



EASM

The 20th EASM conference **Sport between business and civil society**



CONFERENCE GUIDE

The 20th conference of the
European Association for Sport Management (EASM)
Aalborg • Denmark 18 - 21 September 2012



DEAR COLLEAGUES and friends



Mikel Urdangarin
President of EASM
Vitoria-Gasteiz, Basque Country, Spain
August 2012

On behalf of the EASM, it is my pleasure to present the official programme of the 20th EASM Conference, entitled 'Sport between business and civil society'. This year the event is being hosted by the city of Aalborg, capital of the beautiful Northern Jutland.

Since the first event in Groningen in 1993, the EASM Conference has been a huge success, providing a great opportunity to promote and develop sport management through research, education and practice – not to mention the opportunity to make new friends, meet old acquaintances and discover new European cities!

This year, in collaboration with the University College of Northern Denmark and Danish Institute for Sports Studies/Play the Game, to celebrate our 20th Anniversary we have put together a high profile scien-

tific programme with plenary and parallel sessions and workshops; a seminar for master students in sport management from all over Europe; social events and free time to discover and enjoy the nice city of Aalborg.

I'd like to make a special mention of the workshops which will continue to be a huge success in this and future conferences. Also, I'd like to thank the people behind them, the keynote speakers, the authors for their papers and presentations, the students for their effort, as well as the Local Organising Committee for putting everything together so well.

We are confident you will enjoy the whole conference experience, the sharing of knowledge and contribution this will make to our Association and to our field of study and work.

WELCOME to Aalborg



Per Justesen
Director, Associate Professor,
UCN Sport Management
Chair of the 20th EASM Conference

It is an honour to welcome you the 20th Conference of the European Association for Sport Management – Aalborg 2012.

As chair of the 20th edition of the yearly EASM conference, I am very honoured to bring this conference to Aalborg, Denmark, for the first time. Following great conference venues and cities like Turin, Amsterdam, Prague and Madrid, we, as organisers, knew that bringing this conference to Aalborg would be a very important event for the city and especially for the University College of Northern Denmark as host.

Since the EASM board approved Aalborg as the host of the conference, our partners and UCN have done a lot of work to plan this 20th EASM conference. Therefore, we thank our partners; The Danish Institute for Sports Studies/Play the Game, the Danish Ministry of Culture, Team Denmark, and the Municipality of Aalborg.

The theme of this year's conference 'Sport between business and civil society' aims to put focus on the special features of the Scandinavian way of organising sport and how to include it as a vital part of society. As an example of one of the main sport management areas we want to highlight at this conference, we have included a professional programme called 'Play the Game', which focuses on the governance related aspects of sports.

Sport management is a fairly new academic field in Denmark and therefore, UCN Sport Management sees the 20th EASM Conference as a great opportunity to brand sport management as an integrated part of business and society.

I hope that you all will enjoy a week of fruitful academic and social experiences and that this 20th EASM Conference will be a memorable event for you, for the University College of Northern Denmark, and for the city of Aalborg.

A hub of EDUCATION, RESEARCH, TECHNOLOGY AND CULTURE



Thomas Kastrop-Larsen
Acting Mayor, City of Aalborg

Within the last few years Aalborg has grown into the largest hub of academic sports education in Denmark. The sport management education programmes at the University College of Northern Denmark and the sport science education programmes at Aalborg University today attract almost 1000 students to this lively city. In many ways these students represent the rapid transformation of Aalborg from an industrial city to a hub of education, research, technology and culture. Therefore we are proud and honoured to be the host city of the 20th conference of the European Association for Sport Management.

Sport has always played an important role in Aalborg, but in many ways the contemporary sports life of the city reflects the conference's overall theme 'Sport between business and civil society'. The traditional voluntary sports sector is increasingly challenged by commercial operators and new patterns in sports participation, consumer behaviour and media habits. This currently creates an extremely vibrant

sports environment where good sport management skills are needed in the traditional voluntary sector as well as in the professional sports clubs and the growing commercial fitness sector.

In the municipality of Aalborg we try to be at the forefront of these requirements and we take great pride in our innovative approach to managing and developing our urban and natural spaces as well as our leisure facilities.

We hope you will have time to explore new landmark developments like the sports and culture hub 'Nordkraft' at the harbour front, or the combined library, fitness and swimming centre 'Haraldslund' while you are here. We also hope you will enjoy the conference dinner at Aalborg Stadium, the home ground of AaB, which is one of the most successful professional football teams in Scandinavia.

But first of all we hope that you will enjoy a successful and well organised conference and a pleasant stay in Aalborg.

A CRITICAL EDGE at EASM 2012

As sport seems to continue its financial growth and political influence, and as sport increasingly becomes a tool to achieve various societal goals, an intelligent focus on sports management is more needed than ever.

Many of the research topics and discussions raised at the EASM conferences are of huge importance to the sports sector of the future. They are also closely related to our daily work at the Danish Institute for Sports Studies and Play the Game.

Therefore, we are delighted to be co-hosting the 20th EASM conference with University College of Northern Denmark, and we are particularly thankful to the EASM for allowing us to present some of the most important agendas of Play the Game and international sport in keynote sessions and in the Play the Game symposium. A critical edge to sport management is needed

to protect sport from corruption, abuse of power and mismanagement.

The Danish Institute for Sports Studies (Idan) is an independent research centre that was founded by the Danish Ministry of Culture in 2005. We carry out and monitor a broad range of social science research projects and analyse the most important developments in the sports sector. We also aim to stimulate a fact based debate among the stakeholders and the general public about the most important sports political issues.

After merging with Play the Game in January 2011, the Institute is now responsible for organising the biannual international Play the Game conference and for the daily running of the Play the Game initiative which works for democracy, transparency and freedom of expression within the international sports community.



Johs. Poulsen
Chairman of the Board
Danish Institute for Sports Studies/
Play the Game

We look forward to meeting you during these four exciting days in Aalborg. As co-hosts we will do everything possible to contribute to a successful conference.



The European Association for Sport Management Annual Conference 2012

Aalborg, Denmark, 18 - 21 September

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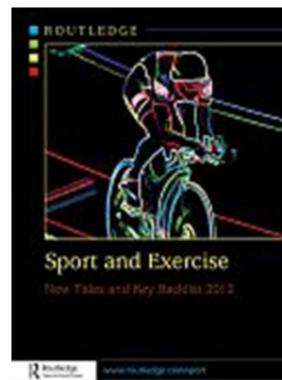


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THE 20th EASM CONFERENCE PROGRAMME

TIME	TUESDAY 18 SEPT. REGISTRATION (08.00-19.00)	WEDNESDAY 19 SEPT. REGISTRATION (08.00-17.00)	THURSDAY 20 SEPT. REGISTRATION (08.00-18.00)	FRIDAY 21 SEPT. REGISTRATION (08.00-14.00)
09:00-09:30		Breakfast buffet		KEYNOTE SPEAKERS: Andy Dallin (USA) & Henning Nielsen (DEN)
09:30-10:00			KEYNOTE SPEAKERS: Mark Pieth (SUI) & Theo Zwanziger (GER)	
10:00-10:30				Theme sessions
10:30-11:00	EASM Board Meeting (UCN)	Danish Pre Conference	COFFEE BREAK	Play the Game symposium (AGGIS speakers)
11:00-11:30			COFFEE BREAK	
11:30-12:00	ESMQ Editorial Board Meeting (UCN)	Theme sessions + NRA presentation	Theme sessions	Poster presentation + Coffee and sandwich break Atrium/outside Festival
12:00-12:30		Play the Game symposium	Play the Game symposium	
12:30-13:00				
13:00-13:30		LUNCH	LUNCH	Theme sessions
13:30-14:00	LUNCH		EASM General Assembly	Play the Game symposium (AGGIS speakers)
14:00-14:30		14:00-14:50: Danish Pre Conference	LUNCH	
14:30-15:00				Finger food & Farewell Reception (UCN): Awards, flag ceremony
15:00-15:30	EASM Board Meeting (UCN)	COFFEE BREAK	Theme sessions	
15:30-16:00	ESMQ Editors Workshop (UCN)		Play the Game symposium	
16:00-16:30		15:10-17:30: Danish Pre Conference		
16:30-17:00			KEYNOTE SPEAKERS: Jens Sejer Andersen (DEN) & James Dorsey (MOR)	
17:00-17:30				Theme sessions + Master Students presentations
17:30-18:00			COFFEE BREAK	Play the Game symposium
18:00-18:30			FOOTBALL MATCH: EASM Allstars vs. UCN (DEN)	
18:30-19:00				
19:00-19:30				
19:30-20:00				
20:00-21:00				
21:00-22:00	Opening Ceremony Utzon Center	Networking evening Duus Vinkjælder (optional - EURO 40)	Conference Dinner Aalborg Stadium	
22:00-23:00				

KEYNOTE SPEAKERS at EASM 2012

WEDNESDAY 19 SEPTEMBER
9.00-10.30

JÉRÔME CHAMPAGNE

The former International Director of FIFA, Jérôme Champagne, will take a closer look at the European role in world football under the headline 'The role of Europe in the future of football'.

Champagne served as President Sepp Blatter's closest adviser for 11 years and drew worldwide attention in January when he launched a policy paper called 'Which FIFA for the 21st Century?'.

Champagne left FIFA in 2010 and first broke his silence about FIFA at the Play the Game 2011 conference in Cologne. Since leaving FIFA, he has worked as an international consultant in the field of football development.

LORD DAVID TRIESMAN

At EASM 2012, Lord Triesman will give a keynote address in a plenary session named 'The role of Europe in the future of football'.

As the former head of the English Football Association (the FA) and England's bid committee for the 2018 FIFA World Cup, Lord David Triesman has intimate knowledge of football management and the inner workings of FIFA, including the controversial selection of the 2018 and 2022 FIFA World Cup hosts.

In May 2010, Lord Triesman was caught on tape in a tabloid newspaper sting, allegedly accusing two rival bidders for the 2018 World Cup, Spain and Russia, of irregular collusion. Lord Triesman found himself forced to resign in an attempt to salvage the English bid. In May 2011, Lord Triesman testified before the UK parliament that four members of FIFA's executive committee sought private favours in return for backing England's 2018 World Cup bid.

Lord Triesman is a member of the British House of Lords for the Labour party.

WEDNESDAY 19 SEPTEMBER
15.30-17.00

JENS SEJER ANDERSEN

Jens Sejer Andersen is a journalist and international director of Play the Game and the Danish Institute for Sports Studies (Idan). At EASM 2012 he will give a presentation entitled 'The seven sins of omission in sport: Challenges to academic and journalistic research'.

15 years ago Jens Sejer Andersen founded Play the Game, an internationally operating initiative aiming to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in sport. Since then, he has been in charge of seven Play the Game conferences and was a founding member of the board for Idan from 2004 until its merger with Play the Game in 2011.

Andersen is an author of and contributor to various books and articles. He also often appears as an expert source in sport politics for a variety of international media outlets. Currently he is a co-ordinator of Play the Game/Idan's EU Preparatory Action 'Action for Good Governance in International Sports Organisations' in cooperation with universities in Loughborough, Leuven, Utrecht, Cologne, Lausanne and Ljubljana, as well as the European Journalism Centre.

JAMES M. DORSEY

In recent years, the Middle East has taken an offensive role in international sports. Alongside their successful bids for high profile sports events, Qatar and other Gulf states are gaining increasing influence in world sport through their acquisition of European clubs, broadcasting rights, sponsorships and important federation assignments.

Few, if any, can give such an overview of this development and its links to Middle East societies as award-winning journalist and university lecturer James M. Dorsey, who is a senior fellow at the National University of Singapore's Middle East Institute.

Dorsey is the author of the widely acclaimed blog, The Turbulent World of Middle East Soccer, which explores the role of soccer in the Middle East and North Africa at a time when a number of autocratic regimes are being challenged. At EASM 2012 Dorsey will talk under the headline 'Arab investment: Culture clash or cultural accommodation?'.

THURSDAY 20 SEPTEMBER
9.00-10.30

MARK PIETH

Drawing on fresh experiences from one of the most intriguing management challenges of today, that of heading FIFA's Independent Governance Committee, professor Mark Pieth will give a keynote address in a session entitled 'Democracy and transparency: European privileges or global values?'.

Though Pieth has an impressive track record in fighting corruption, money laundering and organised crime on an international scale, it remains to be seen whether his work for FIFA – an organisation that has so far proved very reform-resistant – will bear fruit and lead to significant changes in world football that can convince a sceptical public opinion.

The FIFA reforms are meant to improve the organisation's governance and to repair the image of football's world governing body after widespread corruption scandals in recent years.

THEO ZWANZIGER

As both a UEFA and FIFA executive committee member, Dr. Theo Zwanziger is a man with intimate knowledge of football's largest organisations, and he is currently heading the FIFA sub-committee in charge of proposing over 200 statute changes. At the conference, Dr. Zwanziger will give a keynote speech in the session entitled 'Democracy and transparency: European privileges or global values?'.



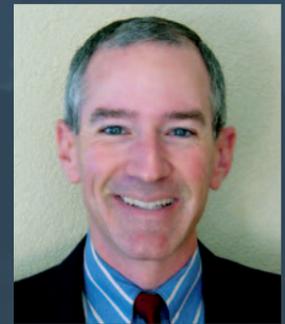
Theo Zwanziger



James M. Dorsey



Henning Nielsen



Andy Dallin



Mark Pieth



Jérôme Champagne



Lord David Triesman



Jens Sejer Andersen

Dr. Zwanziger, like Mark Pieth, has encountered vehement resistance from select groups within FIFA and both have previously been very outspoken regarding the state of the federation.

Besides his roles in the international federations, Dr. Zwanziger is a German lawyer and sports official and was the president of the German Football Association (DFB) from 2006 to 2012.

He joined the FIFA executive committee in June 2011 as a representative of UEFA, and was, three months later, handed the role as chairman of a task force responsible for making revisions to the world federation's statutes.

FRIDAY 21 SEPTEMBER
9.00-10.00

ANDY DALLIN

Andy Dallin will give a keynote speech at the EASM Conference about Sport Marketing and will focus on experiential marketing in the sports business.

Dallin, a professor at the University of San Francisco – Event Production/Operations – focuses on how each match is a 'show' and how the accompanying elements can enhance or detract from the fan experience. Additionally, he focuses on the 'door way to door way' event rather than simply the 2+ hours at the venue.

Dallin brings 20 years' experience in the sports business and corporate consulting fields. He has managed projects at all levels of sports and entertainment, including major (NBA Memphis Grizzlies), minor (AAA baseball Sacramento River Cats), and amateur (NCAA Pete Newell Challenge) levels.

Additionally, his corporate consulting work has provided him with the opportunity to support sponsorship initiatives at the American Automobile Association, PeopleSoft, Jelly Belly, the San Francisco Chronicle and BlueShield of California.

HENNING NIELSEN

Henning Nielsen is the International Marketing Director for the sports clothing company, Hummel, a sports and sport fashion brand with a rich heritage that lives by the slogan 'Change the world through sport'.

At EASM 2012 Nielsen will give a keynote speech discussing the marketing strategies for Hummel and touch on topics like branding through strategic sponsoring, the building of relevant brand experiences and the creation of share-worthy content.

The Danish sports clothing company Hummel has a long history dating back to 1923. Because of technical bankruptcy in 1994 Hummel changed strategies, which led to the appointment of a new creative director, Christian Stadil, who decided to change Hummel's identity in 1999.

WEDNESDAY 19 SEPTEMBER 2012 - MORNING PROGRAMME (REGISTRATION FROM 08:00-17:00)

Room	Auditorium S 39	S 31	S 33	S 51	S 52		K 39	K 51	K 52	Auditorium S 50	Room
09:00-10:30	<p>KEYNOTE SPEAKERS (Room: Festsalen):</p> <p>Jérôme Champagne (former international director of FIFA, SUI), Lord David Triesman (former president of the English FA, UK): The role of Europe in the future of football. Chaired by Jens Weinreich (investigative journalist and blogger, GER)</p>										09:00-10:30
10:30-11:00	COFFEE BREAK					COFFEE BREAK					10:30-11:00
Theme	Marketing in and through sport	Workshop: 'Volunteering in sport'	New Researcher Award:	Global sporting events	Workshop: London 2012: success and failure of national elite sport policies		Governance in sport	Workshop: Value co-creation in sport management	Sport fans	Play the Game symposium: Corruption and match-fixing: Will reforms work?	Theme
Chair Person	tba	Bjarne Ibsen	Dimitra Papadimitriou, Holger Preuss, Tracy Taylor, Berit Skirstad, Maarten van Bottenburg	Harald Dölles	Veerle De Bosscher, Maarten van Bottenburg, Simon Shibli, Hans Westerbeeck		Hallgeir Gammelsæter	Herbert Woratschek, Chris Horbel, Bastian Popp	tba	Jens Sejer Andersen	Chair Person
11:00-12:30	Marco Lorenzi (ITA): The challenge of understanding sports brand equity: the case of Calcio Padova Spa	Bjarne Ibsen (DEN): Intro	Mary Charalambous Papamiliades (CYP): Sport sponsorship: a systematic review (1980 – 2009)	James Corbett (GRB): FIFA World Cup Host decisions: past, present and future	Marco Stopper (SUI): The Swiss elite sport system – striving for excellence		Mathias Schubert (GER): UEFA financial fair play – the curse of regulation	Herbert Woratschek (GER): The sport value framework – a new fundamental logic for analyses in sport management	Mariana de Carvalho (BEL): What brings people into the stadium?	Jens Weinreich (GER), Finn Baagøe Hansen (DEN), Roger Pielke (USA)	11:00-12:30
	Geoff Dickson (NZL): A comparison of sampling techniques in sport marketing research	Siegfried Nagel (SUI): Voluntary engagement in sports clubs: between rational calculation and social commitment	Reinhard Kunz (GER): Sport and new media: what is the role of sport in mobile TV adoption?	Kwang Hoon Lee (SUI): Does soft power matter in hosting global sporting events?: the case of the Olympic Games bids, 1990-2011	Hiroaki Funahashi (JPN): Success driver in the Japanese elite sport system: an examination based on evaluations of the elite sport climate by elite athletes		Robert Wilson (GBR): Problems ahead? UEFA financial fair play and the English Premier League	Teresa Hurley (IRL): Identification and re-engagement of lapsed consumers: empirical studies in the fitness industry	Morten Kringstad (NOR): Factors influencing stadium attendance in Norwegian football		
	Irina Petrova (RUS): Research of managerial problems in sports sphere of the North-West region, for developing a vision of managerial competences for managers of sports organizations	Trygve Laub (DEN): Succumbing to individualism or moving ahead in new directions? – The case of voluntarism in Danish sports clubs	Paul Salisbury (GBR): Decision-making processes in bidding for large scale sports events	Geraldo Campestrini (BRA): Olympics and FIFA world cup sponsors' social responsibility: relationship between corporate and sports environment	Maria Tereza Silveira Bohme (BRA): Organizational structure of Brazilian elite sport		Daniel Plumley (GBR): Where next for financial fair play? Towards a model for measuring financial performance and financial sustainability in the English Premier League	Stefan Chatrath (GER): Customer-to-customer interaction in service ecosystems - measuring its contribution to customer value and the customers' willingness-to-pay for in case of a sport event provision	Jelle Francis (BEL): Predictors of team identification in Belgian and Portuguese soccer fans		
			Kathryn Dunn (GBR): The challenge of engaging hard-to-reach populations in regular sport and physical activity: an examination of an English Premier League football in the community men's health programme	Vassil Girginov (GBR): Leveraging the 2012 London Olympic and Paralympic Games for organisational capacity building: the case of the UK national governing bodies of sport	Rui Canelas (POR): SPLISS as an instrument for the evaluation of elite sport policy: the case of Portugal		Georgy Charyev (SWE): Limit on foreign players in Russian football – step forward or backward?		Ken Sumida (NZL): Sports fans' psychological ownership: the team as a cultural institution		
12:30-13:30	LUNCH					LUNCH					12:30-13:30

WEDNESDAY 19 SEPTEMBER 2012 - AFTERNOON AND EVENING PROGRAMME

Room	Auditorium S 39	S 31	S 33	S 51	S 52	K 39	K 51	K 52	Auditorium S 50	Room
Theme	Marketing in and through sport	Workshop: 'Volunteering in sport'	Tourism and Leisure Sport Management	Global sporting events	Workshop: London 2012: success and failure of national elite sport policies	Governance in sport	Workshop: Value co-creation in sport management	Sport fans	Play the Game symposium: Promoting participation: Are mega-events a remedy or an obstacle?	Theme
Chair Person	Simon Chadwick	Bjarne Ibsen	Andy Adams	Harry Arne Solberg	Veerle De Bosscher, Simon Shibli, Hans Westerbeeek	Hallgeir Gammelsæter	Herbert Woratschek, Chris Horbel, Bastian Popp	Harald Dölles	Maja Pilgaard	Chair Person
13:30-15:00	James Kenyon (GBR): North vs. South: UK's regional perceptions of the image impact of the 2012 London Olympics	Karsten Østerlund (DEN): Changes in voluntary sports clubs	Eric Boutroy (FRA): Consuming indoor climbing – Principal results of a customer satisfaction study in a private artificial climbing centre in France	Claudio Rocha (BRA): Political support for the 2016 summer Olympic Games in Rio de Janeiro	Klaus Nielsen (GBR): London 2012: Recent trends in the international competitiveness of national elite sport systems	Arnout Geeraert (BEL): The Social Dialogue Committee in professional football: a suited venue for democratic network governance?	Nicolas Lorgnier (USA): Exploring competition strategies in sport tourism: the central role of non-for-profit nautical sports clubs of the northern French coast	Jason Doyle (AUS): Exploring the stability of sport team brand associations	Paul Downward (GBR), Marijke Taks (CAN), Maarten Van Bottenburg (NED)	13:30-15:00
	Simon Chadwick (GBR): Sporting mega events: towards a framework for managing the threats posed by ambush marketers	Jan-Willem van der Roest (NED): The consumerist turn in voluntary sports clubs	Pedro Rodrigues (POR): Participation constraints in ski: measurement model validation	Jens Alm (DEN): A lasting legacy or a sporting failure? The legacy of stadiums after a major international sporting event	Veerle De Bosscher (BEL): Prioritization of elite sport: the consequence of a global sporting arms race – results of an international comparative study.	Lucie Thibault (CAN): Athletes, Athletes' Commissions, and the Governance of International Sport Organisations	Guido Schafmeister (GER): Sport leagues as an enabler of co-creation – what is the perceived value of offering a platform for co-creation?	Grzegorz Kwiatkowski (DEN): Profiling visitors of non-hallmark events: three stages of the 2012 Giro de Italia in Denmark		
	Tim Ströbel (GER): Academic sport management programmes as brands?! – an empirical analysis of the 'sport, business & law' programme at the university of Bayreuth	Kasper Kirkegaard (DEN): Understanding commercialisation of amateur sport – the Danish history		Markus Kurscheidt (GER): A step out of the shadow of men's football? Early findings on the event tourism at the FIFA women's world cup 2011	Leandro Mazzei (BRA): Brazilian judo expectations in London 2012	Angeliki Baltopoulou (GRE): The impact of political governance on the reform and change of sports: the case study of judo in Greece	Dante Bove (AUS): Value co-creation in the Australian Football League (AFL): a service-dominant logic (sdl) approach to an old problem	Chih-Pin Shih (TPE): A validation of female sport spectator behaviour scale		
	Emma Sherry (AUS): Negotiating national identity through loss: analysis of newspaper coverage of the 2010 FIFA world cup	Georgina Brooke-Holmes (GBR): Submission planning for volunteers - does it work?		Heather Gibson (USA): Psychic income and social capital among residents: a pre-post exploratory analysis of the 2010 FIFA world cup in South Africa	Eunha Koh (KOR): National sport policy and Olympic success: A South Korean case study using the SPLISS model	Guan Nian Lin (TPE): The political economy of baseball developments in the United States, Japan, and Taiwan		Tri Thien Huynh (VIE): Relationship between spectator's motivations and satisfaction in sporting events at Ho Chi Minh City		
15:00-15:30	COFFEE BREAK								15:00-15:30	
15:30-17:00	<p style="text-align: center;">KEYNOTE SPEAKERS (Room: Festsalen):</p> <p style="text-align: center;">James M. Dorsey (senior fellow, Nanyang Technological University, Singapore), Jens Sejer Andersen (International Director, Play the Game/Danish Institute for Sports Studies, DEN): Emerging worlds: Travels into the unknown. Chaired by Henrik H. Brandt (director of the Danish Institute for Sports Studies, DEN)</p>								15:30-17:00	
17:00-19:00	<p style="text-align: center;">Football match: EASM Allstars vs. UCN (DEN)</p>								17:00-19:00	
20:00-23:00	<p style="text-align: center;">NETWORKING EVENING. Duus Vinkjælder (optional, register in advance. Fee: 40 euro)</p>								20:00-23:00	

THURSDAY 20 SEPTEMBER 2012 - MORNING PROGRAMME **(REGISTRATION FROM 08:00-18:00)**

Room:	Auditorium S 39	S 31	S 33	S 35	S 51	S 52	K 39	K 51	K 52	Auditorium S 50		
09:00-10:30	KEYNOTE SPEAKERS (Room: Festsalen): Mark Pieth (professor, University of Basel, and president, Basel Institute on Governance, SUI), Dr. Theo Zwanziger (member of FIFA's Executive Committee, GER): Democracy and transparency: Western privileges or global values? Chaired by Jean-Loup Chappelet (professor, IDHEAP - Swiss Graduate School of Public Administration, Lausanne, SUI)										09:00-10:30	
10:30-11:00	COFFEE BREAK										10:30-11:00	
Theme	Marketing in and through sport	Workshop: University teaching sport management	Participation in sport. Strategies and challenges	Youth Olympics	Global sporting events	Workshop: London 2012: success and failure of national elite sport policies	Governance in sport	Workshop: ESMQ 2013 Special Issue: Value co-creation in sport management	Workshop: The contribution of science to practice in football	Play the Game symposium: Watchdog or lapdog? Perspectives of the International Sports Press Survey 2011	Theme	
Chair Person	Guido Ellert	PG Fahlström	Mike Weed	Dag Vidar Hanstad	tba	Maarten van Bottenburg, Simon Shibli, Hans Westerbeek	Ulrik Wagner	Herbert Woratschek, Chris Horbel, Bastian Popp	Kari Puronaho, Herbert Woratschek, Berend Rubingh	Ditte Toft	Chair Person	
11:00-12:30	Merve ALTUN (TUR): Consumer motivations and concerns for online sport-related product marketing	Karen Danylchuk (CAN): Teaching international sport management: current status, challenges, and best practices	Karin Book (SWE): Motions in the city – activity and mobility in a segregated city	Dag Vidar Hanstad (NOR): The Youth Olympic Games: the best of the Olympics or a poor copy?	Norbert Schütte (GER): A football club's regional economic impact depending on the league	Simon Shibli (GBR): A review of the performance of the United Kingdom in the London 2012 Olympic Games	Ren-Shiang Jiang (GBR): The development of basketball in Taiwan: from the perspectives of theories of governance and strategic relations	Mariana de Carvalho (POR): Value creation through relationship management	Kari Puronaho (FIN): Intro	Jörg-Uwe Nieland (GER), Thomas Horky (GER)		11:00-12:30
	Mehmet KARAKILIC (TUR): Are the time spent on internet and income level determinants of the motives and concerns of online sports-related product shoppers?	Anders Olsen (DEN): Online/distance learning for professional athletes	Fumio Tsukahara (JPN): A study regarding the association between sport/exercise participation and socio-economic characteristics in Sapporo, Japan	Eivind Skille (NOR): Between institutionalization and authenticity – a theoretical framework for the analysis of young leadership at sport events	Holger Preuss (GER): Economic importance of sport-related household consumption for Germany	Hans Westerbeek (AUS): Gold medal policy – the impact of national policy on Australia's international sporting success	Oliver Budzinski (GER): The governance system in Formula One motor racing	David Hedlund (USA): An empirical model of sport fan consumption communities	Dawn Aquilina (SUI): A review of UEFA's football social responsibility strategy			
	Sema ALAY (TUR): A validity and reliability study: motivations and concerns of online sport-related product shoppers	Sarah Schmidt Zipp (USA): Creating a global classroom through international collaboration and social media	Marijke Taks (CAN): Exploring the impact of sport events on sustainable sport participation outcomes in local communities	Annika Bodemar (NOR): Stuck in structure – how young leaders perceived the institutional frames at the Youth Olympic Games in Innsbruck 2012	Yi-Chen Liao (TPE): A study of sustainable indicators for sports mega-events in Taiwan	Maarten van Bottenburg (NED): Success or failure? Trends in the Dutch elite sport climate from an elite sport policy perspective and a public policy perspective	Alex Phillips (GBR): What should be in a 'Good Governance Code' for European Team Sport Federations?	Christian Durchholz (GER): Measuring co-creation of value by other customers – evidence in sports	Harald Dolles (SWE): The network of value captures in football club management: A framework to develop and analyse competitive advantage in professional team sports			
		Discussion			Shang Chun Ma (TPE): Host residents' reactions to the staging of the Tour de Taiwan 2012: comparisons of pre- and post-event	Emmanuel Lore (FRA): New forms of governance of the sporting elite: between deterritorialization and systemic integration			Osmo Laitila (FIN): Customer satisfaction surveys in the Finnish football league; the match day event experience from the spectator point of view			
12:30-13:30	EASM General Assembly (Festsal)										12:30-13:30	
13:30-14:30	LUNCH										13:30-14:30	

THURSDAY 20 SEPTEMBER 2012 - AFTERNOON AND EVENING PROGRAMME

Room:	Auditorium S 39	S 31	S 33	S 35	S 51	S 52	K 39	K 51	K 52	Auditorium S 50	Room:
Theme	Marketing in and through sport	Workshop: University teaching sport management	Participation in sport. Strategies and challenges	Youth Olympics	Workshop: Sport policy	Workshop: Value co-creation in sport management	Governance in sport	Workshop: Governance of international and national sport organisations	Workshop: The contribution of science to practice in football	Play the Game symposium: Youth waste: The illegal trade with underage sporting talent	Theme
Chair Person	Simon Chadwick	PG Fahlström	Karin Book	Dag Vidar Hanstad	Barrie Houlihan, Veerle de Bosscher, Maarten van Bottenburg	Herbert Woratschek, Chris Horbel, Bastian Popp	Benoît Senaux	Jean-Loup Chappelet, Roger Pielke, Tracy Taylor	Kari Puronaho, Herbert Woratschek, Berend Rubingh	Jens Sejer Andersen	Chair Person
14:30-16:00	Nektaria Kontaxaki (GRE): Improving service quality in the sport industry	Gun Normark (SWE): Introducing case studies in the multidisciplinary field of sport management	Paul Donnelly (GBR): Measuring levels of physical activity to monitor health benefits in Northern Ireland final headline findings from the Northern Ireland Sport and Physical Activity Survey (sapas)	Iris Reimann (AUT): Organisational development at major sport events – the example of the Winter Youth Olympic Games 2012 in Innsbruck	Jarmo Mäkinen (FIN): Managing the civic activity by the results – Economic impacts of the state's result-based funding system in Finland	Dimitra Papadimitriou (GRE): Assessing the value of sport licensed products though their meanings and exploring the impact on sport consumer behaviour	Simona Kustec Lipicer (SLO): Governance of sport for all policies in Slovenia	David Hindley (GBR): 'Not playing Boules': A case study of the English Petanque Association (EPA)	Seamus Kelly (IRE): The recruitment of professional football managers and players	Jean-Claude Mbvoumin (CMR), Tony Higgins (GBR)	14:30-16:00
	Laurence DeGaris (USA): The effects of sponsorship-linked IMC on soft drink sales	Mark Heuvel (NED): Scenario-development as a tool in education in strategic sport management	Mike Weed (GBR): Is sport participation in England saturated? The unseen influence of participation turnover	Elsa Kristiansen (NOR): Young Norwegian Olympians' experiences from the 2012 Youth Olympic Games	Shushu Chen (GBR): A realist approach to policy evaluation for London 2012 Olympic legacies in a non-hosting region: a pilot study – an evaluation of the workplace challenge programme	Discussion	Benoît Senaux (GBR): Modernising snooker: institutional change and governance issues	Simon Gardiner (GBR): Evaluation of the creation of a global sports anti-corruption body	Magnus Forslund (SWE): Management of football organizations from a business studies perspective		
	Enrico Michelini (GER): Sportification of drinks. A sociological analysis of the influence of sport in the market of beverages	Noud van Herpen (NED): Team players – a project with students from different educational levels	Paul Hover (NED): Images of sports defined: attitudes of the Dutch population regarding fifteen types of sports		Mikkel Nørtoft Magelund (DEN): Sport policy in all spheres of the society		Klaus Frejo (DEN): Board governance in Danish golf clubs	David Qualizza (BEL): European Olympic sport governance factors: a relational perspective	Stefan Walzel (GER): Implementing the corporate social responsibility performance scorecard in professional football clubs		
		Discussion	Maja Pilgaard (DEN): Movement in the wake of social change – about individualism and social relations in leisure time sport and exercise participation								
16:00-16:30	COFFEE BREAK					COFFEE BREAK					16:00-16:30
Chair Person	tba	PG Fahlström	Mike Weed	Henrik Toft	Barrie Houlihan, Veerle de Bosscher, Maarten van Bottenburg	Svein S. Andersen, Lars Tore Ronglan, Nikolai Böhlke	Benoît Senaux	Jean-Loup Chappelet, Roger Pielke, Tracy Taylor	Kari Puronaho, Herbert Woratschek, Berend Rubingh	Søren Bang	Chair Person
16:30-18:00	Bastian Popp (GER): The use of branded communities in sport marketing as an alternative to brand communities: the case of a German football community	Joana Costa (POR): Coaching: a sport instrument to enhance sport students performance	Michael Hess (ESP): Sport commitment among older amateur athletes: a study of the 2011 national senior games	Master Student Management Game	Dr. Andy Smith (GBR): In from the margins and back again? Reflections on the political salience of youth sport policy in Britain	Workshop B: Elite sport organization and management for world class performance	Matthew Payment (USA): Examining the resource allocation and success of national Olympic committees governed by a corporate model	Michaël Mrkonjić (SUI): A contribution to good enough governance of European sports federations: from conceptualisation to deconstruction	Christos Anagnostopoulos (GBR): 'Getting the tactics right': implementing CSR in English football	Play the Game symposium: Events: An exodus from Europe? James Corbett (GBR), Harry Arne Solberg (NOR)	16:30-17:00
	Ulrik Wagner (DEN): Making sense of national elite sport sponsorships – risk perceptions and corporate motives	Tom Bason (GBR): Creating shared value through sport: incorporating CSR into sport management curriculum	Peter Forsberg (DEN): Runners: types, identity and club affiliation		Jens Høyer-Kruse (DEN): Planning of Sports Facilities – The Ringsted Case	Leigh Robinson (GRB): Why hasn't Malaysia won a gold medal at the Olympics?	M. Mahwera (GER): Football match-fixing another art of insider trading	Pavel Kral (CZE): How Czech sport lost a cash cow: a case study of governance failure leading to crisis of Czech sport	Tim Pawlowski (GER): Perceived competitive balance in three European soccer leagues: implications for league management		
	Guido Ellert (GER): Live sport experience – a representative factor analysis to the relevant motives	Trong Toai Bui (VIE): A study on the motivations of students when participating in sport management's program	Celina Gonçalves (POR): Members retention in Portuguese fitness clubs: the influence of expectations, positioning, well-being and satisfaction		Evald Iversen (DEN): Public steering of privately owned sports facilities	Packianathan Chelladurai (LAT): Factors behind excellence in sports	Alex Thurston (GBR): New horizons for record setting: the case of technology and swimsuits				
	Stéphane Champely (FRA): Extending classical statistical methods to study customer satisfaction an application to a private indoor climbing centre in France	Discussion	Pedro Carvalho (POR): Determinants of fitness firms' growth in Portugal empirical evidence using panel data models			Josef Fahlén (SWE): In search of the Swedish elite sport development system – approaching a micro-level analysis					
19:30-24:00	CONFERENCE DINNER - Aalborg Stadium (Nordjyske Arena)					CONFERENCE DINNER - Aalborg Stadium (Nordjyske Arena)					19:30-24:00

FRIDAY 21 SEPTEMBER 2012 - MORNING PROGRAMME (REGISTRATION FROM 08:00-14:00)

Room:	Auditorium S 39	S 31	S 33	S 35	S 51	S 52	K 39	K 51	K 52	Auditorium S 50	Room:
09:00-10:00	<p>KEYNOTE SPEAKERS (Room: Festsalen):</p> <p>Andy Dallin (professor, University of San Francisco, US), Henning Nielsen (international marketing director, Hummel, Denmark): Sport Marketing in a changing world</p>										09:00-10:00
Theme	Sport policy	Leadership Issues in Sport Organisations	Participation in sport. Strategies and challenges	Sport media and journalism	Workshop: Sport policy	Workshop: Elite sport organization and management for world class performance	Governance in sport	Operation and management of sports and leisure facilities	Volunteering in sport	Play the Game symposium: AGGIS – Towards a Global Governance Index for sports	Theme
Chair Person	tba	Steffie Lucidarme	Trygve Buch Laub	tba	Barrie Houlihan, Veerle de Bosscher, Maarten van Bottenburg	Svein S. Andersen, Lars Tore Ronglan, Nikolai Böhlke	Christos Anagnostopoulos	tba	tba	Jens Sejer Andersen	Chair Person
10:00-11:30	<p>Johan Norberg (SWE): Swedish elite sport at a crossroads? Results from a study of government support for elite sport</p> <p>Darryl Wilson (GBR): Elite sport success strategies: A case study of nations' performance in the Commonwealth Games</p> <p>Jessie Brouwers (AUS): A systems perspective on elite sport policy and athlete success in tennis</p> <p>Dita Niedra (LAT): Effectiveness of sports schools in Latvia</p>	<p>Victor Timchenko (RUS): Value management in Russian sport organisations</p> <p>Stephen Morrow (GBR): Becoming a leader: a study of aspirant football club managers</p> <p>Gerco Dalfsen (NED): Natural leadership in sport</p> <p>Sally Shaw (NZL): Examining senior women's experiences in New Zealand sport organisations: a critical perspective</p>	<p>Sanne Fremlev (DEN): Commercial business and voluntary sport clubs united in sport2go</p> <p>Paul Downward (GBR): Does sports participation promote health? Challenges for providers</p> <p>Carlos Campos (GBR): Consumer engagement and social media: the case of twitter and its impact on sport participation</p> <p>Stephen Hills (GBR): The strategic characteristics and industry position of Olympic broadcast rights: analysis of the impact of digital media using resource-based view and structuralist approaches</p>	<p>Thomas Horky (GER): Results of the International Sports Press Survey 2011 – from an international and the German perspective</p> <p>Ditte Toft (DEN): Sports journalism in newspapers – entertainment or watchdog?</p> <p>Victor Timchenko (RUS): Social media for community relationship management in Russian sport clubs</p> <p>Karen Danylchuk (CAN): Facing off on twitter: a generation y interpretation of professional athlete profile pictures</p>	<p>David Maralack (RSA): The politics of sport regulation and policy in post-apartheid South Africa – paradoxes of global and community imperatives</p> <p>Hyunjoo Cho (GBR): Whose story counts? The place of sport discourse in relations between North and South Korea from 1978-1997</p>	<p>Per Øystein Hansen (NOR): Strong beliefs – ambiguous feed-back signals: how elite skiers engage in critical self-reflection</p> <p>PG Fahlström (SWE): The ecology of successful talent development in ice hockey. An ongoing study on Swedish sport clubs</p> <p>Lars Tore Ronglan (NOR): Institutionalizing sustained sporting success: top down or bottom up?</p> <p>Jari Lämsä (FIN): The legitimacy and funding of the Finnish high performance sport centres</p>	<p>Tim Breitbarth (GBR): Drivers, stages and capabilities of integrating corporate social responsibility in professional football</p> <p>Mathieu Djaballah (FRA): A sense-making approach of corporate social responsibility in French sport events – how do organizers make sense of CSR?</p> <p>Els De Waegeneer (BEL): Corporate social responsibility: fit for the promotion of ethics in sport?</p>	<p>Johan Haentjens (BEL): Towards a multilevel performance assessment model for sport facility partnerships</p> <p>Sven Bakker (NED): Does type of management matter? The case of tennis and swimming facilities in the Netherlands</p> <p>Nahid Atghia (IRI): Success' causes of some selected sport complexes from the managers and loyal customers' viewpoints in Tehran</p>	<p>Berit Skirstad (NOR): Challenges for theories of volunteering in sport</p> <p>Peter Taylor (GBR): Recruiting volunteers to sports clubs</p> <p>Bjarne Ibsen (DEN): The significance of local context for volunteering in sports associations</p>	<p>Hans Bruyninckx (BEL), Jean-Loup Chappelet (SUI), Frank van Eekeren (NED), Arnout Geeraert (BEL), Michael Groll (GER)</p> <p>(AGGIS stands for: Action for Good Governance in International Sports organisations)</p>	10:00-11:30
11:30-12:30	<p>POSTER PRESENTATION + Coffee and sandwich break - Atrium/outside Festsal</p>										11:30-12:30

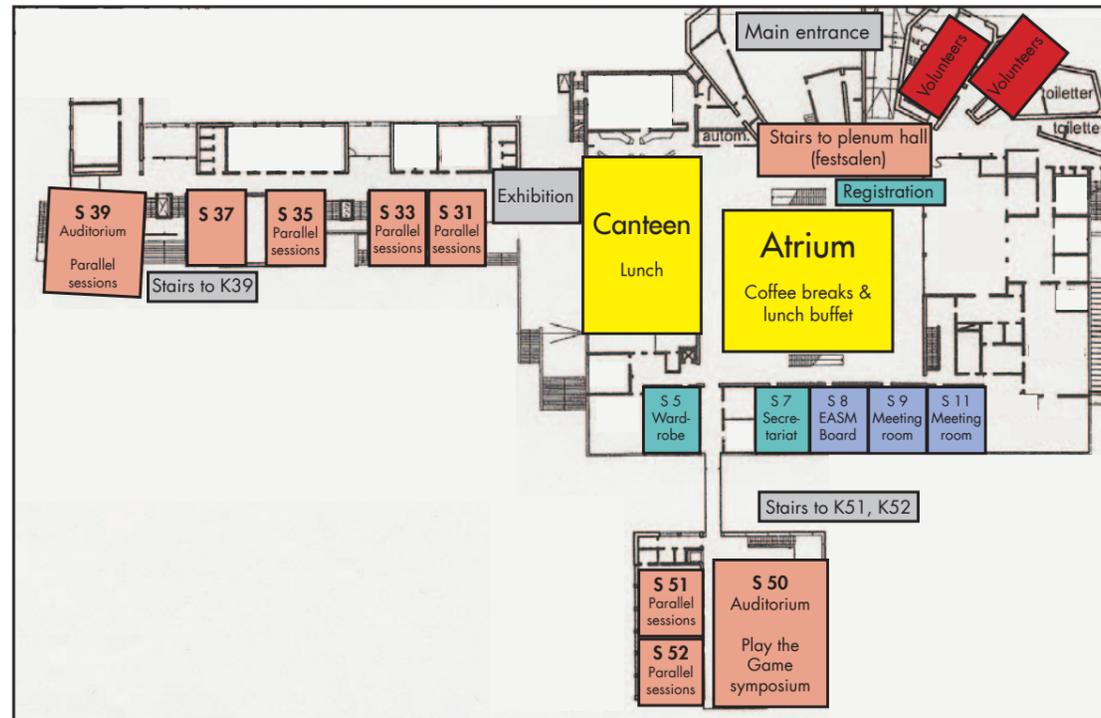
FRIDAY 21 SEPTEMBER 2012 - AFTERNOON PROGRAMME

Room:	Auditorium S 39	S 31	S 33	S 35	S 52		K 39	K 51	K 52	Auditorium S 50	Room:
Theme	Sport policy	Leadership Issues in Sport Organisations	Participation in sport. Strategies and challenges	Other sport management related issues	Workshop: Elite sport organization and management for world class performance		Governance in sport	Operation and management of sports and leisure facilities	Volunteering in sport	Play the Game symposium: AGGIS – Towards a Global Governance Index for sports	Theme
Chair Person	tba	Jessie Brouwers	Maja Pilgaard	tba	Svein S. Andersen, Lars Tore Ronglan, Nikolai Böhlke		Christos Anagnostopoulos	tba	tba	Jens Sejer Andersen	Chair Person
12:30-14:00	Marie-Therese Zammit (GBR): Olympic solidarity: evaluating equity in Olympic funding programmes	Etsuko Ogasawara (JPN): Psychological contract fulfilment in youth coaches of the J League	Marijke Taks (CAN): Exploring the impact of sport events on sustainable sport participation outcomes in local communities	Marion Herens (NED): Evaluation design for a community based physical activity program for socially disadvantaged groups – the case of communities on the move	Jeroen Schokkaert (BEL): The impact of development on recruitment strategies of football clubs		Mark Piekarczyk (GBR): Political risk management and sport: under-theorised, poorly understood and inconsistently applied	Rikke Gade (DEN): Automatic occupancy analysis of sports arenas	Daniel Funk (USA): Examining the volunteer lifecycle: a case study of sport volunteerism	Barrie Houlihan (GBR), Biba Klomp (NED), Simona Kustec Lipicer (SLO), Jens Alm (DEN) (AGGIS stands for: Action for Good Governance in International Sports organisations)	12:30-14:00
	Cem Tinaz (TUR): Is it Turkey's turn to host the Olympic Games assessment of recent sport development policy in Turkey	John Taylor (GBR): The impact of sports leadership training and engagement on youth development	Stephanie De Croock (BEL): The inspirational function of role models for sport participation and development	Yuhei Inoue (USA): Examining the capacity of spectator sport to facilitate psychological recovery after a disaster	Colin Allen (GBR): An investigation into the potential for a higher education institute network to deliver sport science support services to sports in the UK		Jo Lucassen (NED): Competence management and HRD in sport organizations	Kazuhiko Amano (JPN): Crisis management for public sports facilities the great east Japan earthquake example	Oskar Solenes (NOR): Understanding volunteers at local recurring sport events		
	Andrew Adams (GBR): Sport development is dead. Long live sport management?	Alkistis Papaioannou (GRE): The relationship between human resource empowerment and organizational performance in municipal sport organizations	Rasmus Storm (DEN): The discourse of the trickle-down effect: an assessment of the consequences of hegemonic closure in sport	Daniel Yost (USA): Racial position segregation in intercollegiate football	Nikolai Boehlke (GBR): Experiences from the frontline of management for world class performance – working in the UK sport research & innovation team		Thorsten Dum (GER): Intra-organisational legitimation of sponsorship decisions – the case of an international sporting goods retailer	Bernard Auge (FRA): Sports facilities and public-private partnership: a partnership governance?	Niki Koutrou (GBR): The event volunteer potential of sports-club volunteering		
	Steffie Lucidarme (BEL): Comparative analysis of the effectiveness of the sport promotion networks						Anna Gerke (FRA): The relationship of inter-organisational citizenship behaviours and product innovation: a study of two French sport clusters				
14:00-16:00	FINGER FOOD & FAREWELL RECEPTION (UCN):									14:00-16:00	
	Awards, flag ceremony										

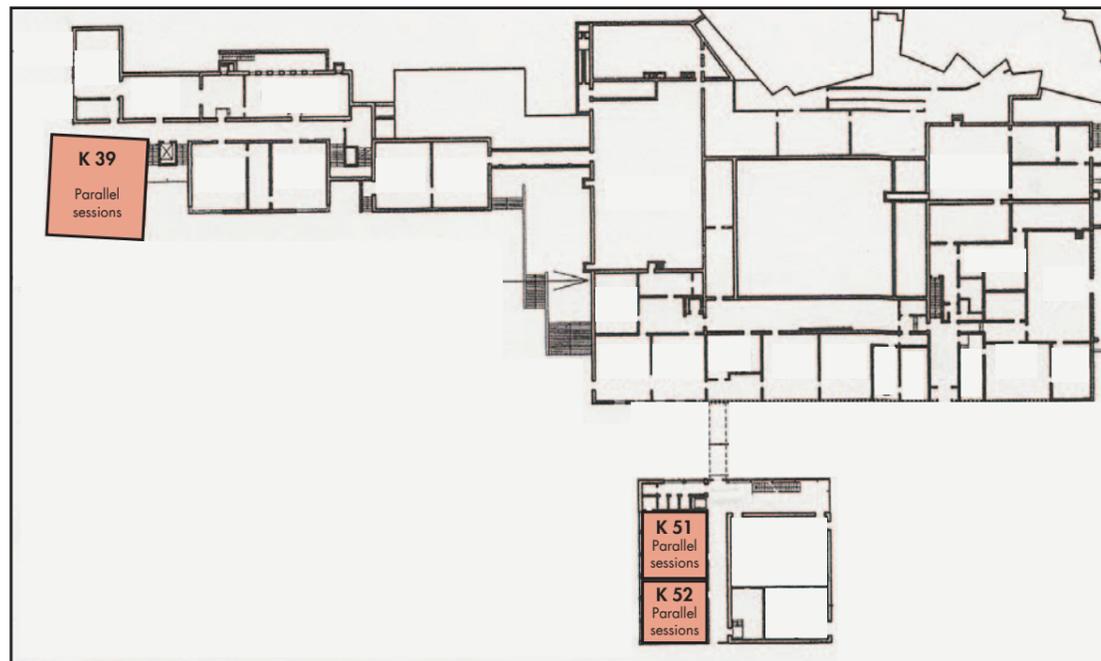
FLOOR PLANS

the conference venue

- Sessions
- Meeting rooms
- Conference service
- Meals and coffee breaks
- Volunteers



Ground floor



Basement

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“ The Sport Management education at University College of Northern Denmark has given me an opportunity to combine education with my biggest interest and passion – sport. That is fantastic. It is even more fantastic that fellow students, teachers and supervisors share the same passion for sport as me. The opportunity to combine education with a professional handball career is the opportunity I have dreamed about. I do what I love and University College of Northern Denmark makes it possible for me to be a part of the sports industry for many years to come, even after my active career as handball player is over ”

Daniel Svensson

Professional handball player and Sport Management student at UCN

A Bachelor's degree in Sport Management is a 1.5 year "top-up" programme, following a two-year AP programme. At UCN, students can attend an AP programme in Service Management with specialisation in Sport Management that provides the students admission to the Bachelor's programme in Sport Management.

- Strategy and leadership
- Organisational development
- Sport marketing
- Communication and public relations
- Sports economy
- Event management
- Sports law



www.ucn.dk/sportsmanagement

THE DANISH ELITESPORT ORGANIZATION

Team Danmark's primary mission is to develop Danish elite sport in a socially and community appropriate manner. Parliament has established Team Danmark's overall tasks in the 'Act on elite sport'.

The first act on elite sport was passed in parliament in 1984, which also created Team Danmark.

Team Danmark supports more than 1000 athletes. Our goal is that we, together with the federations, create an optimal environment for the training, competitions and daily life.



OPENING CEREMONY at the Utzon Center

TUESDAY 18 SEPTEMBER at 20.00

Ensemble Alabu



The Utzon Center will be the setting for the 20th EASM conference's opening ceremony hosted by the Municipality of Aalborg.

The world famous architect Jørn Utzon designed the Utzon Center in Aalborg in collaboration with his son Kim Utzon. The Utzon Center was his last work before he died on 28 November 2008 at 90 years of age. Jørn Utzon grew up in Aalborg and as a tribute to the city he designed the Utzon Center, which was inaugurated

in May 2008. Jørn Utzon became world famous for his design of the Sydney Opera House.

The Utzon Center is a venue where art, architecture and design interact with exhibitions, education, conferences and culinary experiences.

Ensemble Alabu, consisting of musicians from Aalborg Symphony Orchestra, will perform at the opening ceremony.

EASM 2012 Opening Ceremony at the Utzon Center

WHEN: Tuesday 18 September, 20.00 to 22.00
 ADDRESS: Utzon Center, Slotspladsen 4, 9000 Aalborg
 DRESS CODE: Smart casual
 TRANSPORT: Within walking distance from all conference hotels

It will be possible to register/check in for the conference from 19.00 to 20.00.

NETWORKING EVENING at Duus Vinkjælder

WEDNESDAY 19 SEPTEMBER at 20.00



The networking dinner will give you the opportunity to meet other delegates and network over a nice meal at Duus Vinkjælder (Wine Cellar).

The wine cellar is located in the cellar arch under one of Aalborg's oldest buildings, Jens Bang's House, which is the finest example of renaissance domestic architecture in Northern Europe, built in 1624 by the wealthy merchant Jens Bang. For over 300 years the building has been the home of Aalborg's oldest pharmacy

At the networking evening you will be served a nice buffet with two drinks of your choice.

The networking dinner is not included in the conference fee. If you have not registered for the networking evening along with your conference registration, you have the option to buy tickets for the dinner at the information desk. Price: 40 euro.

EASM 2012 Networking evening at Duus Vinkjælder

WHEN: Wednesday 19 September, 20.00 to 23.00
 ADDRESS: Duus Vinkjælder, Østerågade 9, 9000 Aalborg
 DRESS CODE: Informal
 TRANSPORT: Within walking distance from all conference hotels



CONFERENCE DINNER at Aalborg Stadium

THURSDAY 20 SEPTEMBER at 19.30



The conference dinner will be served at Aalborg Stadium (Nordjyske Arena). After dinner there will be musical entertainment by DJ Kristy Crowley.

Aalborg Stadium is the home ground of the local football club AaB (Aalborg BK), which plays in the best Danish league.

In 2008/2009, AaB qualified for the Champions' League Group Stage and Aalborg Stadium was the home ground for the group matches against Manchester United, Villarreal CF and Celtic FC.

The Conference dinner is included in the conference fee.

EASM 2012 Conference dinner at Aalborg Stadium

WHEN: Thursday 20 September, 19.30 to 00.00
 ADDRESS: Aalborg Stadium, Harald Jensens Vej 9, 9000 Aalborg
 DRESS CODE: Smart casual
 TRANSPORT: Within walking distance from all conference hotels

CLOSING CEREMONY at UCN

FRIDAY 21 SEPTEMBER at 14.00



EASM 2012 Closing ceremony at the UCN conference venue

WHEN: Friday 21 September, 14.00 to 16.00
 ADDRESS: Canteen and Atrium at Mylius Erichsens Vej 131, 9210 Aalborg SØ
 DRESS CODE: Informal

After the final presentations at the conference, UCN will host the closing ceremony of EASM 2012.

During the closing ceremony finger food will be served.

The ceremony will include closing speeches and the traditional handover of the EASM flag to the organisers of the next EASM conference in Istanbul in 2013. With the ceremony we conclude this year's conference, hoping you had had a memorable experience at EASM 2012 in Aalborg.



FINDING YOUR WAY around EASM 2012

CONFERENCE VENUE

All conference sessions will take place at the University College of Northern Denmark (UCN), located at Mylius Erichsens Vej 131, 9210 Aalborg SØ.

SHUTTLE BUSESSES

Free shuttle buses are provided between the conference hotels and the conference venue for all delegates.

Buses will leave from First Hotel in the morning of Wednesday, Thursday and Friday and drive after detailed plan which you will find in your delegate pack.

EXTRA BUSESSES

Tuesday 18 September after Danish Pre Conference:
Departure from UCN from 17.30 pm

Wednesday 19 September after football match:
Departure from UCN from 18.30 pm

Friday 21 September to the airport:
Departure from UCN every hour from 12.00

We recommend that you make use of the free conference shuttle buses as there are no direct city buses to the venue. Otherwise, a walk from the city centre to the conference venue will take approx. 25 minutes.

DEPARTING AALBORG AND EASM 2012

On Friday 21 September there will be shuttle buses from the conference venue from 16.00 pm going to the conference hotels and the railway station and there will be extra buses going directly from UCN to Aalborg Airport from 12.00 noon to 17.00 pm. It is possible to leave before 16.00 pm using the all-day shuttles.

ROOM FOR PRESS AND SPEAKERS

At the conference venue there will be a room for press and speakers equipped with computers linked to the Internet. If you have your own laptop, it is advisable to bring it – it will ensure that you can write whenever you want to. The room for press and speakers will be open during all programme hours of the conference.

VOLUNTEERS

Volunteers are easily recognisable in black Hummel t-shirts with the UCN logo and are ready to help you with any request.

GETTING AROUND AALBORG

There is a very well established network of public transportation in Aalborg which is relatively inexpensive. Remember a valid bus ticket or buy it (with cash) in the bus.

Taxis accept cash (only local currency) and the most common credit cards. To order a taxi dial: +45 96 34 11 00

FOR MORE GENERAL INFORMATION PLEASE CONTACT:

UCN Sport Management department:

Cecilia Oddermose, Coddermose@yahoo.dk,
phone +45 51 27 75 22

Alicja Cupial-Nurnberg, alcu@ucn.dk,
phone +45 28 97 00 80

REPORTING FROM THE CONFERENCE

EASM/UCN will be documenting the events at the conference. Video recording from keynote sessions and Play the Game sessions will be published on the conference website the next day (www.easm2012.com).

Please observe that all conference presentations may be quoted by the media. Because of the recording it is not advisable to make off the record statements.

We would be pleased to get a copy of any article/broadcasted programme related to the conference which might be produced during or after the conference. Please send it to maria@playthegame.org. If your articles are published on a website, we would like to make a link from www.easm2012.com. The articles you make available to us will be used as documentation of the conference and its effects. Please credit EASM/UCN in your reports from the conference.

EASM Summer School

- Sport Marketing from an International Perspective -



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A strong voice in sport

based on thorough research
and critical debate

The Danish Institute for Sports Studies (Idrættens Analyseinstitut/Idan) and Play the Game are proud to be co-organisers of the 20th EASM Conference in Aalborg.

Idan/Play the Game is an independent research centre set up by the Danish Ministry of Culture. The primary objective of Idan is to carry out a broad range of social science research projects in the field of sports. Furthermore Idan analyses political initiatives and stimulates public debate around the most important issues in the field of sport.

Since 2011 Idan has been responsible for the international Play the Game initiative, which organises the biannual Play the Game conference and promotes democracy, transparency and freedom of expression within the international sports community.



Meet us in Aalborg

– and read more about our research and projects here:

- www.idan.dk
- www.playthegame.org



Address:
Kanonbådsvej 12A,
1437 København K,
Denmark
+45 3266 1030,
idan@idan.dk

EASM 2012 Master Student Seminar



From 14 September a group of Master Students from all over Europe has gathered in Aalborg to take part in the 2012 EASM Master Student Seminar, gaining new knowledge and insights into the field of sports management.

The venue for the seminar has been the Nørresundby Idrætscenter, a local sports centre, where the students have experienced a mixture of keynote speeches, workshops and social activities.

The academic content of the seminar has been structured around three local cases for which the students have been challenged to come up with new and creative solutions. The best presentations will be selected for the final presentation at the main conference at a session scheduled for Thursday 16.30-18.00.

The three themes of the 2012 EASM Master Student Seminar are:

- **Club Management**
- **Event Management**
- **Sport Development in Society**

Theoretical sport management disciplines such as marketing, strategy, governance, communication, economics, law and other subjects are included in all the main themes. Below is a brief description of each specific case.

CLUB MANAGEMENT: AaB – The strategic Route Forward

This case represents the market of Danish football clubs and focuses on the characteristics, trends, and issues surrounding 'Aalborg Boldspilklub', one of the leading Danish super league clubs (better known as AaB). The purpose of the case study is to develop a strategy which outlines how the club can prosper in the near future by analysing the club's past, present and future. The groundwork for strategic management will be the focal point of this case.

EVENT MANAGEMENT CASE: Cold Hawaii - from deserted beach to World Cup venue

How did the locals in a remote Danish community manage to transform Klimøller, a small fishing village located in Northern Jutland, from a windy beach to a famous surf location? Known as Cold Hawaii, this remote area has recently become a part of the Professional Windsurfing Association (PWA) World Tour. Based on a historical introduction to Cold Hawaii, the master students get the opportunity to work with some of the past and future challenges surrounding this event.

SPORT DEVELOPMENT IN SOCIETY: Recreational Running – the challenges of a traditional athletic club in a changing market

Local sports associations in Denmark have a solid tradition for engaging the population in sport and physical activity as most Danes are, or have been, a member of a sports association. However, the 'sports market' is changing rapidly, and the local associations are now being challenged by other ways of organising sports activities, i.e. running as a training or recreational activity without being affiliated to a local sports association or running organised by commercial players. Based on an introduction to the Danish sport-for-all model and the present challenges that local sports associations face in reaching various market segments, the aim of the case is to devise a strategy for the recruitment and maintenance of members in the Aalborg Athletic Club.



Photo: Tine Harden

The paramount dialogue in sport – A TASTE OF PLAY THE GAME AT EASM 2012



Jens Sejer Andersen
International Director,
Play the Game/
Danish Institute for Sports Studies

EASM celebrates its 20th annual conference this year, and Play the Game is happy to congratulate EASM while feeling honoured of being granted the task of arranging most keynote sessions and a series of Play the Game symposia in Aalborg.

Play the Game is an internationally operating initiative integrated in the Danish Institute for Sports Studies aiming to raise the ethical standards of sport and promote democracy, transparency and freedom of

expression in sport. We count EASM in as an ally in those aspirations, and we have noted that the average EASM speaker has left the academic ivory tower long ago in order to make research that can qualify democracy and decision-making in sport.

That is important, because none of the wonderful values that are often ascribed to sport – auto-esteem, mutual respect, friendship, public health, international understanding, democracy, world peace – none of these come automatically by playing a ball or putting one foot in front of the other.

Creating dialogue between those with responsibility and those with a critical observer's eye is paramount for Play the Game. This will also happen at EASM 2012 in Aalborg.

The keynote sessions (see page 6-7) will give you a unique impression of the current status of the much highlighted reform processes in world sport, in particular in FIFA, but also at the IOC and other international federations. We are grateful that a number of top leaders in sport have found time to share their knowledge and ideas at EASM 2012.

The Play the Game symposia will also focus on some of the issues that have characterised Play the Game's work for 15 years:

- **The need for better governance in sport**
- **Strategies for sports participation**
- **The impact of mega-events**

- **The plight of young professional athletes**
- **The role of the media.**

Moreover, in the special Play the Game symposium on the 21st September, presenting preliminary results from our project 'Action for Good Governance in International Sports Organisations' (AGGIS), we welcome you to give your contribution to the process of creating a Global Index for Good Governance in Sport, which is the expected outcome of the project. AGGIS has received funding from the European Union under the framework of Preparatory Actions in the field of Sport, and the project is run by Play the Game in close co-operation with six European universities and the European Journalism Centre.

Too often, the public sports debate is repeating myths about sport that may serve sport in the short run, but will prove counterproductive in a longer perspective. Play the Game and the Danish Institute for Sports Studies have often experienced how research into very basic facts – like counting sports articles in newspapers, listing locations of major events or looking into after-use of stadia built for sport's biggest celebrations – can dramatically increase the quality of the questions we can ask and the dialogue we can have.

We have no doubt that EASM 2012 will bring new facts and ideas into our horizon, and that is why we look as much forward to this conference as we hope you do.





The 21th
EASM Conference
7th - 15th September 2013







Sport Management for Quality of Life

THE TIME IS RIPE FOR ISTANBUL

Sport plays a critical role in creating social capital within diverse communities and multicultural settings. The ultimate aim of such sport engagement is to enhance Quality of Life, globally and locally. It is the duty of the Science of Sport Management to create theoretical/applied models and methods on this route. Istanbul presents the unique historical/modern ambience to experience such cultural diversity as well as to illuminate this visionary route. Istanbul has hosted many different civilizations and their historical remnants are still "alive". We believe that all participants of EASM 2013 will be able to integrate their perceptions of this cultural richness into their scientific work.

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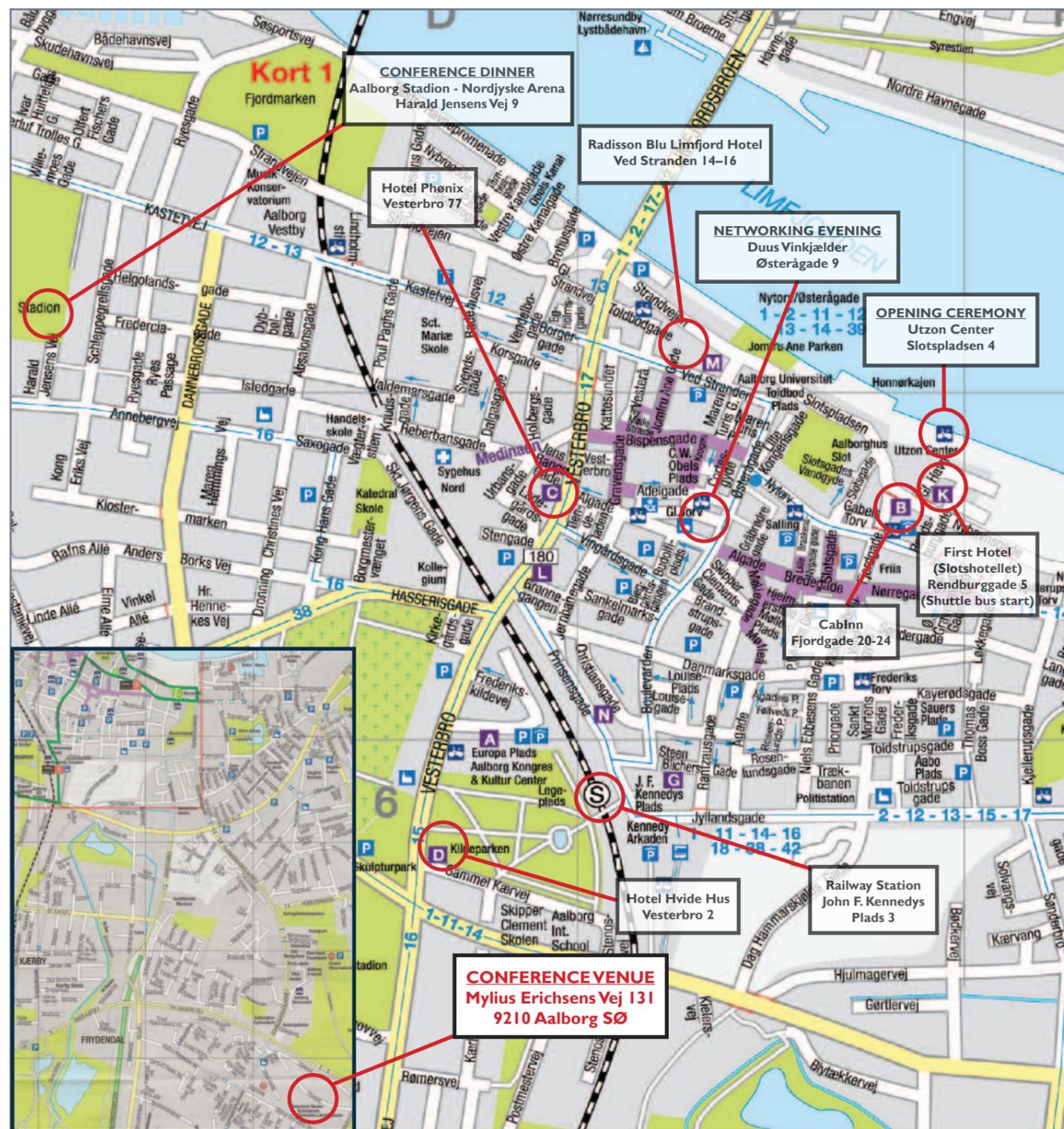
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