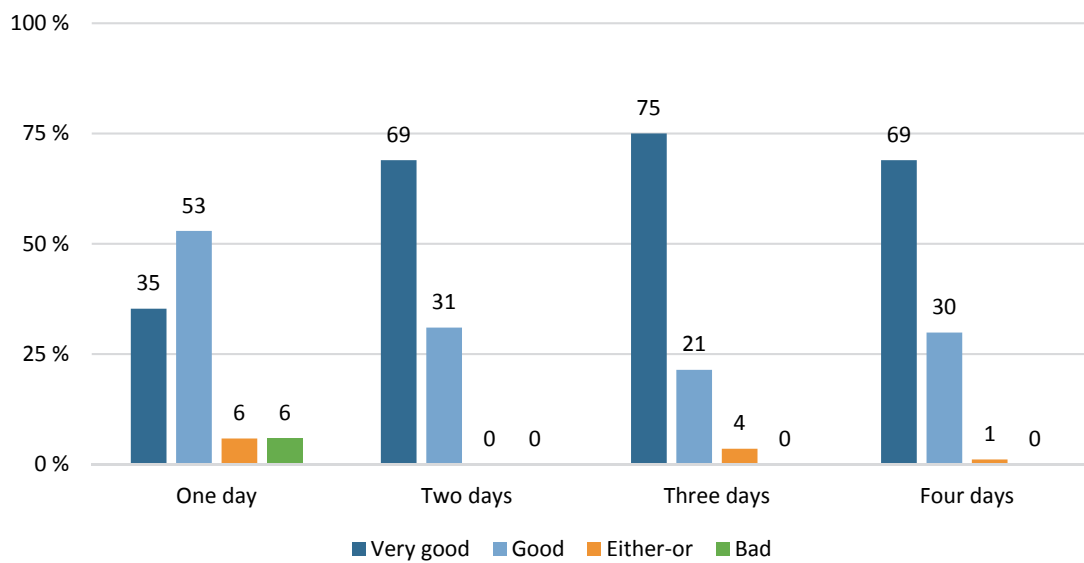
As figure 1 below shows, respondents who have attended one or more of previous Play the Game conferences give a higher rating of the conference than respondents participating for the first time in 2017.

**Figure 1: Question: “What is your overall impression of Play the Game 2017?”**



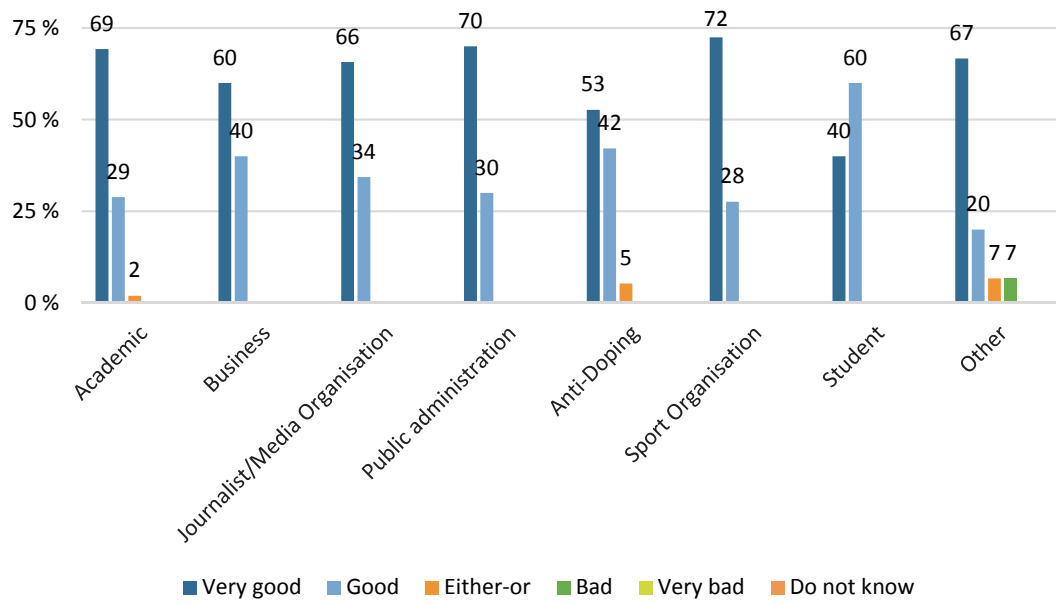
One-day participants are less positive than participants attending two or more days of the conference which should not be surprising as they will not be able to take advantage of the values of networking and discussions with other professions to the same extent as participants staying for more days at the conference:

**Figure 2: Question: “What is your overall impression of Play the Game 2017?”**



Satisfaction with the conference is evenly distributed across most of the various professions represented at the conference:

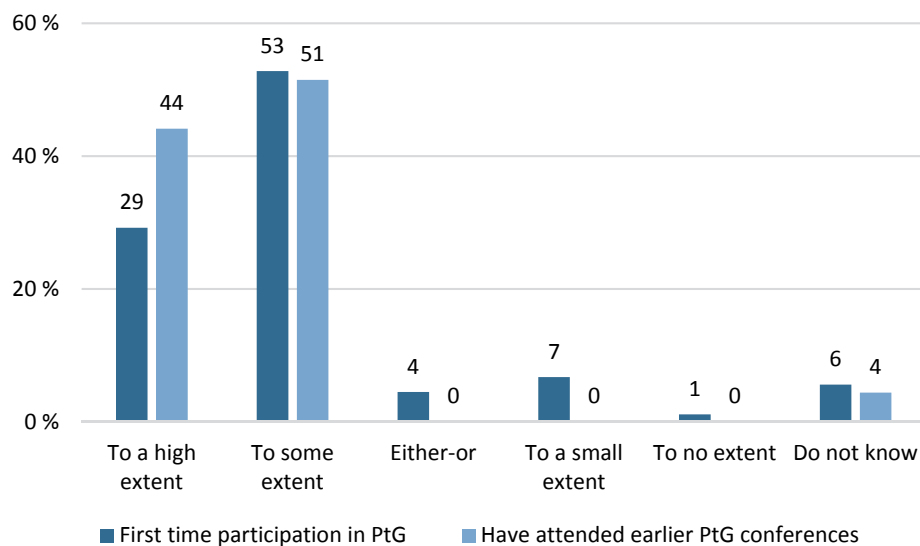
**Figure 3: Question: “What is your overall impression of Play the Game 2017?”**



88% of respondents believe Play the Game gives value to their daily work either to a high extent (36%) or “To some extent” (52%) which is similar to the responses in 2015.

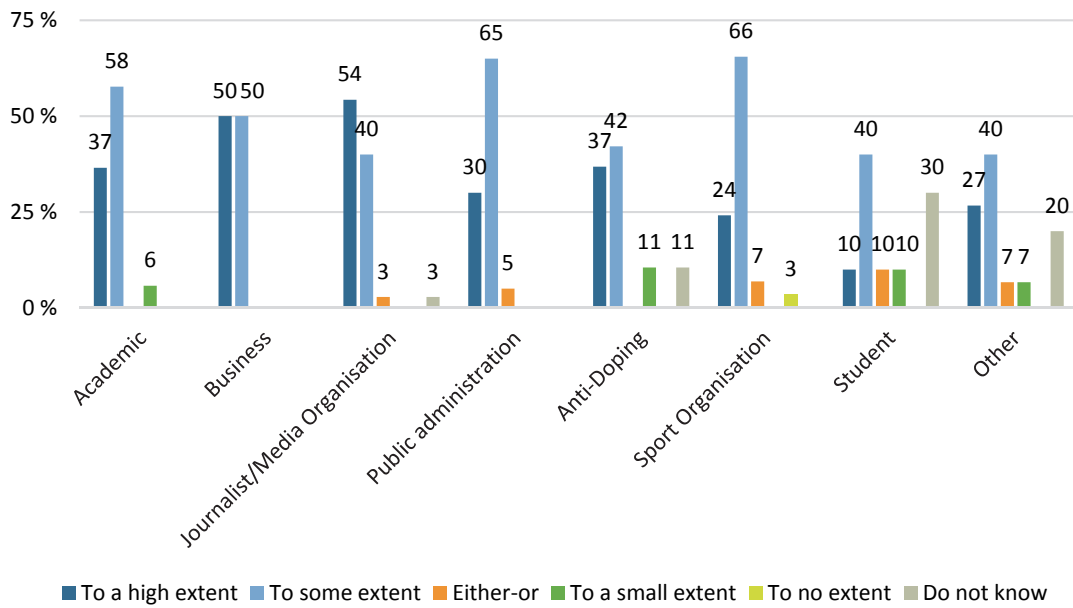
Respondents who have participated in previous Play the Game conferences tend to be more optimistic about the value Play the Game will give to their daily work with newcomers less so:

**Figure 4: Question: “To which extent do you expect Play the Game to give value to your daily work?”**



Across professions, journalists are most optimistic about the value Play the Game can give to their daily work. Many business participants (50%) also believe the conference can add value to a high extent.

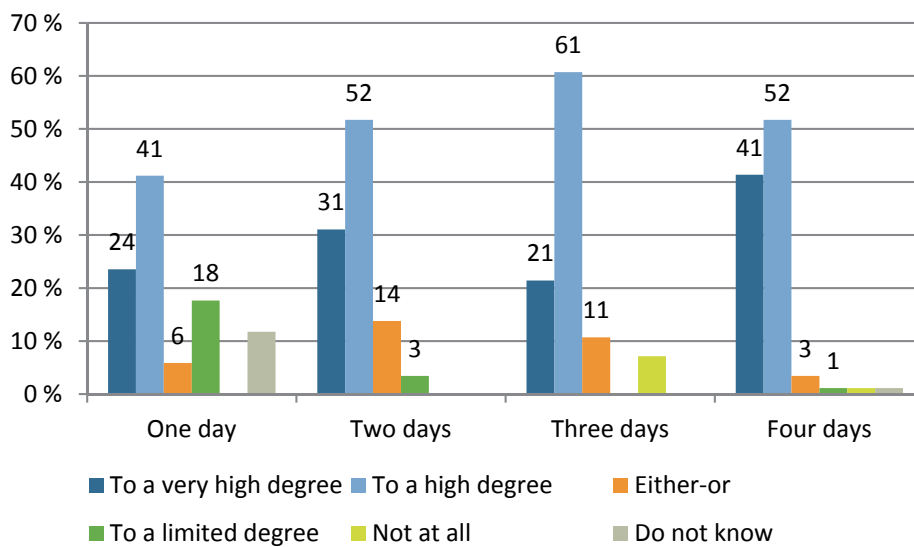
**Figure 5: Question: “To which extent do you expect Play the Game to give value to your daily work?”**



87% of respondents believed that Play the Game 2017 succeeded in offering new insight to journalists, academics and sports leaders in world sport to either “a very high degree” or “a high degree”.

Unsurprisingly, there is a pattern showing that the more days respondents participated in the conference the more they tend to believe that this is the case.

**Figure 6: Question: To what degree did the conference succeed in offering new insight to journalists, academics and sports leaders in world sport?**



I learned so much - trying to find time to follow it all up. The contacts I made were also very useful.  
Quote from participant

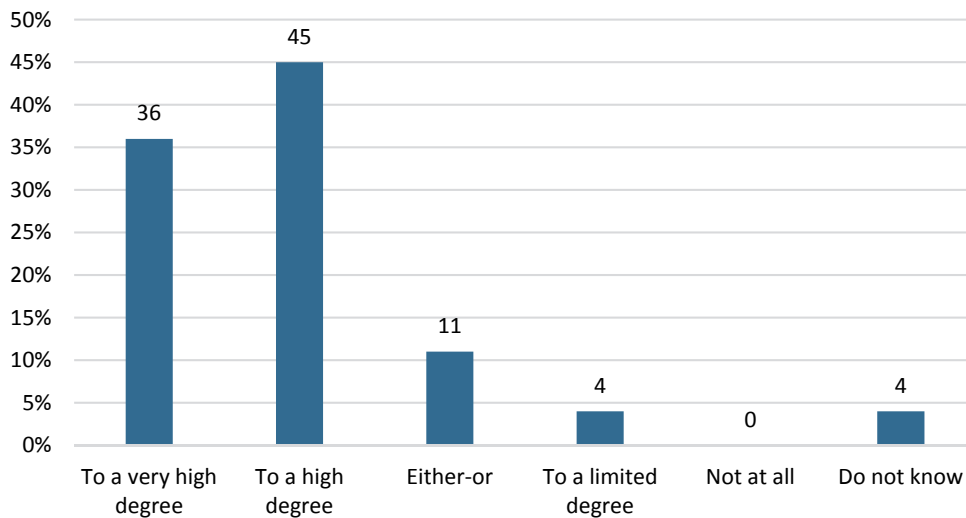
I think PTG could - if not already - be an incubator for journalists worldwide to pool news, share, and leverage information  
Quote from participant

I teach at universities and have discussed content learned at Play the Game conferences (or even hosted guest speakers I met at the conference) in class.  
Quote from participant

It inspires!  
Quote from participant

Similar to 2015, a very high number of participants believe Play the Game 2017 as a conference succeed in facilitating network between journalists, academics and sport leaders in world sport. 81% believe it does so to a 'very high degree' or 'high degree'.

**Figure 7: Question: "To what degree did Play the Game 2017 facilitate networking between journalists, academics and sports leaders in world sport?"**



The best networking event of its kind that I have attended.  
Quote from participant

The programme is very ambitious with activities from morning til late evening pretty much every day, which leaves less opportunity for informal networking in addition to the networking in breaks. I would prefer a bit longer breaks or some nights which leave time for informal networking without official programme.  
Quote from participant



Play the Game also seem to be successful in facilitating network among other conference participants. In 2017, 129 out of 159 of participants (81%) believe there was either “Plenty” or “Enough” time, which is a significant increase from 65% in 2015.

2/3 of respondents believe Play the Game develops in a positive direction whereas just two respondents (1,3%) believe it develops in a negative direction. The rest (32%) do not know if it develops in a positive or negative direction – possibly because they have not attended previous conferences. 92% of respondents indicate they will participate in the next Play the Game conference giving hope for yet another well attended conference.

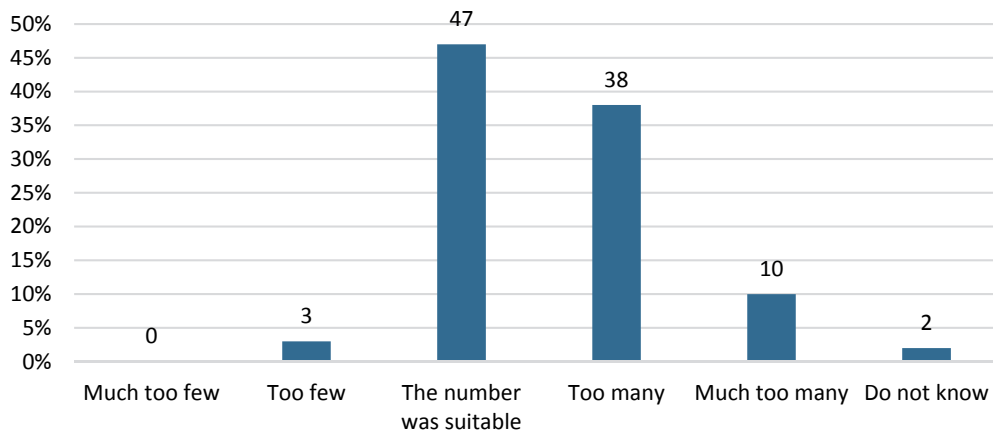
Interestingly, but also comforting for the organisers who would be stretched in their capacity to arrange annual conferences, a significant majority of 74% of respondents believe the ideal frequency for Play the Game conferences is every other year compared to 65% in 2015.

### Squeezing the program: Number and format of sessions

During the conference, there was a total of 12 plenary/main sessions and 28 parallel/partner sessions. In total, 226 presentations were delivered by 193 speakers.

Opinions are split almost evenly between those who believed the number of presentations in general was suitable (47%) and those who believed the number were either “Much too many” or “Too many” (48%). 10% of respondents answered “Much too many”. All figures were at a similar level in 2015.

**Figure 8: Question: “What do you think about the number of presentations in general?”**



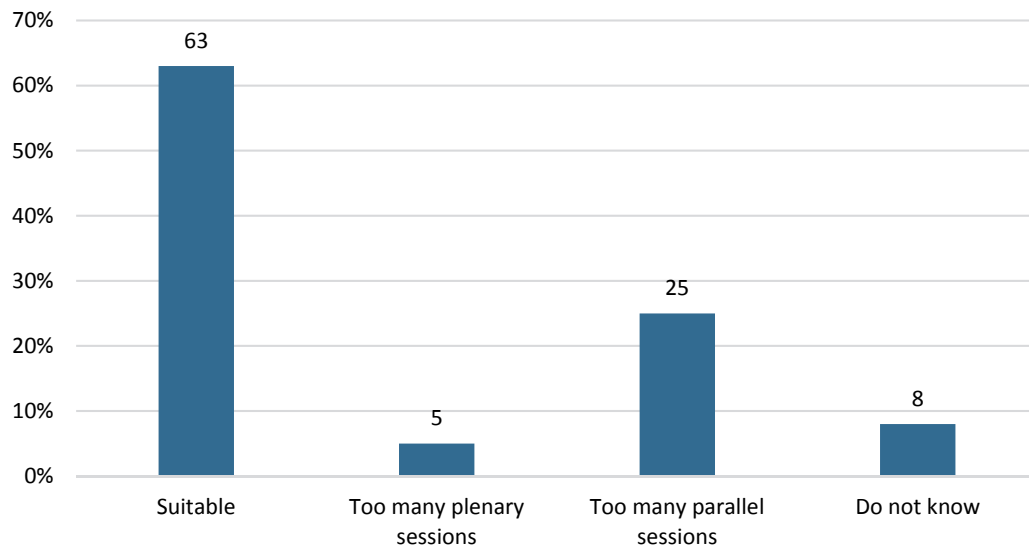
There is a pattern - perhaps not surprising - that the more days respondents have participated, the more they believe there were too many presentations in general.

Respondents who have previously participated in a Play the Game conference slightly tend to believe the number of presentations in general was too high (51 %) whereas the corresponding number for newcomers is 45%.

If the number of sessions was perhaps a bit too high, the mix between plenary and parallel sessions seemed to be more satisfactory. 63% of respondents found the balance to be

“Suitable”, yet a substantial portion (25%) believe there were too many parallel sessions which is also a common opinion expressed in the comments submitted by respondents.

**Figure 9: Question: “What do you think about the mix of plenary and parallel sessions?”**



The length and general standard of presentations in *main/plenary* sessions also receive satisfactory ratings as 86% of respondents believe the length of presentations was “Suitable” (84% in 2015) and 85% believe the general standard of *main/plenary* sessions was either “Very good” or “Good”.

On the other hand, and especially when comparing 2017 results to 2015, participants believe the length of presentations in *parallel* sessions was too short in 2017. The reduction of speaking time to 10 minutes and up to 6 panellists seem to have been less successful as 23 % of participants believed time was too short which is an increase from 13% in 2015. Correspondingly, there is a slight increase in the number of respondents who believed there was not enough time to debate during *parallel* sessions; from 19% in 2015 to 23% in 2017.

The reduction of speaking time from 12 to 10 minutes for almost all speakers in parallel sessions was based on the intention to facilitate a greater flow and increase sharpness from speakers to focus on the most relevant aspects of their abstracts. This change was not as positively received by participants as the organisers had hoped. It is a significant result from the comments provided in the participant survey that 10 minutes is not enough time for each presentation. Furthermore staging six presentations/ panellists in parallel sessions were obviously too many and in line with previous years and participants clearly wish more time for debate.

All in all, it stands out from both survey results and individual comments received that the program was probably squeezed to a maximum yet with a high standard being maintained in the many presentations.

6 people per panel is far too many. The debate is what is important and I think that there should be moderated sessions that allow for only brief opening statements and then a conversation directed by an experienced moderator.

Quote from participant

There was maybe a little much going on with the number of presentations. They were great, and I don't want to see any excluded. But it was just "go-go-go". I don't know how to fix this, and it might just be the price of being a successful conference.

Quote from participant

If possible I think it would be good, if speakers were put on smaller panels, so they were given more time to speak. They all had fascinating stories and insights, and I left every session wishing I could sit with many of the panelists and pick their brains for an extra hour. So more and smaller panels is what I would wish for.

Quote from participant

In some parallel sessions, there were up to 5 presentations (within sometimes a little bit more than 1.5 hr and sometimes even less). This seems to be too tight and often no time for discussion was left.

Quote from participant

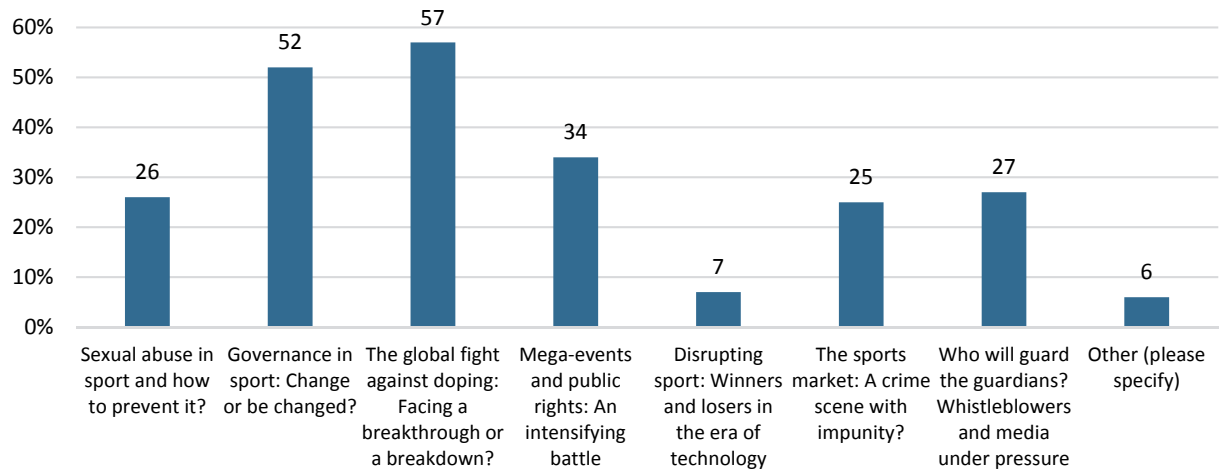
Presenters needed more time, and the audience needed the time to digest and question the presentations

Quote from participant

### Few gender differences with regard to theme relevance

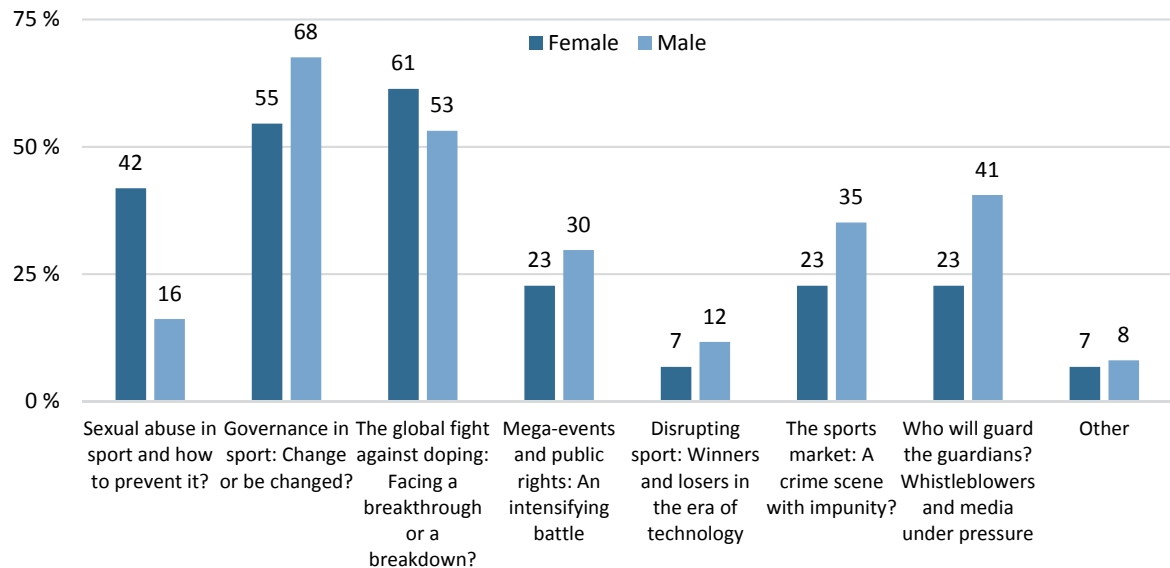
The "winner" among the main themes of the conference is anti-doping, which was exceptionally well covered by high profile speakers and with a perfect political timing. Governance in sport was also frequently selected by participants as the most relevant theme.

**Figure 10: Question: “Please select the themes with the best content (maximum three themes)”**



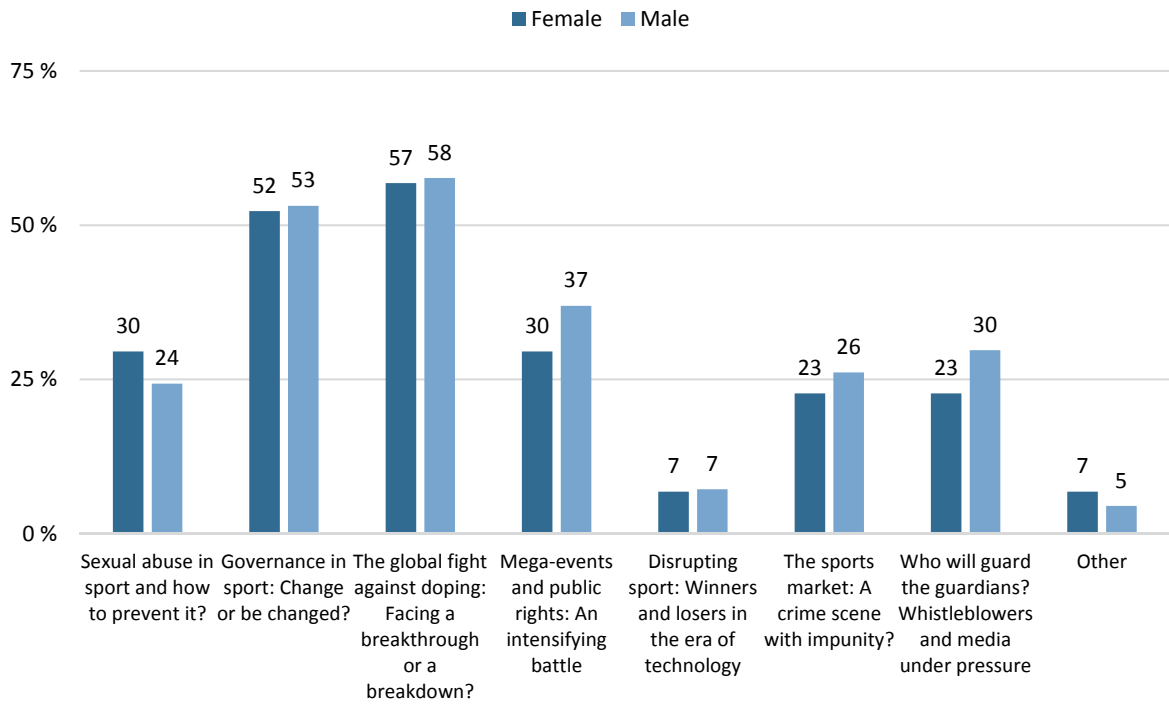
Women and men show similar opinions on the relevance of the conference themes although women tend to find the theme of “Sexual abuse in sport” more relevant than men, whereas men find the theme of “Who will guard the guardians (whistleblowers)” more relevant than women.

**Figure 11: Question: “Please select the conference themes that had most relevance for you (maximum three themes)”**



A similar pattern shows when looking at which themes respondents believed had the best content.

Figure 12: Question: “Please select the themes with the best content (maximum three themes)”



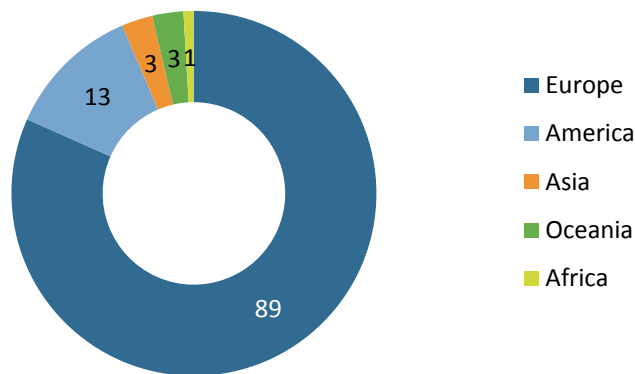
## Media coverage

Even though a large number of media professionals are present at Play the Game 2017 (20 % of the participants), the global media attention is not overwhelming. The presence of international media agencies such as Reuters and AFP as well as larger national media is however the reason that articles written from and about the conference reach international mainstream media.

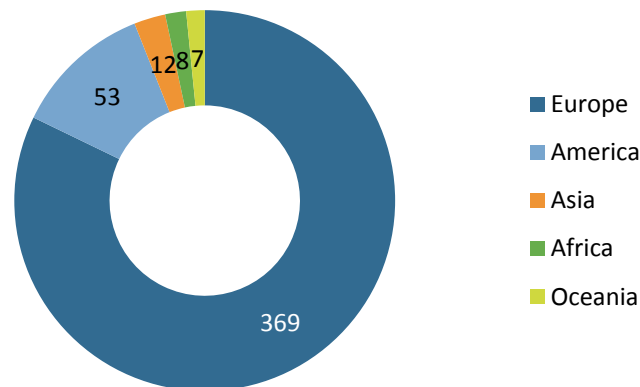
The coverage of Play the Game 2017 is mapped by using search engines like “google news” and active search on the internet. All relevant articles found are stored in a database of more than 150 articles in international, national and regional newspapers, private blogs, broadcaster websites and many more.

It seems the overall distribution of media coverage of the conference on the different continents is strongly related to the participants’ nationality (see figure below).

**Figure 13: Published articles**



**Figure 14: Participants**



Most of the media coverage is published during the conference days. The coverage ranges from summaries of entire sessions, discussions and debates that provide pictures, interviews, slides, to news articles building on quotes from conference speakers. The latter is often the case with topics that were of particular international interest at the time of the conference – like the Russian doping scandal.

81 of the 157 articles collected has the word “doping” in the header and 47 has the word “Russia”. And with 51 articles using the name “McLaren” in the header, the presence of the Canadian lawyer and author of the WADA reports into alleged state-sponsored doping in Russia, Richard McLaren’s presence at the conference was also among the biggest sources for media coverage.

## After the conference

The most recent article in the database (collection ended 31 January 2018) is dated to the 03-01-2018 something that indicates that the impressions gained at the conference continues to be a source of material for journalists, bloggers and researchers. This is backed up by the number of surveyed participants answering that the conference will be useful in their everyday work after return. 88% of respondents believe Play the Game gives value to their daily work either to a high extent (36%) or “To some extent” (52%).

## Increased activity on website, app and social media

When a Play the Game conference is on, the activity seen in the conference rooms is also reflected on Play the Game’s website, [www.playthegame.org](http://www.playthegame.org). In the month of Play the Game 2017 (13 November 2017 – 10 December 2017) the website had an increase of sessions of close to 90 % percent when comparing to the number of sessions in the same month the year before (11,239 from 13 November 2016 – 10 December 2016).

The following figures are very similar to those from the last conference in 2015.

In the month of Play the Game 2017, [www.playthegame.org](http://www.playthegame.org) had:

- 14,195 users (an increase of 56.56 percent when comparing the same month the previous year when the number was 9,067)
- 42,850 page views (an increase of more than 140 percent when comparing to the previous year when the number was 17,629)

The following extract from Google Analytics gives a graphical representation of the difference in the use of the website during the month of the conference and during the same month one year earlier:

**Figure 15: Use of www.playthegame.org**



There are users from 169 countries coming from six continents in the conference month and 121 countries during the conference days (26-30 November) alone.

However, a closer look shows the same uneven distribution as in the participant and article statistics. Of the website’s 7.814 visits during the conference days, 5.824 visits are from the 10 most visiting countries. Among these, the nine highest ranked are Western countries headed by the Netherlands, most likely reflecting the rather intense online activity of the participants themselves.

**Table 1: Origin of visitors to playthegame.org (26-30 November 2017). Top-10.**

Netherlands	1,943
United States	1,039
United Kingdom	647
Germany	565
Denmark	349
Canada	342
Australia	314
Switzerland	304
Norway	178
India	143

### Twitter

Prior to the conference, a Twitter ‘hashtag’ was decided on (#ptg2017) and participants were encouraged to use this when tweeting from/about the conference. Conference participants took up this encouragement and the hashtag was tweeted close to 1,300 times during the conference month.



Play the Game's Twitter profile @playthegame\_org gained more than 225 'followers' during the conference and Play the Game tweets during the conference month had close to 128,000 impressions.

### Facebook

Also on Play the Game's Facebook there was an increased activity during the conference and Play the Game Facebook posts reached close to 350% more Facebook users (around 10,000) than during the similar period last year. The number of 'likes' of the Play the Game Facebook company page increased by 45.

### Conference app

Play the Game 2017 had a dedicated conference app free to download and use on mobile phones. The conference app contained the conference program, information about speakers, hotels, relevant sites, etc.

The app was downloaded by close to 60 % of the participants (260 times) and was opened almost 8,000 times during the conference and close to 10,000 times in total.

Among the participants who downloaded it and answered the survey, there is great satisfaction with the app. According to the survey, 80 % of the delegates who downloaded it, found it 'very useful' or 'useful'.

The app also included the possibility for participants to communicate with other participants both directly and to all app-holders. The opportunities of this networking tool were not taken fully advantage of, most likely because of a lack of information about the opportunity in the lead up to the conference as well as a lack of usage of it by Play the Game as organisers. It is worth considering raising the participant engagement through a conference app at the next conference by posting conference information, polls, push notifications etc.

## Conclusion: Fundamental challenges remain

Although we as organisers cannot be anything but delighted about the outcome of the conference and the enthusiastic response from the participants, we can also coldly note that a number of challenges for the Play the Game conference remain the same as they have been for many years.

Whether this is due to certain fundamental characteristics of international sport and sports politics in all its cultural, individual and institutional expressions, or due to the lack of creativity and skills of the organisers, is a question that we cannot answer ourselves. We can however make our utmost to bear these challenges in mind and do our best in another try to overcome them when planning the 2019 edition of Play the Game.

To stress this message, we have simply copy-pasted the conclusions from the past conference in Aarhus in the autumn of 2015 where we noted these ambitious targets:

- To continuously adapt the conference content and composition to a rapidly changing sports political landscape in order to ensure that Play the Game can still add a particular value to the international public debate and policy making
- To further extend the participation from regions outside Europe, especially from Africa, Asia and Latin America
- To continue to consider hosts outside Denmark, and to explore opportunities for complementing conference activities abroad – for instance shorter, more regional or thematically less comprehensive conferences in years at some distance in time from the main from Play the Game conference
- To decide on the conference dates and venue 18 months in advance
- To keep trying to increase the ratio of female speakers and participants
- To increase the number of paying speakers
- To increase the participation of decision makers and top executives from international sports bodies
- To better prepare a global media coverage by motivating international media companies more actively through personal contact
- To experiment more with conference formats, especially with regard to parallel sessions
- To generate a more sustainable economy by strengthening the basic funding of Play the Game's office

By these words, we would like to extend our sincere thanks to our participants, our partners, our sponsors, and to everybody who gave a helping hand in making Play the Game 2017 relevant and successful.

Aarhus, March 2018,  
Henrik H. Brandt  
Director

Jens Sejer Andersen  
International director

## Appendix 1: List of participants

	<b>Name</b>	<b>Work Place</b>	<b>Country</b>
Ms.	Aderonke Omowunmi Bello	Independent Journalist	Nigeria
Mr.	Affy Sheikh	Starlizard	United Kingdom
Mr.	Alberto Carrio	Pompeu Fabra University	Spain
Mr.	Alberto Reinaldo Reppold Filho	Universidade Federal do Rio Grande do Sul	Brazil
Ms.	Aleksandra Goldys	University of Warsaw	Poland
Mr.	Alessandro Moretti	University of Leeds	United Kingdom
Mr.	Alessandro Oliverio	isportlaw - sports law firm	Italy
Mr.	Alex Capstick	BBC	United Kingdom
Mr.	Alex Duff	Football's Secret Trade	Netherlands
Mr.	Alex Lim	International e-Sports Federation	South Korea
Mr.	Alexandre Husting	Ministry of Sport Luxembourg	Luxembourg
Ms.	Aline van Bedaf	Danish Institute for Sports Studies/ Play the Game	Denmark
Ms.	Alison Burchell	Ministry of Youth and Sports	Fiji
Ms.	Ana María Arias Castaño	University of Applied and Environmental Sciences	Colombia
Mr.	Anders Christiansen	Verdens Gang	Norway
Mr.	Anders Voigt Tinning	Team Danmark	Denmark
Mr.	Andrea Bambino	Agence France Presse	France
Ms.	Andrea Petroczi	Kingston University	United Kingdom
Mr.	Andreas Høj	Danish Football Association	Denmark
Mr.	Andreas Kjeldsen	Erhvervsakademiet Lillebaelt	Denmark
Mr.	Andreas Selliaas	Play the Game Programme Committee	Norway
Mr.	Andreas Strepenick	Badische Zeitung	Germany
Mr.	Andrew Spalding	University of Richmond	USA
Mr.	Andy Brown	Sports Integrity Initiative	United Kingdom
Ms.	Anna Baumann	Esports Rechtsberatung	United Kingdom
Ms.	Anna Crumbach	German Sport University Cologne	Germany
Ms.	Anna Sophie Zumegen	German Sport University Cologne	Germany
Ms.	Anne Rognerud	NRK - Norwegian Broadcasting	Norway
Mr.	Anthony Hooper	Matrix Chambers	United Kingdom
Mr.	Antoine Duval	Asser Institute	Netherlands
Mr.	Arjan Dijkma	NOS	Netherlands
Mr.	Arno Hermans	Sport eXperience	Netherlands
Mr.	Arnout Geeraert	KU Leuven	Belgium
Mr.	Asbjørn Jørgensen	Danish School of Media and Journalism	Denmark
Mr.	B. David Ridpath	Ohio University	USA
Ms.	Barbara Spindler-Oswald	Federal Ministry of Defence and Sports	Austria
Mr.	Bartel Berkhout	Nyenrode Business Universiteit	Netherlands
Mr.	Bartłomiej Chelmecki	Polish Golf Union	Poland
Mr.	Bence Garamvölgyi	Ministry of Human Capacities	Hungary
Mr.	Benjamin Bendrich	www.derballuegtnicht.com / Georg-August- Universiy Goettingen	Germany
Mr.	Benjamin Cohen	World Anti-Doping Agency	Switzerland
Ms.	Berit Skirstad	Norwegian School of Sport Sciences	Norway
Mr.	Bernd Strauss	University of Münster	Germany
Ms.	Berta Banacloche	Proximity Films	Canada
Ms.	Bettina Rulofs	German Sport University Cologne	Germany
Mr.	Bob Munro	Mathare Youth Sports Association (MYSA)	Kenya

Mr.	Brad Horn	USADA	USA
Mr.	Bradley Gorham	Syracuse University	USA
Mr.	Brendan Hughes Schwab	World Players Association	Switzerland
Mr.	Brian Cookson	UCI and British Cycling	United Kingdom
Mr.	Brian Homewood	Reuters	Switzerland
Mr.	Brian Laursen	Skive Folkeblad	Denmark
Mr.	Carlos Arribas	El País	Spain
Mr.	Carlton Nunes	Fontys Sporthogeschool	Netherlands
Ms.	Catherine Ordway	University of Canberra Research Institute for Sport Studies	Australia
Mr.	Charlie Raeburn	Observatory for Sport in Scotland	United Kingdom
Mr.	Chiel Warners	WADA/NOC*NSF	Netherlands
Ms.	Chloe LeValley	Danish School of Media and Journalism	USA
Mr.	Christian Gjersing Nielsen	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Christian Müller	Hochschule Fresenius Köln	Germany
Mr.	Christian Schack	Erhvervsakademiet Lillebaelt	Denmark
Ms.	Christina Friis Johansen	Danish Institute for Sports Studies/ Play the Game	Denmark
Ms.	Christina Weber	Antidoping Switzerland Foundation	Switzerland
Ms.	Christine Maleske	German Sport University Cologne	Germany
Mr.	Christoph Wolf	n-tv.de	Germany
Mr.	Christopher Gaffney	Independent Scholar	USA
Mr.	Christos Anagnostopoulos	Molde University College	Cyprus
Ms.	Claire Newell	Telegraph	United Kingdom
Ms.	Clarisse Bonjean	Council of Europe	France
Mr.	Colin van Laarhoven	Fontys Sporthogeschool	Netherlands
Mr.	Constantin-Florin Sari	Romanian Football Federation	Romania
Mr.	Craig Reedie	World Anti-Doping Agency	United Kingdom
Mr.	Daniel Bouhs	ARD German public television network	Germany
Mr.	Daniel Hayman	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Daniel Westmattelmann	University of Münster	Germany
Ms.	Danique Hermans	Fontys Sporthogeschool	Netherlands
Mr.	David Barrett	Supreme Committee of Delivery & Legacy	Qatar
Mr.	David Howman	Chair Athletics Integrity Unit	New Zealand
Mr.	David Naert	VRT Sport	Belgium
Ms.	Deborah Walther	Fontys Sporthogeschool	Netherlands
Mr.	Declan Hill	Freelance	Canada
Mr.	Dennis Dreiskaemper	University of Münster	Germany
Mr.	Dennis Mowbray	Gryphon Management Consultants	New Zealand
Mr.	Dennis Pauschinger	Université de Neuchâtel	Switzerland
Ms.	Dewi van Rijt	Fontys Sporthogeschool	Netherlands
Ms.	Diana Rooijackers	Fontys Sporthogeschool	Netherlands
Ms.	Dina Klingmann	German Sport University Cologne	Germany
Mr.	Dirk de Greef	Fontys Sporthogeschool	Netherlands
Ms.	Ditte Toft	Anti Doping Denmark	Denmark
Mr.	Dmitriy Bondarev	Immanuel Kant Baltic Federal University	Russian Federation
Mr.	Dolf Segaar	CMS	Netherlands
Mr.	Dominique Elshout	Eindhovens Dagblad	Netherlands
Mr.	Daan Brouwers	Fontys Sporthogeschool	Netherlands
Mr.	Edgar Romero	German Sport University Cologne	Germany
Mr.	Edvinas Eimontas	Union of Lithuanian Sports Federations	Lithuania

Mr.	Edwin Schoon	NOS	Netherlands
Mr.	Efstratios Iordanakis	Molde University College	Greece
Ms.	Elena Stenzel	Danish School of Media and Journalism	Germany
Mr.	Elias Makori	Nation Media Group	Kenya
Mr.	Eloy Viera	Colective More Voices Foundation	Cuba
Ms.	Els De Waegeneer	Ghent University	Belgium
Ms.	Els Dom	Risicovechtssportplatform Vlaanderen vzw	Belgium
Ms.	Elvira Baze	Ministry of Education, Sport and Youth	Albania
Mr.	Emiel Krijt	NOC*NSF	Netherlands
Mr.	Emil Hajiyev	Azerbaijan National Anti-Doping Agency	Azerbaijan
Mr.	Emil Kleis Wentorf	Danish Institute for Sports Studies/ Play the Game	Denmark
Ms.	Emily Canova	University of Colorado, Boulder	USA
Mr.	Erik Johannesson	IDTM	Sweden
Mr.	Ezequiel Fernandez Moores	La Nacion	Argentina
Ms.	Fabiana Schneider	Federal Public Ministry	Brazil
Mr.	Federico Addiechi	FIFA	Switzerland
Ms.	Floortje Popken	Gemeente Amsterdam en USBO	Netherlands
Ms.	Floortje van Halder	Fontys Sporthogeschool	Netherlands
Mr.	Florian Petrica	University of Bucharest	Romania
Mr.	Florian Riesewieck	Westdeutscher Rundfunk	Germany
Mr.	Florian Skrabal	Dossier.at	Austria
Mr.	Francesco Ricci Bitti	Association of Summer Olympic International Federations	Switzerland
Mr.	Francois Tricarico	Fédération Wallonie-Bruxelles	Belgium
Mr.	Frank van Eekeren	Universiteit Utrecht, USBO	Netherlands
Mr.	Frederik Bjerring	Erhvervsakademiet Lillebaelt	Denmark
Mr.	Frederik Thorkild Bjerglund Madirazza	The Danish Ministry of Culture	Denmark
Mr.	Geert Slot	NOC*NSF	Netherlands
Mr.	Geoff Schoenberg	Deakin University	Australia
Mr.	George Paterson	European Commission	Belgium
Mr.	Georgi Chapov	Ministry of Youth and sports	Bulgaria
Ms.	Georgina Young	HEC Paris	France
Mr.	Georgios Nikolaidis	Institute of Child Health	Greece
Mr.	Gerhard Treutlein	Deutsche Sportjugend/Pädagogische Hochschule Heidelberg	Germany
Mr.	Gijsbert Oonk	Erasmus University Rotterdam	Netherlands
Ms.	Gintarė Papartė	Government of the Republic of Lithuania	Lithuania
Mr.	Graeme Steel	iNADO	Germany
Ms.	Grit Hartmann	Freelance	Germany
Mr.	Grzegorz Lagowski	University of Warsaw	Poland
Mr.	Guido van Gorp	Nieuwsuur	Netherlands
Mr.	Guntur Dwiarmein	I Trust Sport	United Kingdom
Mr.	Gwilym Hookway Morgan	Supreme Committee of Delivery & Legacy	Qatar
Mr.	Hajo Seppelt	ARD German public television network	Germany
Mr.	Hallgeir Gammelsaeter	Molde University College	Norway
Mr.	Halvor Ekeland	Aftenposten	Norway
Ms.	Hanne Marie Brevik	NRK - Norwegian broadcasting	Norway
Mr.	Hans Nelen	Maastricht University	Netherlands
Mr.	Hans Skaset	Professor emeritus	Norway
Mr.	Hans-Joachim Eckert	Sports Governance Unit (Zürich)	Germany

Mr.	Harri Syväsalmi	Finnish Center for Integrity in Sports	Finland
Mr.	Harry Arne Solberg	Norwegian University of Science and Technology	Norway
Mr.	Harry Klein	Independent	Netherlands
Mr.	Hassan Al Thawadi	Supreme Committee of Delivery & Legacy	Qatar
Ms.	Helena Orsulic	Council of Europe	France
Mr.	Henk Stouwdam	NRC Handelsblad	Netherlands
Mr.	Henk van Aller	Instituut Sportrechtspraak	Netherlands
Mr.	Henrik Brandt	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Henrik Liniger	DR Danish Broadcasting	Denmark
Mr.	Herbert Wolff	NOC*NSF	Netherlands
Mr.	Huan Nguyen	Proximity Films	Canada
Mr.	Ian Mengel	PLAY!YA	Germany
Mr.	Ian Smith	Esports Integrity Coalition	United Kingdom
Mr.	Igor Kováč	National Sport Centre	Slovakia
Ms.	Ineke Kalkman	Knowledge Centre for Sport Netherlands	Netherlands
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Mr.	Ivar Willemse	Fontys Sporthogeschool	Netherlands
Mr.	Ivo van Hilvoorde	Vrije Universiteit Amsterdam	Netherlands
Mr.	Jack Haahr Andersen	Erhvervsakademiet Lillebaelt	Denmark
Mr.	Jake Shelley	Kingston University	United Kingdom
Mr.	Jakob Færch	Danish Foundation for Culture & Sports Facilities	Denmark
Mr.	James Carr	Association of Summer Olympic International Federations	Switzerland
Mr.	James Corbett	Freelance	Ireland
Mr.	James Fairbank	Rapha	United Kingdom
Mr.	James M. Dorsey	S. Rajaratnam School of International Studies	Singapore
Mr.	Jan Coolen	International School Sport Federation	Belgium
Ms.	Jane Purdon	UK Sport	United Kingdom
Ms.	Janneke Metternich	Fontys Sporthogeschool	Netherlands
Mr.	Jean-Yves Lourgouilloux	Parquet National Financier (PNF)	France
Mr.	Jens Littorin	Dagens Nyheter	Sweden
Mr.	Jens Sejer Andersen	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Jens Weinreich	Sport & Politics	Germany
Mr.	Jeppe Laursen Brock	The Danish daily Politiken	Denmark
Mr.	Jeroen Stekelenburg	NOS	Netherlands
Mr.	Jesper Engmann	Morgenavisen Jyllands-Posten	Denmark
Mr.	Jesper Frigast Larsen	Anti Doping Denmark	Denmark
Ms.	Jikkemien Vertonghen	Vrije Universiteit Brussel	Belgium
Mr.	Jocelyn East	Sport Canada	Canada
Mr.	Jochen Reinhardt	Transparency International Deutschland	Germany
Mr.	Joel Prinson	UEFA	Switzerland
Mr.	Joep Vermeulen	Fontys Sporthogeschool	Netherlands
Mr.	Joeri Dorrestein	Fontys Sporthogeschool	Netherlands
Mr.	Johan Druwe	Flemish Doping Tribunal	Belgium
Mr.	Johan Norberg	Malmö University	Sweden
Mr.	Johann Skocek	Dossier.at	Austria
Mr.	Johannes Blenckers	Fontys Sporthogeschool	Netherlands

Mr.	Johannes Van Sterkenburg	Fare network	United Kingdom
Mr.	John Carmeron	independent	United Kingdom
Mr.	Jop Vermeulen	Fontys Sporthogeschool	Netherlands
Mr.	Jorge Leyva	iNADO	Germany
Mr.	Jorik Reins	Universiteit Utrecht	Netherlands
Mr.	Jose Luis Pérez Triviño	Universitat Pompeu Fabra	Spain
Mr.	Joseph de Pencier	iNADO	Germany
Mr.	Joseph Harris	The Outer Line	USA
Mr.	Josh Fine	HBO	USA
Ms.	Jovana Krivokapić	Ministry of sports of Montenegro	Hungary
Ms.	Judit Farkas	HUPE	Hungary
Mr.	Juha Kanerva	Ilta-Sanomat	Finland
Mr.	Jules Boykoff	Pacific University	USA
Mr.	Julian Blessing	German Sport University Cologne	Germany
Ms.	Juliana Barbassa	Americas Quarterly	USA
Mr.	Julien van Pelt	Fontys Sporthogeschool	Netherlands
Mr.	Jurgen van Teeffelen	www.jurgenvanteeffelen.nl	Netherlands
Mr.	Jürgen Mittag	German Sport University Cologne	Germany
Ms.	Karen Leach	Consultant	Ireland
Ms.	Karen Perry	Thompson Rivers University	Canada
Ms.	Karen Zammit Southernwood	SportMalta	Malta
Mr.	Kari Niemi-Nikkola	Ministry of Education and Culture, Finland	Finland
Mr.	Kaspars Randohs	Ministry of Education and Science of Latvia	Latvia
Ms.	Katharina Schorr	Federal Institute of Sport Science	Denmark
Ms.	Katja Høiriis	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Kevin Nothnagel	German Sport University Cologne	Germany
Mr.	Kevin Nutley	Around The Rings	USA
Mr.	Kim Højgaard Ravn	Anti Doping Denmark	Denmark
Ms.	Kirsten Sparre	Danish School of Media and Journalism & Aarhus University	Denmark
Ms.	Kitty Varga	Ministry of Human Capacities	Hungary
Mr.	Knud Skadborg	Team Denmark	Denmark
Mr.	Koen Termont	Sport Vlaanderen	Belgium
Mr.	Kole Gjeloshaj	Université Libre de Bruxelles	Belgium
Mr.	Kosuke Inagaki	Asahi Shimbun	United Kingdom
Ms.	Kristen Worley	Human Diversity in Sport Foundation	Canada
Mr.	Kurt Simonsen	Sports-web	Denmark
Mr.	Lars Andersson	Sport Executive/Tekstwerk	Denmark
Mr.	Lars Halskov	The Danish daily Politiken	Denmark
Mr.	Lars Hjertberg	Pratminus Reportage	Sweden
Mr.	Lars Houbak	Danish Gymnastics and Sports Associations (DGI)	Denmark
Mr.	Lars Mortsiefer	National Anti Doping Organisation of Germany	Germany
Mr.	Lars Vestad	Anti-Doping Norway	Norway
Mr.	Lau Tofft-Jørgensen	NOC and Sports Confederation of Denmark	Denmark
Ms.	Laura Robinson	Human race	Canada
Ms.	Leen Magherman	Vlaamse Sportfederatie	Belgium
Mr.	Leif Welhaven	Verdens Gang	Norway
Ms.	Lena Geske	German Sport University Cologne	Germany
Ms.	Lieke Vloet	NOC*NSF	Netherlands
Ms.	Lien van den Berg	Fontys Sporthogeschool	Netherlands
Mr.	Lokman Ghorbani	NRK - Norwegian Broadcasting	Norway

Mr.	Louis Moustakas	streetfootballworld gGmbH	Germany
Ms.	Louise Bezerra	Atletas pelo Brasil	Brazil
Mr.	Lovorko Magdić	HRT (Croatian radio-television)	Croatia
Mr.	Luca Mallia	University of Rome "Foro Italico"	Italy
Mr.	Lúcio Castro	Agência Sportlight de Jornalismo Investigativo	Brazil
Ms.	Lucy Samson	Danish School of Media and Journalism	United Kingdom
Mr.	Luis Felipe Monteiro de Barros	Sou do Esporte	Brazil
Mr.	Luiz Gustavo Haas	Sou do Esporte	Brazil
Ms.	Madison Steenson	Thompson Rivers University	Canada
Mr.	Mads Wickstrøm	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Magnus Svenungsson	Swedish TV	Sweden
Mr.	Magnus Aarre	TV 2 Norge	Norway
Ms.	Manana Shapakidze	The Ministry of Sport and Youth Affairs Georgia	Georgia
Mr.	Marc Taylor	Sheffield Hallam University	United Kingdom
Mr.	Marc Tenbuecken	Hendricks & Schwartz GmbH	Germany
Mr.	Marc van der Zande	Sports and Technology	Netherlands
Mr.	Marc Wonneberger	Federal Institute of Sport Science	Germany
Mr.	Marcel Scharf	German Sport University Cologne	Germany
Ms.	Marcela Mora y Araujo	Freelance	United Kingdom
Mr.	Marco Begović	German Sport University Cologne	Germany
Mr.	Marco Knippen	Holland Media Combinatie	Netherlands
Mr.	Marcus Hoy	Play the Game	Denmark
Ms.	Mareike Zeck	Westdeutscher Rundfunk	Germany
Mr.	Marek Iwicki	Der Achte Ozean GbR	Germany
Ms.	Maria Suurballe	Danish Institute for Sports Studies/ Play the Game	Denmark
Ms.	Marianne Dortants	Utrecht University - School of Governance	Netherlands
Ms.	Marie Denitton	Swedish Sports Confederation	Sweden
Ms.	Marieke Reitsma	Universiteit Utrecht	Netherlands
Ms.	Marija Andjelkovic	ADAS	Serbia
Ms.	Marija Crnković	Central State Office for Sport	Croatia
Ms.	Marijke van der Groef	NOS	Netherlands
Ms.	Marina Schweizer	Deutschlandfunk	Germany
Mr.	Mario Strock	German Sport University Cologne	Germany
Mr.	Marius Sprenger	University of Münster	Germany
Ms.	Marjan Olfers	Vrije Universiteit Amsterdam	Netherlands
Mr.	Mark Misérus	De Volkskrant	Netherlands
Mr.	Markus Seyfried	University of Potsdam	Germany
Ms.	Marloes Raaymakers	Fontys Sporthogeschool	Netherlands
Mr.	Marlos Coenen	R-grip gym/ Sports Council of Amsterdam	Netherlands
Mr.	Martijn van Peer	Ministry of Health, Welfare and Sport	Netherlands
Mr.	Martin Savchev	University of Southern Denmark	Denmark
Ms.	Martine Boerlage	Dutch Public Prosecutor's Office	Netherlands
Mr.	Mateusz Lach	Ministry of Sport and Tourism	Poland
Mr.	Matheus Galdino de Souza	German Sport University Cologne	Germany
Mr.	Mathias Merschhemke	iNADO	Germany
Mr.	Matthias Felt	Helmut Schmidt University	Germany
Mr.	Matthias Kamber	Antidoping Switzerland	Switzerland
Mr.	Mátyás Bálint Szeli	Nemzeti Sport	Hungary
Mr.	Maximilian Seltmann	German Sport University Cologne	Germany
Ms.	Meike Kolb	University of Münster	Germany
Mr.	Melvin Vink	Fontys Sporthogeschool	Netherlands



Mr.	Michael Ask	Anti Doping Denmark	Denmark
Mr.	Michael Carcise	Association of North American Pro Road Cyclists	USA
Mr.	Michael Gruber	Salzburg Football Federation	Austria
Mr.	Michael Pedersen	M INC. > change the game	Denmark
Mr.	Michael Shamsu Mustapha	Government of Sierra Leone	Sierra Leone
Mr.	Michal Buchel	FIAS - International SAMBO Federation	Switzerland
Ms.	Michele Verroken	Sporting Integrity Ltd	United Kingdom
Mr.	Mike McNamee	Swansea University	United Kingdom
Mr.	Mikkel Larsen	NOC and Sport Confederation of Denmark	Denmark
Ms.	Milena Alcorta	Universiteit Utrecht	Netherlands
Ms.	Milica Vukasinovic Vesic	ADAS	Serbia
Ms.	Minky Worden	Human Rights Watch	USA
Ms.	Mirian Herbsttritt	German Sport University Cologne	Germany
Mr.	Mogens Kirkeby	International Sport and Culture Association	Denmark
Ms.	Molly Yanity	Quinnipiac University	USA
Mr.	Morten Bo Andersen	GAME	Denmark
Mr.	Murali Krishnan	Freelance Journalist	India
Ms.	Maaïke Koreman	Fontys Sporthogeschool	Netherlands
Mr.	N. Jeremi Duru	American University	USA
Mr.	Nenad Dikic	ADAS	Serbia
Ms.	Nicola Naber	Der Spiegel	Germany
Mr.	Niek Vugs	Fontys Sporthogeschool	Netherlands
Mr.	Niels Nygaard	NOC and Sports Confederation of Denmark	Denmark
Mr.	Niels Stal	Fontys Sporthogeschool	Netherlands
Ms.	Nikki Dryden	Sports Lawyer	Australia
Mr.	Nikolai Sørensen	Erhvervsakademiet Lillebaelt	Denmark
Mr.	Nikolaos Theodorou	Kea Fair Play Code Hellas Sports Transparency & Integrity	Greece
Mr.	Nils Zurawski	University of Hamburg	Germany
Ms.	Nyissanbaeva Kulman	National Anti-Doping Agency of Kazakhstan	Kazakhstan
Mr.	Oliver Dudfield	Commonwealth Secretariat	United Kingdom
Ms.	Olivia Stomski	Syracuse University	USA
Mr.	Olivier de Hon	Anti-Doping Authority Netherlands	Netherlands
Mr.	Olivier Duggan	Rapha	United Kingdom
Mr.	Osama Abudehays	Supreme Committee of Delivery & Legacy	Qatar
Mr.	Osasu Obayiuwana	BBC World Football	Nigeria
Mr.	Owen Evans	University of Brighton	United Kingdom
Mr.	Paolo Bertaccini	Italian Government	Italy
Mr.	Pascal Camara	German Sport University Cologne	Germany
Mr.	Pascal Chatelain	Federal Office of Sports (FOSPO)	Switzerland
Mr.	Patrik Zimmerman	German Sport University Cologne	Germany
Mr.	Paul Hover	Mulier Instituut	Netherlands
Ms.	Paulina Tomczyk	EU Athletes	Belgium
Mr.	Pawel Zembura	University of Warsaw	Poland
Ms.	Penny Konitsioti	Law Office	Greece
Mr.	Per Nylykke	The Danish Ministry of Culture	Denmark
Mr.	Per Ståle Knardal	Norwegian University of Science and Technology	Norway
Mr.	Peter Balling	Erhvervsakademiet Lillebaelt	Denmark
Mr.	Peter Barendse	Knowledge Centre for Sport Netherlands	Netherlands
Mr.	Peter Forsberg	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Peter Oliver	RT International	Germany

Mr.	Peter Prowse	Sheffield Hallam University	United Kingdom
Mr.	Peter-Jan Mol	Knowledge Centre for Sport Netherlands	Netherlands
Ms.	Petra Suchá	Ministry of Education, Youth and Sports	Czech Republic
Mr.	Phil Gregory	BBC	United Kingdom
Mr.	Philipp Sohmer	SWR	Germany
Mr.	Philippos Sophocleous	Cyprus Sport Organisation	Cyprus
Ms.	Phyllis Ellis	Proximity Films	Canada
Ms.	Piara Powar	Fare network	United Kingdom
Mr.	Pieter Venema	Stichting Certificering Certified Players' Agent	Netherlands
Mr.	Poul Broberg	NOC and Sports Confederation of Denmark	Denmark
Mr.	Preben Andersen	Sports-web	Denmark
Ms.	Pritha Chakravarti	iNADO	Germany
Mr.	Pål Ødegård	Josimar	Norway
Mr.	Raí Oliveira	Atletas pelo Brasil	Brazil
Mr.	Ramadan Bah	Government of Sierra Leone	Sierra Leone
Ms.	Ramune Bistrickaite	Sportradar UK Limited	United Kingdom
Ms.	Rasa Sklizmantaite	Erhvervsakademiet Lillebaelt	Denmark
Mr.	Rasmus Storm	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Reinier Wouters	Fontys Sporthogeschool	Netherlands
Ms.	Renate Putri	German Sport University Cologne	Germany
Mr.	René Wijlens	Sports and Technology	Netherlands
Ms.	Resie Hoeijmakers	Mulier Instituut	Netherlands
Mr.	Richard H. McLaren	Western University Canada	Canada
Mr.	Richard W. Pound	International Olympic Committee	Canada
Ms.	Rita Berríos Riquelme	Danish School of Media and Journalism	Chile
Mr.	Robert Morini	UK Sport	United Kingdom
Mr.	Robert Vonk	National Institute for Public Health and the Environment (RIVM)	Netherlands
Mr.	Roger Pielke	University of Colorado, Boulder	USA
Ms.	Rosaline Amba	CABOS	Cameroon
Mr.	Rowland Jack	I Trust Sport	United Kingdom
Ms.	Ruby Virchow	Danish School of Media and Journalism	USA
Mr.	Ryan Gaulthier	Thompson Rivers University	Canada
Ms.	Sada Reed	Arizona State University	USA
Ms.	Salomeja Zaksaitė	Mykolas Romeris University	Lithuania
Mr.	Sami Don A. Petersen	Ritzaus Bureau	Denmark
Mr.	Sander Roege	PSV Eindhoven	Netherlands
Ms.	Sandra Meeuwssen	Soulconsult BV	Netherlands
Ms.	Sarah Lacarrière	Independent	Switzerland
Mr.	Sasja Barentsen	NPSA / IPSC Netherlands	Netherlands
Ms.	Satu Heikkinen	Ministry of Education and Culture	Finland
Mr.	Scott Jedlicka	Washington State University	USA
Mr.	Sean Cottrell	LawInSport	United Kingdom
Mr.	Sebastian Krause	Bayerischer Rundfunk/ARD	Germany
Ms.	Silke Kassner	German Athletes Commission	Germany
Mr.	Silvio Lafranceschina	Fontys Sporthogeschool	Netherlands
Mr.	Simon Lichen	Washington State University	USA
Mr.	Simon Plasschaert	Sport Vlaanderen	Belgium
Ms.	Simone West	Danish School of Media and Journalism	Australia
Mr.	Sing Chak Lee	Danish School of Media and Journalism	Hong Kong
Ms.	Snežana Samardžić-Marković	Council of Europe	France

Ms.	Sophie Cools	Vlaamse Sportfederatie	Belgium
Mr.	Spencer Harris	University of Colorado, Colorado Springs Austin	USA
Mr.	Stanislas Frossard	Council of Europe	France
Mr.	Stanislav Mandryka	RT International	Germany
Mr.	Stefan Kesenne	University of Antwerp	Belgium
Mr.	Stefan Löffler	Chessplus	Austria
Mr.	Stefano Caneppele	University of Lausanne	Switzerland
Mr.	Steffen Rask	Danish Institute for Sports Studies/ Play the Game	Denmark
Ms.	Stella David	Permanent Representation of Greece to the EU	Greece
Mr.	Stephen Farrand	Cyclingnews.com	Italy
Mr.	Steve Maxwell	The Outer Line	USA
Mr.	Steve Menary	Play the Game	Denmark
Mr.	Steven Bradbury	Fare network	United Kingdom
Mr.	Steven Vos	Fontys Sporthogeschool / TU Eindhoven	Netherlands
Ms.	Stine Alvad	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Szabolcs Horvath	European Commission	Belgium
Mr.	Søren Bang	Danish Institute for Sports Studies/ Play the Game	Denmark
Mr.	Taisuke Matsumoto	Waseda University	Japan
Mr.	Tariq Panja	The New York Times	United Kingdom
Mr.	Terry Hoverter	Creative Associates International	USA
Ms.	Tessa Janssen	Fontys Sporthogeschool	Netherlands
Mr.	Teun van der Sangen	Fontys Sporthogeschool	Netherlands
Mr.	Thierry Vildary	France Télévisions	France
Mr.	Thilo Neumann	Der Spiegel	Germany
Mr.	Thomas Amstrup	Ritzaus Bureau	Denmark
Mr.	Thomas Horky	Macromedia University of applied Sciences	Germany
Mr.	Thomas Søndergaard	Play the Game	Denmark
Mr.	Till Müller-Schoell	German Sport University Cologne	Germany
Mr.	Tim Abromeit	University of Bayreuth	Germany
Mr.	Tim Scherret	ARD German public television network	Germany
Mr.	Tim Slot	Triple Double Sportmarketing B.V.	Netherlands
Mr.	Timothy Walters	Okanagan College	Canada
Ms.	Tina Johnsen	Bech Bruun Law Firm	Denmark
Ms.	Tine Teilmann	NOC and Sports Confederation of Denmark	Denmark
Mr.	Tjeerd Veenstra	KNVB - Dutch FA	Netherlands
Mr.	Tobias Stage	Erhvervsakademiet Lillebaelt	Denmark
Mr.	Torsten Weiden	Federal Ministry of the Interior	Germany
Mr.	Travis Tygart	USADA	USA
Ms.	Una May	Sport Ireland	Ireland
Mr.	Vahe Eloyan	Ministry of Sport and Youth Affairs	Armenia
Mr.	Vassilis Barkoukis	Aristotle University of Thessaloniki	Greece
Mr.	Vassos Koutsiondas	Cyprus Sport Organisation	Cyprus
Mr.	Victor Beerkens	Sport eXperience	Netherlands
Ms.	Wendela Kuper	Ministry of Health, Welfare and Sport	Netherlands
Mr.	Wil van Megen	Fifpro	Netherlands
Mr.	Wilbert Seuren	City of Eindhoven	Netherlands
Mr.	Willem Feenstra	De Volkskrant	Netherlands
Mr.	Willem Koolen	Fontys Sporthogeschool	Netherlands
Mr.	Willie Westerhof	Knowledge Centre for Sport Netherlands	Netherlands
Mr.	Wladimir Andreff	University Paris 1 Panthéon Sorbonne	France
Mr.	Wouter Boshuis	KNVB - Dutch FA	Netherlands

Mr.	Yoav Ram	Ministry of Culture & Sport	Israel
Ms.	Yvonne Swinkels	Fontys Sporthogeschool	Netherlands
Mr.	Zeljko Blace	Freelance	Croatia
Mr.	Zoran Verovnik	Ministry of Education, Science and Sport	Slovenia
Ms.	Åse Jacobsen	Norwegian University of Science and Technology	Norway

## Appendix 2: Programme

Sunday 26 November - Opening Day					
14.00-18.00	Opening session	Riding waves of change			040 Zuid
<b>Chair: Henrik H. Brandt</b>	Welcome to Play the Game 2017	Henrik H. Brandt	Director	Play the Game/Danish Institute for Sports Studies	Denmark
	Welcome to Eindhoven	Wilbert Seuren	Alderman	City of Eindhoven	Netherlands
	Welcome speech: Riding waves of change	Jens Sejer Andersen	International Director	Play the Game/Danish Institute for Sports Studies	Denmark
	Investing in ethical and safe sport : the international perspective	Snežana Samardžić-Marković	Director General of Democracy	Council of Europe	France
<b>Chair: Roger Pielke</b>	WADA - Fit for the Future	Craig Reedie	President	World Anti-Doping Agency (WADA)	UK
	Q&A with Craig Reedie				
15.15-15.45	Coffee break				
<b>Chair: Roger Pielke</b>	Anti-doping & governance: Time for athletes to take destiny into their own hands	Silke Kassner	Vice-Chair	Athletes Germany/ Athletes Commission of the German NOC/ National Anti-Doping Agency Germany	Germany
	Foxes in the Hen House: Don't Clean Athletes Deserve an Independent and Strengthened WADA?	Travis Tygart	CEO	United States Anti-Doping Agency	USA
	IOC: Which steps should be expected next?	Richard W. Pound	Member	International Olympic Committee	Canada
	Panel debate with Pound, Kassner and Tygart				
<b>Chair: James Corbett</b>	Trouble in sport's paradise: Can Qatar overcome the diplomatic crisis? Panel debate with:	Hassan Al Thawadi	Secretary General	Supreme Committee for Delivery & Legacy	Qatar
		James Corbett	Journalist		Ireland
		James M. Dorsey	Academic, Journalist, Syndicated Columnist, Blogger	S. Rajaratnam School of International Studies / Institute of Fan Culture / The Turbulent World of Middle East Soccer	Singapore/ Germany/ Morocco
18.15-20.00	Welcome reception offered by the city of Eindhoven				040 Noord

<b>Sunday 26 November - Opening Day</b>					
<b>20.00-21.45</b>	<b>Main session</b>	<b>National Sports Governance Observer: The first results and future</b>			<b>Designzaal</b>
<b>Chair: Till Müller-Schoell</b>	National Sports Governance Observer: How does it work and how can we share it	Arnout Geeraert	Post-doctoral fellow	KU Leuven/Play the Game	Belgium
	Results from the Netherlands	Frank van Eekeren	Senior Consultant, PhD	Utrecht University	The Netherlands
	Results from Poland	Pawel Zembura	PhD student	University of Warsaw	Poland
	Results from Brazil	Luis Felipe Barros & Luiz Haas	Director /Researcher	Sou do Esporte/Federal University of Paraná	Brazil
	Panel debate, Q&A				
<b>20.00-21.45</b>	<b>Main session</b>	<b>Sexual abuse and how to prevent it</b>			<b>040 Zuid</b>
<b>Chair: Marjan Olfers</b>	A Dream Destroyed and Lives Shattered	Karen M. Leach	Former swimmer, psychotherapist, counsellor	Independent	Ireland
	VOICES for truth and dignity combating sexual violence in European sport	Bettina Rulofs	Senior lecturer	Institute of Sociology & Gender Studies	Germany
	How journalism can cause a breakthrough in the debate on sexual abuse	Willem Feenstra	Journalist	De Volkskrant	Netherlands
	PSV Eindhoven and the learning process of abuse cases	Sander Roege	Consultant	PSV Eindhoven	Netherlands
	Why an independent inquiry into Sexual Abuse in sport in the Netherlands?	Geert Slot	Information officer and spokesman	NOC*NSF	Netherlands
	Child protection from sexual victimization in sports: recent initiatives and the role of Council of Europe	George Nikolaidis	Psychiatrist and Director	Center for the Study and Prevention of Child Abuse and Neglect	Greece
	Panel debate, Q&A				

Monday 27 November					
7.00-8.00	Morning run, yoga and other activities	<i>See separate info sheet</i>			
9.00-11.45	<b>Plenary session</b>	<b>International sport on trial: Which case for the prosecution?</b>			<b>040 Zuid</b>
<b>Chair: Jesper Frigast Larsen</b>	Understanding the risk of corruption in sport: the DACCS initiative	Stefano Caneppele	Professor	School of Criminal Justice, University of Lausanne	Switzerland
	Sports governance around the world: Any sign of progress?	Arnout Geeraert	Post-doctoral fellow	KU Leuven/Play the Game	Belgium
	Olympic crime: It runs in the family	Jens Weinreich	Journalist, blogger	<a href="http://www.jensweinreich.de">www.jensweinreich.de</a>	Germany
	The Rio 2016 investigations and the international dimension	Fabiana Schneider	Federal Prosecutor	Federal Public Ministry	Brazil
	International investigations in sport: the hurdles for the prosecutor	Jean-Yves Lourgouilloux	Prosecutor	Parquet National Financier (PNF)	France
10.15-10.35	<b>Coffee break</b>				
	What can a sports organisation achieve facing massive crime and corruption?	David Howman	Chairman	Athletics Integrity Unit (AIU) of the IAAF	New Zealand
	Will self-regulation work - and when?	Francesco Ricci Bitti	President	ASOIF	Italy
	Panel debate, Q&A				
11.50-13.00	<b>Parallel session</b>	<b>Athletes' rights and monopoly powers</b>			<b>Eindhoven 3-4</b>
<b>Chair: Tine Rindum Teilmann</b>	Towards new modes of conflict and representation? The rise of labor relations in European sport	Jürgen Mittag	University Professor	German Sport University Cologne	Germany
	Employment Relations within the Olympic Movement: Consequences of the Monopoly Power of Organized Sport	Maximilian Seltmann	Research Assistant	German Sport University Cologne	Germany
	Embedding the human rights of athletes in world sport	Brendan Schwab	Executive Director	World Players Association, UNI Global Union	Switzerland
	Can World Sport Embrace Human Rights?	Nikki Dryden	Olympian & Attorney	Independent	Australia
	Not Above the Law: Using Human Rights Laws to Address Abuse Allegations in Sport	Laura Robinson	Free-lance Journalist	Human race	Canada
	Panel debate, Q&A				

<b>Monday 27 November</b>					
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>Picture &amp; sound: Perfection and reality</b>			<b>Eindhoven 1</b>
<b>Chair: Grit Hartmann</b>	Paradigm repair and the hero myth in American sports journalism: An analysis of Lance Armstrong coverage	Sada Reed	Assistant Professor	Arizona State University	USA
	Obsessed with perfect pictures	Ian Mengel	Member	PLAY!YA	Germany
	Sports Journalism on TV at Football EURO 2016: a Comparison of Live Commentary in Four Different Countries	Thomas Horky	Professor	Macromedia University of Applied Sciences	Germany
	Digital marketing is a maraton, not a sprint	Grzegorz Lagowski	Board member	Get Ready (student organisation for sport management)	Poland
	Panel debate, Q&A				
<b>11.50-13.00</b>	<b>Partner session</b>	<b>Clean athletes' beliefs about anti-doping policy legitimacy &amp; support</b>			<b>Designzaal</b>
<b>Chair: Vassilis Barkoukis</b>	<b>Symposium organised by LEGIT Project Consortium</b>	The legitimacy of anti-doping policies has been questioned on several grounds: the high financial costs incurred by administering anti-doping controls; the violation of athletes' personal freedom, civil rights, and self-determination; and an overemphasis on anti-doping coercion vs. evidence-based anti-doping education. Research on these issues will provide important input for evidence-based interventions to restore the legitimacy of anti-doping.			
		Vassilis Barkoukis	Assistant Professor	Department of Physical Education and Sport Science, Aristotle University of Thessaloniki	Greece
		Dmitriy Bondarev	Associate Professor	Immanuel Kant Baltic University	Russian Federation
		Nenad Dikic	Professor/President of Doping Control Board	Singidunum University/Antidoping Agency Serbia	Serbia
		Dennis Dreiskämper	Senior lecturer	University of Münster	Germany
		Luca Mallia	Assistant Professor	University of Rome Foro Italico	Italy
		Andrea Petroczi	Professor	Kingston University	UK



<b>Monday 27 November</b>					
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>Sports governance: Remedies in the remit of sport</b>			<b>040 Zuid</b>
<b>Chair: Roger Pielke</b>	Good Governance in International Sport Federations: the use of ethical codes	Els De Waegeneer	Post-doctoral Researcher	Ghent University	Belgium
	Publish or perish: The need for transparency at the Court of Arbitration for Sport	Antoine Duval	Senior researcher	Asser International Sports Law Centre	Netherlands
	Toward an Olympic Governance Legacy	Andrew Spalding	Professor of Law	School of Law, University of Richmond	USA
	The Third Team: A New Model for Analysing Board Potential and Performance	Denis Mowbray	Managing Director	Gryphon Management Consultants	New Zealand
	How the right organizational culture ensures the effectiveness of standards of good governance	Michael Pedersen	Consultant	Change the Game	Spain
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>State of exception: The mechanisms of mega-events</b>			<b>Eindhoven 2</b>
<b>Chair: Rasmus K. Storm</b>	Rendering the Games: the essence of the mega-event accumulation regime	Christopher Gaffney	Independent Scholar	Geography, NYCO	USA
	Stadium Financing as a Good Governance Problem	Ryan Gauthier	Assistant Professor	Thompson Rivers University	Canada
	City of Exception	Emanuel Mello Mattos	Doctorate candidate	Catholic University of Rio de Janeiro	Brazil
	Panel debate, Q&A				
<b>13-14.15</b>	<b>Lunch break</b>				
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Sports governance: Roads to government action</b>			<b>Eindhoven 3-4</b>
<b>Chair: Frank van Eekeren</b>	Autonomy in National Olympic Committees 2017 - An autonomy index	Stine Alvad/Mads Wickstrøm	Communications manager /Student researcher	Play the Game/Danish Institute for Sports Studies	Denmark
	Sports governance code of Flanders	Arnout Geeraert	Post-doctoral fellow	KU Leuven/Play the Game	Belgium
	The United Kingdom Code for Sports Governance	Jane Purdon	Head of Governance and Leadership	UK Sport	UK
	Governance change for National Governing Bodies of Sport Is this leading to the alignment of strategy and governance in England & the UK?	Marc Taylor	Senior Lecturer	Academy of Sport and Physical Activity (Sheffield Hallam), School of Law and Politics (Cardiff)	UK
	Global cooperation on sports governance: A diversity of issues across a diversity of contexts	Oliver Dudfield	Head of Sport for Development and Peace	Commonwealth Secretariat	UK
	Governance in Sport – what role for the EU?	George Paterson	Policy Officer	European Commission Sports Unit	Belgium
	Discussion, Q&A				

<b>Monday 27 November</b>					
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Anti-doping policies: Perception and effectiveness</b>			<b>Designzaal</b>
<b>Chair: Paulina Tomczyk</b>	The effectiveness of anti-doping policies	Olivier de Hon	Manager Scientific Affairs	Anti-Doping Authority Netherlands	Netherlands
	Fight against doping in the top level sport of the FRG - expression of good governance?	Gerhard Treutlein	Professor emeritus	Center for doping prevention	Germany
	Drug Anti-Diversion Strategies to Address Sports Anti-Doping Programs	Joe Harris	Co-editor	The Outer Line	USA
	Import, seizure and analysis of prohibited substances imported into Switzerland	Christina Weber	PhD, pharmacist	Independent	Switzerland/ Netherlands
	Perception of Doping in Switzerland	Matthias Kamber	Director	Antidoping Switzerland	Switzerland
	Doping in chess: a call for adapted anti-doping system	Salomėja Zaksaitė	PhD	Mykolas Romeris University	Lithuania
	Discussion, Q&A				
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Rio revisited: The troubled legacy of the 2016 Olympics</b>			<b>Eindhoven 1</b>
<b>Chair: Harry Arne Solberg</b>	Rotten Rio: the 2016 Olympics and corruption in Brazil	Juliana Barbassa	Managing Editor	Americas Quarterly	USA
	Rio 2016: Between National and Olympic Challenges	Paul Hover	Senior researcher	Mulier Institute	Netherlands
	From Rio to Hamburg and Back: The Sport Mega Event Politics of Camouflage	Dennis Pauschinger	Scientific Collaborator	University of Neuchâtel	Switzerland
	Cash & Carnival World Cups boost and Brazils setback	Matthias Fett	Research Associate	Helmut-Schmidt-University, Hamburg	Germany
	Ten years of big events in Brazil: The growth in sports corruption & the omissions of the media	Lúcio Castro	Journalist	www.agenciasportlight.com.br	Brazil
	Sou do Esporte: Working for change in Brazilian Sport	Luis Felipe Barros	Director	Sou do Esporte	Brazil
	Discussion, Q&A				
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Window undressing: Stories from international sport</b>			<b>040 Zuid</b>
<b>Chair: Osasu Obayiuwana</b>	The many questionable truths of the UEFA President	Pål Ødegaard & Andreas Selliaas	Journalists	Josimar football magazine /Freelance	Norway
	The dead is dead: the Russian mob and the Sochi Games	Declan Hill	PhD, Author	Freelance	Canada
	Off target: The (lifted) ban against Kuwait	Alessandro Oliverio	Lawyer	iSportLaw	Italy
	The burden of a weightlifting president	Grit Hartmann	Journalist	Freelance	Germany
	IHF: Do member federations actually play handball?	Jeppe Laursen Brock	Journalist	Politiken daily	Denmark
	From Gojman to Burzaco: Whistles blowing from Patagonia	Ezequiel Fernández Moores	Journalist	La Nación	Argentina

Monday 27 November					
	Discussion, Q&A				
<b>14.15-16.00</b>	<b>Partner session</b>	<b>Martial Arts: The need for joint regulation</b>			<b>Eindhoven 2</b>
<b>Chair: Jikkemien Verthongen</b>	<b>Organised by Sport&amp;Society the Netherlands and Sport&amp;Society Belgium</b>	The Full Contact Martial Arts and Combat Sports (FCMACS) seem unable to organize through self-regulation. Only a few national governments have started to assist in regulating these sports. As little is known about the successes and failures of collaboration, self-regulation and regulation by governments, there is a need for knowledge exchange and discussion			
		Marianne Dortants	Assistant Professor	Utrecht University	Netherlands
		Jikkemien Verthongen	Assistant Professor	Vrije Universiteit Bruxelles	Belgium
		Els Dom	Coordinator	Platform for FCMACS in Flanders	Belgium
		Rik de Kinderen	Sports Doctor	Medical commission of the organization for FCMACS in Flanders	Belgium
		Marlos Coenen	Former MMA Athlete, Gym owner	R-grip gym/ Sports Council of Amsterdam	Netherlands
		Michal Buchel	CEO	International Sambo Federation (FIAS)	Slovakia
		Tom Flachet	Social worker in sports	Molenbeek	Belgium
	Discussion, Q&A				
<b>16.00-16.30</b>	<b>Coffee break</b>				
<b>16.30-18.30</b>	<b>Plenary session</b>	<b>Reform in sport: An inside job or an outside intervention?</b>			<b>040 Zuid</b>
<b>Chair: Mogens Kirkeby</b>	An independent ethics committee: Can it work in sport?	Hans-Joachim Eckert	Partner/Lawyer	Sports Governance Unit (Zürich)	Germany
	If the IOC had to do it all over again...	Richard W. Pound	Member	International Olympic Committee	Canada
	International Partnership Against Corruption in Sport	Stanislas Frossard	Executive Secretary	EPAS	France
	Changing The Dirty Game: how to reform the sports integrity industrial complex	Declan Hill	PhD, Author	Freelance	Canada
	Sport must take responsibility	Niels Nygaard	President /Vice President	National Olympic Committee and Sports Confederation of Denmark /European Olympic Committees	Denmark
	On the panel	Brian Cookson	Past President	UCI and British Cycling	UK
	On the panel	Paulina Tomczyk	Policy Officer	EU Athletes	Poland
	Discussion, Q&A				
<b>18:30</b>	<b>Go to the busses</b>				
<b>18.45-22.00</b>	<b>Innovation Tour of Eindhoven, including dinner at Radio Royaal, visit to urban sports facilities in Strijp-S (old Philips area) and to SX House</b>				

Tuesday 28 November					
7.00-8.00	Morning run, yoga and other activities	<i>See separate info sheet</i>			
9.00-11.45	<b>Plenary session</b>	<b>Sustainable mega-events: A distant dream?</b>			<b>040 Zuid</b>
<b>Chair: Christopher Gaffney</b>	Hosting major events: Why all the problems?	Harry Arne Solberg	Professor	Norwegian University of Science and Technology	Norway
	Alleviating the winner's curse: How to combat cost overruns in mega-sporting events	Wladimir Andreff	Professor emeritus, President of the Scientific Council	Observatoire de l'Économie du Sport	France
	Brazil after Rio 2016	Raf Oliveira	President	Atletas pelo Brasil	Brazil
	Anti-Olympics Activism: Protest, Politics, and the Path Ahead	Jules Boykoff	Lecturer	Pacific University	USA
10.15-10.35	<b>Coffee break</b>				
	Moving the Ball on Human Rights and Mega-Sporting Events	Minky Worden	Director of Global Initiatives	Human Rights Watch	USA
	Sustainable mega-events: respecting Human Rights	Federico Addiechi	Head of Sustainability & Diversity	FIFA	Switzerland
	Panel debate, Q&A				
11.50-13.00	<b>Partner session</b>	<b>Transforming the Business of Pro Cycling</b>			<b>040 Zuid</b>
<b>Chair: Joe Harris and Steve Maxwell</b>	<b>Session organised by The Outer Line</b>				
	Introductory statements: Transforming the Business of Pro Cycling	Steve Maxwell	Co-editor	The Outer Line	USA
	Expanding the Role of Sponsors in Sports Governance	James Fairbank	Head of Brand	Rapha	UK
	Reinforcing Trust in Pro Cycling Through Integrity	Joe Harris	Co-editor	The Outer Line	Belgium/USA
	On the panel	Brian Cookson	Past President	UCI and British Cycling	UK
	The Media's Role in Pro Cycling's Future Success	Raymond Kerckhoffs / Stephen Farrand	Journalist and President/European Editor and Vice President	De Telegraaf and Association of International Journalists in Cycling - AIJC /Cyclingnews and AIJC	Netherlands/ Italy & UK
	A Stronger Athletes Union to Support Greater Change in Pro Cycling	Michael Carcise	Executive Director	Association of North American Professional Road Cyclists	USA
	Discussion, Q&A				

<b>Tuesday 28 November</b>					
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>Big data: A tool for crime prevention and research</b>			<b>Eindhoven 2</b>
<b>Chair: Marjan Olfers</b>	Big data - what can we use	Marjan Olfers	Professor	Vrije Universiteit Amsterdam	Netherlands
	Football Leaks: How to create order from chaos	Nicola Naber	Journalist	Der Spiegel	Germany
	On the panel	Jeppe Laursen Brock	Journalist	Politiken daily	Denmark
	Discussion, Q&A				
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>10 years after the White Paper: What has the EU achieved in sport?</b>			<b>Eindhoven 3-4</b>
<b>Chair: Arnout Geeraert</b>		Szabolcs Horváth	Member of cabinet	Cabinet of EU Commissioner Tibor Navracsics	Belgium
		Judit Farkas	Quality Assurance and Accreditation Officer	University of Physical Education, Hungary	Hungary
		Mogens Kirkeby	President	International Sport and Culture Association	Denmark
	Discussion, Q&A				
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>Kristen Worley's Human Rights case and what it means for sport &amp; human</b>			<b>Designzaal</b>
<b>Chair: Andy Brown</b>	Kristen Worley's Human Rights case and what it means for sport & human diversity	Andy Brown	Editor	Sports Integrity Initiative	UK
		Kristen Worley	Cyclist, Educator & Diversity Development Adviser	Human Diversity in Sport Foundation	Canada
		Brendan Schwab	Executive Director	World Players Association, UNI Global Union	Switzerland
	Discussion, Q&A				

Tuesday 28 November					
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>Sport observatories – how to build a national 'Play the Game'</b>			<b>Eindhoven 1</b>
<b>Chair: Henrik H. Brandt</b>	<i>Session organised by the Danish Institute for Sports Studies</i>				
	Danish Institute for Sports Studies: Setting new agendas in the Danish sports sector	Henrik H. Brandt	Director	Danish Institute for Sports Studies/Play the Game	Denmark
	The French Observatory of Sports Economy	Wladimir Andreff	Professor emeritus, President of the Scientific Council	Observatoire de l'Économie du Sport	France
	Observatory for sport in Scotland. Building a sports observatory without public funding	Charlie Raeburn	Founder	Observatory for Sport in Scotland	UK
	The new Danish facility database – a tool for innovation in sports planning	Søren Bang	Editor	Danish Institute for Sports Studies/Play the Game	Denmark
	Discussion, Q&A				
<b>13.00-14.15</b>	<b>Lunch break</b>				
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Big games in small places: What is the impact?</b>			<b>Eindhoven 3-4</b>
<b>Chair: Rasmus K. Storm</b>	Major Sports Events: The Challenges of Hosting Them Efficiently				
	Major Sports Events: The Challenges of Hosting Them Efficiently	Per Ståle Knardal	Associate Professor	Norwegian University of Science and Technology	Norway
	The sport-related legacy of London 2012: Five years on	Spencer Harris	Assistant Professor	University of Colorado, Colorado Springs	USA
	A Compatibility Issue: International Sporting Events and Domestic Politics, 1945-2016	Scott Jedlicka	Assistant Professor	Washington State University	USA
	Big Games in Small Places: The African Youth Games and Capacity in Botswana	Louis Moustakas	Researcher	German Sport University Cologne	Germany
	Impact and Legacy of the 2013 EuroBasket in Slovenia	Simon Licen	Assistant Professor	Washington State University	USA
	Sustainable mega-events: A look at some of the solutions related to organisation of the Olympic Games	Igor Kováč	Head of Education Department	Department of Education, Documentation and Information Services, National Sport Center	Slovakia
	Discussion, Q&A				

<b>Tuesday 28 November</b>					
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Athletes and anti-doping: Privacy and participation</b>			<b>040 Zuid</b>
<b>Chair: Jesper Frigast Larsen</b>	Extended Athletes Rights - A Necessary Power ShiÖ in Elite Sport?	Benjamin Bendrich	Scientist / Blogger	Georg-August-University Göttingen	Germany
	Money Matters: The Impact of Prize Money on Doping Behavior An Agent-based Analysis	Daniel Westmattelmann	Research Assistant	Center for Management, University of Münster	Germany
	Negotiating privacy. Athletes assessment and knowledge of the ADAMS.	Nils Zurawski & Marcel Scharf	Senior researcher /PhD Student	University of Hamburg /German Sport University Cologne	Germany
	Study of European National Anti-Doping Organizations (NADO) Reporting Practices	Paulina Tomczyk	Policy Officer	EU Athletes	Poland
	Participation of Athletes by Means of Digital Tools in the Context of Anti-Doping	Marc Wonneberger	Head of Section 'Fight Against Doping'	Federal Institute for Sport Science	Germany
	Why we should not GPS tag athletes for anti doping purposes	Mike McNamee	Professor	Swansea University	UK
	Discussion, Q&A				
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Culture Matters: Governance around the globe</b>			<b>Eindhoven 2</b>
<b>Chair: Grit Hartmann</b>	Culture Matters: Compliance in sports	Dolf Seegar & Arjo Klamer	Lawyer/Professor	CMS Law-Tax /Erasmus University Rotterdam	Netherlands
	Understanding the applicability of good governance systems in developing sports systems	Geoff Schoenberg	Research Fellow	Centre for Sport Research, Deakin University	Australia
	The requirements of integrity in Sport Global Governance.	Alberto Carrio Sampedro	Lecturer in Law and legal theory	Pompeu Fabra University	Spain
	Discrimination for Indian sportswomen at all levels	Murali Krishnan	Journalist	Freelance	India
	The Gambit - Who benefits from reducing chess to a sport and what are the costs?	Stefan Löffler	Journalist	Freelance	Austria
	Discussion, Q&A				

<b>Tuesday 28 November</b>					
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Professional sport: Fair game for profiteers</b>			<b>Designzaal</b>
<b>Chair: Christian Gjersing Nielsen</b>	The breakaway leagues that no-one noticed	Steve Menary	Freelance journalist	Freelance	UK
	English footballs richest clubs fail to pay staff a real living wage	Peter Prowse	Professor	Sheffield Hallam University	UK
	A Post Brexit Impact: A Case Study on the English Premier League	Madison Steenson & Karen Perry	Law students	Thompson Rivers University Faculty of Law	Canada
	Does revenue growth make football's financial regulation obsolete?	Christian Müller	Dean	Hochschule Fresenius Köln	Germany
	Any spares? I'll buy or sell: An ethnographic study of black market ticket sales	Alessandro Moretti	Statistical Officer	University of Leeds	UK
	BeIN Sports and the Gulf Blockade	Tariq Panja	Journalist	New York Times	UK
	Discussion, Q&A				
<b>14.15-16.00</b>	<b>Closed session</b>	<b>[EPAS session on Mixed Martial Arts - for members only]</b>			<b>Eindhoven 5</b>
<b>16.00-16.30</b>	<b>Coffee break</b>				
<b>16.30-18.30</b>	<b>Plenary session</b>	<b>Which future for antidoping - if any?</b>			<b>040 Zuid</b>
<b>Chair: Mike McNamee</b>	Flaws in the system: Insights from the IP Report	Richard H. McLaren	Professor, lawyer	McKenzie Lake Lawyers	Canada
	The duplicitous agenda in global anti-doping	Hajo Seppelt	Head of producing EyeOpening.Media	ARD German TV	Germany
	Partnering to Change the Game	Benjamin Cohen	Director of European Office and IF Relations	World Anti-Doping Agency	Switzerland
	On the panel	Michele Verroken	Director	Sporting Integrity	UK
	On the panel	Chiel Warners	Member of athletes committee	World Anti-Doping Agency	Netherlands
	On the panel	Joseph de Pencier	CEO	iNADO	Germany
	Panel debate, Q&A				



Tuesday 28 November					
<b>16.30-18.30</b>	<b>Main session</b>	<b>Experience Eindhoven: Innovation and value creation for sports and vitality</b>			<b>Designzaal</b>
<b>Chair: René Wijlens</b>	Disrupting sport: Winners and losers in the era of technology	Arno Hermans	Founder	Sport eXperience	Netherlands
	Open innovation cluster: Innovate and collaborate for physical activation of citizens	René Wijlens	Cluster Manager	Cluster Sports and Technology	Netherlands
	Challenges and chances for use of data as driver for innovation and value creation	Steven Vos	Professor	Fontys University of Applied Sciences	Netherlands
	040Beweeglab: Living lab Sports & Vitality Eindhoven	Harmen Bijsterbosch	Director	InnoSportLab Sport & Beweeg!	Netherlands
	Rapid Business validation	Victor Beerkens	Co-founder	Sport eXperience	Netherlands
	Innovation in practice Example Case: nano4sports	Marc van der Zande	Senior Project Manager	Sports and Technology Foundation	Netherlands
<b>18.30-19.00</b>	<b>Sandwich and fruit</b>				
<b>19.00-22.00</b>	<b>Innovation activities in Genneper Park next to the conference venue</b>				<b>See map</b>
<b>19.00-22.00</b>	<b>Including:</b>	<b>Knowledge Café Sport Live (International version)</b>			<b>Oranje-Rood Hockey Club</b>
	<i>"Who owns the future: The battle over new trends in sport" - Music, presentations and interviews set up by the Knowledge Centre for Sport Netherlands</i>				
	Piracy in the world of watersports	Jakob Færch	President	Danish Surf and Rafting Federation	Denmark
		Henrik H. Brandt	Director	Danish Institute for Sports Studies/Play the Game	Denmark
	Are three halves better than two? football3 and its evaluation	Louis Moustakas	Project Manager	streetfootballworld	Germany
		Mogens Kirkeby	President	International Sport and Culture Association	Denmark
	Challenging traditional sports organisations. The case of urban sports	Morten Bo Andersen	Managing Director	Game Denmark	Denmark
<b>19.30-21.30</b>	<b>Closed session</b>	<b>[EPAS members only: recommendations on GG in sport]</b>			<b>Eindhoven 5</b>
<b>21.30-23.00</b>	<b>Goodnight soup</b>				

<b>Wednesday 29 November</b>					
<b>7.00-8.00</b>	Morning run, yoga and other activities	<i>See separate info sheet</i>			
<b>9.00-11.45</b>	<b>Main session</b>	<b>White collar crime in professional sport</b>			<b>040 Zuid</b>
<b>Chair: Marjan Olfers</b>	Football's Secret Trade	Alex Duff	Journalist	Freelance	Netherlands
	Football Leaks: Tricks and taxes in the world of football	Jeppe Laursen Brock	Journalist	Politiken daily	Denmark
	Money Laundering in professional football	Hans Nelen	Professor of Criminologie	Criminal Law and Criminology	Netherlands
	Players under TPO and fundamental rights	Wil van Megen	Legal Director	FIFPro	Netherlands
<b>10.15-10.35</b>	<b>Coffee break</b>				
	On Financial Fair Play	Stefan Kesenne	Professor emeritus	University of Antwerp	Belgium
	Panel debate, Q&A				
<b>9.00-11.45</b>	<b>Main session</b>	<b>Kazan Action Plan: Real action or words on paper?</b>			<b>Designzaal</b>
<b>Chair: Andreas Selliaas</b>	The Kazan Action Plan - what makes the difference?	Iva Glibo	Sport Science Research Manager	International Council of Sport Science and Physical Education	Germany
	How Oceania uses the Kazan Action Plan	Alison Burchell	Permanent Secretary	Ministry of Youth and Sports	Fiji
	Towards a National Sports Plan for Brazil	Louise Bezerra	Executive director	Atletas pelo Brasil	Brazil
	Presentation title to be confirmed	Mogens Kirkeby	President	International Sport and Culture Association	Denmark
<b>10.15-10.35</b>	<b>Coffee break</b>				
	What does it take to make sport a tool for development	Bob Munro	Chairman	Mathare United	Kenya
	Involving a digital generation in sports clubs	Lars Houbak	IT consultant	Danish Gymnastics and Sports Associations	Denmark
	Discussion, Q&A				

<b>Wednesday 29 November</b>					
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>Whistleblowers and journalist: The dangers of speaking up</b>			<b>040 Zuid</b>
<b>Chair: Paulina Tomczyk</b>	Pirates of the Caribbean. Censorship and alternative in the Cuban sports press	Eloy Viera Cañive	Lawyer and blogger	El Toque and Playoff Magazine	Cuba
	The dangers of sports journalism	Kirsten Sparre	Assistant Professor	Danish School of Media and Journalism & Aarhus University	Denmark
	Whistleblowing in sport contexts: some moral and psychological problems	Jose Luis Pérez Triviño	Professor	Law	Spain
	Mario Goijman: The failure of the world volleyball to face its past	Jens Sejer Andersen	International Director	Play the Game/Danish Institute for Sports Studies	Denmark
	The lady in red and other risks	Hajo Seppelt	Head of producing EyeOpening.Media	ARD German TV	Germany
	Discussion, Q&A				
<b>11.50-13.00</b>	<b>Partner session</b>	<b>The elephant in the room: Prevalence of doping in elite sport</b>			<b>Designzaal</b>
<b>Chair: Andrea Petroczi</b>	<b>Symposium organised by Andrea Petroczi &amp; co.</b>	Despite decades of coordinated and rigorous anti-doping, the true prevalence of doping has remained an elusive figure. We will present research evidence on doping prevalence and collectively explore the reasons behind the wide variance in the available figures.			
		Hajo Seppelt	Head of producing EyeOpening.Media	ARD German TV	Germany
		Andrea Petroczi	Professor	Kingston University	UK
		Daniel Westmattmann	Research Assistant	Center for Management, University of Münster	Germany
		Olivier de Hon	Manager Scientific Affairs	Anti-Doping Authority Netherlands	Netherlands
		Nenad Dikic	Professor/President of Doping Control Board	Singidunum University/Antidoping Agency Serbia	Serbia
	Discussion, Q&A				
<b>11.50-13.00</b>	<b>Partner session</b>	<b>Could the Rooney Rule change the face of European sport?</b>			<b>Eindhoven 1</b>
<b>Chair: Piara Powers</b>	<b>Session organised by FARE Network and chaired by Piara Powers, Executive Director</b>	While racial/ethnic minority footballers have a record of success as players on the pitch, they are clearly under-represented within the coaching and leadership/ governance structures within football across Europe. The levels of exclusion go women as leaders is similarly stark. This session will present recent research on ethnic and gender diversity and suggest new initiatives that could make a positive impact.			
		Steven Bradbury	Lecturer	Loughborough University	UK
		Inge Claringbould	Associate Professor	Utrecht University School of Governance	Netherlands
		Jeremi Duru	Professor of Sports Law	American University in Washington	USA
		Jacco van Sterkenburg	Assistant Professor	Media & Communication, Erasmus University Rotterdam	Netherlands
	Discussion, Q&A				

<b>Wednesday 29 November</b>					
<b>11.50-13.00</b>	<b>Parallel session</b>	<b>Sport in the global marketplace</b>			<b>Eindhoven 3-4</b>
<b>Chair: Peter Barendse</b>	Globalisation, starvation wages and greedy capitalism – the real world of the sports industry	Lars Andersson	Journalist and editor	TekstwerkSport Executive	Denmark
	Who Belongs to the Nation? Sport, Migration and Citizenship Changes	Gijsbert Oonk	Associate Professor of Global History	Erasmus School of History, Culture and Communication	Netherlands
	Expanding the National Football League to the European and Global Sports Marketplace: An Examination of Consumption and Cultural Differences.	B. David Ridpath & Tim Abromeit	Associate Professor /Master Student	Department of Sport Management, Ohio University/University of Bayreuth	USA
	Discussion, Q&A				
<b>13.00-14.15</b>	<b>Lunch break</b>				
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Federations on the inside: problems and progress</b>			<b>Eindhoven 3-4</b>
<b>Chair: Judit Farkas</b>	How Danish sports leaders are changing the international federations from within	Poul Broberg	Director of Sports Policy	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
	Inside the federations: Who has the real corruption powers?	Kole Gjeshaj	Scientific Collaborator	Université Libre de Bruxelles	Belgium
	Norwegian Ski Federation and two doping cases: crisis management and lost reputation	Berit Skirstad	Associate professor	Department of Cultural and Social Studies	Norway
	Romanian Football Federation: In search of good governance	Florian Petrică	Lector univ. dr.	Faculty of Journalism and Communication Studies	Romania
	The Businesses of the Austrian Ski Federation	Johann Skocek & Florian Skrabal	Freelance Journalist/ CEO	Private Bureau in Vienna /www.dossier.at	Austria
	Corporate Cheerleaders: Major League Soccer's new breed of manufactured ultras	Owen Evans	Course Leader, Sport Journalism	University of Brighton	UK

<b>Wednesday 29 November</b>					
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Rebuilding the pyramids: Governance in national sport</b>			<b>Eindhoven 2</b>
<b>Chair: Aleksandra Goldys</b>	Governance in Sports: Legitimacy of Colombian Sports Federations	Ana Arias Castaño	Professor	University of Applied and Environmental Sciences U.D.C.A.	Colombia
	Pact for Sport: mobilizing private sponsors and athletes of Brazil	Louise Bezerra	Executive director	Atletas pelo Brasil	Brazil
	For a good governance starting with the Law of Sport	Elvira Baze	Head of Drafting and Feasibility Projects in Sport	Ministry of Education, Sport and Youth	Albania
	An Evaluation of the Governance of US Olympic Sport Federations	Roger Pielke	Professor	University of Colorado, Boulder	USA
	The future of sport in the Netherlands: challenges and opportunities for sport policy	Robert Vonk	Researcher	RIVM, National Institute for Public Health and Environment	Netherlands
	Rethinking the pyramidal structure of sport - an insight from the national perspective	Marko Begović	PhD student	German Sport University Cologne	Montenegro/ Germany
<b>14.15-16.00</b>	<b>Partner session</b>	<b>Anti-doping reform: Proposals from the coal face</b>			<b>Designzaal</b>
<b>Chair: Joseph de Pencier</b>	<b>Session organised by iNADO</b>				
	Anti-Doping Reform: Proposals from the Coal Face	Joseph de Pencier	CEO iNADO	Institute of National Anti-Doping Organisations (iNADO)	Germany
	A new chapter - How intelligence and investigation can change the anti-doping work	Lars Mortsiefer	Member of the Executive Board, Chief Legal Officer	National Anti Doping Agency Germany	Germany
	Too small to win? National Anti Doping Organizations and their fight against doping. The perspective of organizational theory.	Markus Seyfried	Research Fellow	German Politics and Government, University of Potsdam	Germany
	Discussion, Q&A				

<b>Wednesday 29 November</b>					
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Match-fixing: Are there remedies to fix it?</b>			<b>040 Zuid</b>
<b>Chair: Marjan Olfers</b>	Can we fix the Match Fixing problem? An agent-based model to fight the biggest threat to modern sports.	Marius Sprenger	Student Assistant	University of Münster	Germany
	Match-fixing : what makes an athlete rig a match? A study on the personal and contextual determinants of the willingness to fix a match in Football.	Els De Waegeneer	Post-doctoral Researcher	Ghent University	Belgium
	Monitoring systems in match-fixing	Marjan Olfers	Professor	Vrije Universiteit Amsterdam	Netherlands
	"Fix the Fixing" project: Pro-active quelling sports events manipulation	Nikolaos Theodorou	Sports Integrity Project Manager	K.E.A. Fair Play Code Hellas - Sport Integrity Platform	Greece
	Inventing an AntiMatchFixingFormula for Italy	Paolo Bertaccini	Advisor to the Head of Department	Italian Government Office for Sport	Italy
	Players contracts in Greece, legal rights for non payments and connection to match fixing	Penny Konitsioti	Attorney at law		Greece
	<i>Discussion, Q&amp;A</i>				
<b>14.15-16.00</b>	<b>Parallel session</b>	<b>Sweating the asset: Making sports facilities work better</b>			<b>Eindhoven 1</b>
<b>Chair: Peter Forsberg</b>	<i>Session organised by the Danish Institute for Sports Studies</i>				
	An innovative approach creates new arenas for sport	Jakob Færch	Development consultant	The Danish Foundation for Sports and Culture Facilities	Denmark
	Bricks are not enough. How the human factor impacts local environments for sport and leisure	Peter Forsberg	Analyst, ph.d.-student	Danish Institute for Sports Studies/University of Southern Denmark	Denmark
	Making Genneper Parken great again. The efforts to revitalise Eindhoven's largest sports area	Steven Vos	Professor	Fontys University of Applied Sciences	Netherlands
	Making necessity out of a virtue. How underperforming Danish league stadiums put authorities under pressure	Rasmus Storm & Christian Gjersing Nielsen	Head of Research/Analyst	Danish Institute for Sports Studies/Play the Game	Denmark
<b>16.00-16.30</b>	<b>Coffee break</b>				
<b>16:00-19:30</b>	<b>Partner session</b>	<b>The Governance Café (in Dutch only)</b>			<b>Oranje-Rood Hockey Club</b>
	Music, presentations and interviews set up by the Knowledge Centre for Sport Netherlands - only in Dutch				

<b>Wednesday 29 November</b>					
<b>16.30-18.00</b>	<b>Plenary session</b>	<b>E-sport: Coming to stay - and to steal the picture?</b>			<b>040 Zuid</b>
<b>Chair: Peter Sprenger</b>	eSports and ethics: the need for a research agenda	Ivo van Hilvoorde	Lecturer	Vrije Universiteit Amsterdam	Netherlands
	Introduction to e-sports	Alex Lim	Secretary General	International e-Sports Federation	Republic of Korea
	Integrity challenges in esport	Ian Smith	Integrity Commissioner	Esports Integrity Coalition	UK
	Legal Challenges of the Emerging Esports Industry	Anna Baumann	Esports Lawyer	Independent	Germany
	Technology, a game changer for a level playing field in sports!?	Steven Vos	Professor	Fontys University of Applied Sciences	Netherlands
	Panel debate, Q&A				
<b>18.00-18.10</b>	<b>Conference closure</b>				<b>040 Zuid</b>
	Play the Game 2017: A reflection in the waves	Jens Sejer Andersen	International director	Play the Game/Danish Institute for Sports Studies	Denmark
<b>19.30-20.00</b>	<b>Reception and drink</b>				
<b>20.00-01.30</b>	<b>Dinner and party</b>				<b>040 Zuid</b>
	Conference dinner and farewell party				
	Play the Game Award 2017				

## Appendix 3: Evaluation survey 2013-2017

<i>What is your overall impression of the conference?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Very good	101	55,5		97	59,9		111	66,5
Good	75	41,2		60	37,0		52	31,1
Either-or	4	2,2		4	2,5		3	1,8
Bad	2	1,1		1	0,6		1	0,6
Very bad					0,0		0	0,0
<b>Total</b>	<b>182</b>	<b>100</b>		<b>162</b>	<b>100,0</b>		<b>167</b>	<b>100</b>

<i>Where did you learn about the Play the Game conference?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Play the Game Newsletter	56	31		41	25,3		33	19,8
	7	4		5	3,1		2	1,2
Play the Game's website	48	26		32	19,8		20	12,0
From a friend/colleague	79	43		102	63,0		51	30,7
PR at another conference	8	4		5	3,1		3	1,8
Facebook or Twitter	7	4		3	1,9		3	1,8
Other	41	23		46	28,4		46	27,7
I do not know/cannot remember	8	4		6	3,7		8	4,8
<b>Total</b>	<b>182</b>	<b>140</b>		<b>162</b>	<b>148,1</b>		<b>166,0</b>	<b>100</b>

<i>To what degree did the conference succeed in offering new insight to journalists, academics and sport leaders in world sport?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
				Question abandoned				
To a very high degree	51	28		We decided this question focuses too much on what respondents believe others may think				
To a high degree	95	52						
Either-or	23	13						
To a limited degree	13	7						
Not at all	0	0						
<b>Total</b>	<b>182</b>	<b>100</b>						

<i>To what degree did the conference stimulate and qualify the public debate about world sport?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
To a very high degree	51	28		56	36,1		49	30,2
To a high degree	87	48		77	49,7		82	50,6
Either-or	32	18		10	6,5		18	11,1
To a limited degree	12	7		7	4,5		7	4,3
Not at all	0	0		0	0,0		1	0,6
			<i>Do not know</i>	5	3,2		5	3,1
<b>Total</b>	<b>182</b>	<b>100</b>		<b>155</b>	<b>100,0</b>		<b>162</b>	<b>100,0</b>



<i>To what extent did Play the Game facilitate network between journalists, academics and sport leaders in world sport?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
To a very high degree	51	28		54	34,8		59	36,4
To a high degree	87	48		69	44,5		74	45,7
Either-or	32	18		22	14,2		17	10,5
To a limited degree	12	7		5	3,2		6	3,7
Not at all	0	0		0	0,0	Not included		0,0
			<i>Do not know</i>	5	3,2		6	3,7
<b>Total</b>	<b>182</b>	<b>100</b>		<b>155</b>	<b>100</b>		<b>162</b>	<b>100</b>

<i>Do you agree with the following statement: The number of presentations was suitable</i>	2013		Word change: <i>What do you think about the overall number of presentations at the conference</i>	2015		Word change: <i>What do you think about the number of presentations in general?</i>	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
I agree	1	1	<i>Much too few</i>	0	0,0	Not included		
partly agree	0	0	<i>Too few</i>	4	2,6		5	3,1
Either-or	108	59	<i>The number was suitable</i>	77	50,0		76	47,2
I partly disagree	53	29	<i>Too many</i>	58	37,7		61	37,9
I disagree	18	10	<i>Much too many</i>	12	7,8		16	9,9
I do not know	2	1	<i>I do not know</i>	3	1,9		3	1,9
<b>Total</b>	<b>182</b>	<b>100</b>		<b>154</b>	<b>100</b>		<b>161</b>	<b>100</b>

<i>What do you think about the length of the presentations in the plenary sessions</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Generally too long	9	5		9	5,8		6	3,7
Suitable	147	81		130	84,4		139	86,3
Generally too short	26	14		12	7,8		14	8,7
			<i>Do not know</i>	3	1,9		2	1,2
<b>Total</b>	<b>182</b>	<b>100</b>		<b>154</b>	<b>100</b>		<b>161</b>	<b>100</b>

<i>What do you think about the general standard of the presentations during plenary sessions?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Very good	47	26		40	26,0		47	29,2
Good	101	56		92	59,7		90	55,9
Either-or	32	18		21	13,6		17	10,6
Poor	1	1		1	0,6		3	1,9
Very poor	1	1		0	0,0		2	1,2
						<i>Do not know</i>	2	1,2
<b>Total</b>	<b>182</b>	<b>100</b>		<b>154</b>	<b>100</b>		<b>161</b>	<b>100</b>

<i>Did you find there was time enough to debate during plenary sessions</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Yes	92	51		87	56,5		85	53,1
Either-or	54	30		37	24,0		34	21,3
No	36	20		30	19,5		34	21,3
						Do not know	7	4,4
<b>Total</b>	<b>182</b>	<b>100</b>		<b>154</b>	<b>100</b>		<b>160</b>	<b>100,0</b>

<i>What do you think about the length of the presentations in the parallel sessions</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Generally too long	6	3		12	7,8		8	5,0
Suitable	149	82		115	74,7		106	66,7
Generally too short	27	15		20	13,0		36	22,6
			Do not know	7	4,5		9	5,7
<b>Total</b>	<b>182</b>	<b>100</b>		<b>154</b>	<b>100</b>		<b>159</b>	<b>100</b>

<i>What do you think about the general standard of the presentations during parallel sessions?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Very good	32	18		28	18,2		30	18,9
Good	109	60		91	59,1		86	54,1
Either-or	38	21		33	21,4		31	19,5
Poor	1	1		2	1,3		5	3,1
Very poor	2	1		0	0,0		1	0,6
							6	3,8
<b>Total</b>	<b>182</b>	<b>100</b>		<b>154</b>	<b>100</b>		<b>159</b>	<b>100,0</b>

<i>Did you find there was time enough to debate during parallel sessions</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Yes	96	53		76	49,4		72	45,3
Either-or	54	30		49	31,8		43	27,0
No	32	18		29	18,8		36	22,6
						Do not know	8	5,0
<b>Total</b>	<b>182</b>	<b>100</b>		<b>154</b>	<b>100</b>		<b>159</b>	<b>100,0</b>

<i>Time to network with the other participants at the conference</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Plenty	26	14		22	14,4		25	15,7
Enough	108	59		77	50,3		104	65,4
Either-or	32	18		25	16,3		15	9,4
Too little	15	8		28	18,3		11	6,9
Far too little	1	1		1	0,7		3	1,9
						Do not know	1	0,6
<b>Total</b>	<b>182</b>	<b>100</b>		<b>153</b>	<b>100</b>		<b>159</b>	<b>100,0</b>

<i>What do you think about the quality of the food at the hotel?</i>	2013		Word change	2015		Word change	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Very good	88	48		72	47,1		43	27,2
Good	71	39		60	39,2		79	50,0
Either-or	19	10		17	11,1		22	13,9
Less Satisfactory	4	2		3	2,0		8	5,1
Unsatisfactory	0	0		1	0,7		3	1,9
						Do not know	3	1,9
<b>Total</b>	<b>182</b>	<b>100</b>		<b>153</b>	<b>100</b>		<b>158</b>	<b>100,0</b>

<i>How did you find the hotel as a conference venue?</i>	<i>Helnan Marselis Hotel, Aarhus, 2013</i>		Word change	<i>Helnan Marselis Hotel, Aarhus, 2015</i>		Word change	<i>Van der Valk Hotel, Eindhoven, 2017</i>	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Very good	91	50		73	47,7		89	56,3
Good	72	40		60	39,2		54	34,2
Either-or	16	9		11	7,2		8	5,1
Less Satisfactory	3	2		9	5,9		2	1,3
Unsatisfactory	0	0		0	0,0		2	1,3
						Do not know	3	1,9
<b>Total</b>	<b>182</b>	<b>100</b>		<b>153</b>	<b>100</b>		<b>158</b>	<b>100,0</b>

<i>Service from the hospitality desk in the conference lobby?</i>	Hospitality desk 2013		Word change	Hospitality desk 2015		Word change	Hospitality desk 2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Very good	115	63		93	60,8		85	53,8
Good	57	31		53	34,6		55	34,8
Either-or	10	6		6	3,9		4	2,5
Less Satisfactory	0	0		1	0,7		1	0,6
Unsatisfactory	0	0		0	0,0		2	1,3
						Do not know	11	7,0
<b>Total</b>	<b>182</b>	<b>100</b>		<b>153</b>	<b>100</b>		<b>158</b>	<b>100,0</b>

<b>Been to earlier conferences?</b>	<b>2013</b>		<i>Word change</i>	<b>2015</b>		<i>Word change</i>	<b>2017</b>	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
<b>Yes</b>								
1997	8	4	1997	2	1,3	1997	1	0,4
2000	8	4	2000	5	3,3	2000	5	1,9
2002	19	10	2002	7	4,6	2002	9	3,4
2005	21	12	2005	19	12,6	2005	12	4,6
2007	22	12	2007	12	7,9	2007	15	5,7
2009	25	14	2009	19	12,6	2009	15	5,7
2011	54	30	2011	25	16,6	2011	27	10,3
			2013	47	31,1	2013	39	14,9
<b>No</b>	107	59		93	61,6	2015	50	19,1
						None of the above	89	34,0
<b>Total</b>	<b>152</b>	<b>145</b>		<b>151</b>	<b>151,7</b>		<b>262</b>	<b>100,0</b>

<b>Does Play the Game develop in a positive or negative direction</b>	<b>2013</b>		<i>Word change</i>	<b>2015</b>		<i>Word change</i>	<b>2017</b>	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Positive	118	65		90	59,6		105	66,9
			<i>Either-or</i>	17	11,3	Not included		0,0
Negative	2	1		1	0,7		2	1,3
Don't know	62	34		43	28,5		50	31,8
<b>Total</b>	<b>182</b>	<b>100</b>		<b>151</b>	<b>100</b>		<b>157</b>	<b>100</b>

<b>What do you think is the ideal frequency for a conference like Play the Game?</b>	<b>2013</b>		<i>Word change</i>	<b>2015</b>		<i>Word change</i>	<b>2017</b>	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Every year	36	20		42	27,8		37	23,6
Every other year	129	71		98	64,9		116	73,9
Every third year	7	4		3	2,0		2	1,3
Every fourth year	3	2		0	0,0	Not included	0	0,0
Don't know	7	4		8	5,3		2	1,3
<b>Total</b>	<b>182</b>	<b>100</b>		<b>151</b>	<b>100</b>		<b>157</b>	<b>100</b>

<i>To which extent do you expect Play the Game to give value to your daily work?</i>	2013		<i>Word change</i>	2015		<i>Word change</i>	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
To a high extent	59	32		56	37,1		56	35,7
To some extent	99	54		74	49,0		82	52,2
Either-or	11	6		13	8,6		4	2,5
To a small extent	10	6		8	5,3		6	3,8
To no extent	3	2		0	0,0		1	0,6
						Do not know	8	5,1
<b>Total</b>	<b>182</b>	<b>100</b>		<b>151</b>	<b>100</b>		<b>157</b>	<b>100</b>

<i>Gender</i>	2013		<i>Word change</i>	2015		<i>Word change</i>	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Woman	46	25		45	29,8		44	28,0
Man	136	75		105	69,5		111	70,7
			<i>Other</i>	1	0,7		2	1,3
<b>Total</b>	<b>182</b>	<b>100</b>		<b>151</b>	<b>100</b>		<b>157</b>	<b>100</b>

<i>Profession</i>	2013		<i>Word change</i>	2015		<i>Word change</i>	2017	
	No. of respond.	%		No. of respond.	%		No. of respond.	%
Academic	63	35		52	34,4		52	27,4
Business	9	5		6	4,0		10	5,3
Journalist	45	25		32	21,2	Journalist/Media Organisation	35	18,4
Organisation	40	22		34	22,5	Not included		0,0
Public administration	7	4		25	16,6		20	10,5
						Anti-doping	19	10,0
						Sport Organisation	29	15,3
Student	8	4		8	5,3		10	5,3
Other	10	6		14	9,3		15	7,9
<b>Total</b>	<b>182</b>	<b>100</b>		<b>151</b>	<b>113,2</b>		<b>190</b>	<b>100,0</b>



Play the Game