

This is a preliminary draft for the Play the Game 2011 programme.

As a rule all speakers are confirmed. A few speakers whose names are written in *Italics* are not confirmed yet

Invited speakers have not yet been asked to submit presentation titles

It is expected that 20-30 more speakers will join the programme in the months to come.

The organisers reserve all rights to change the programme in order to place each presentation in the best possible context.

at a sports journalism and sports history seminar organised by the national broadcaster Deutschlandfunk on Sunday the 2nd October

Sunday 2 October					
10-21 (?)	Deutschlandfunk seminar on sports journalistic development and recent German sports history				
	<i>Play the Game participants coming from abroad are invited to take part for free in this seminar arranged by national public radio broadcaster Deutschlandfunk</i>				
	<i>Translation service into English is provided</i>				
	<i>German nationals will pay a fee for this seminar, but be offered a substantial discount on the Play the Game's conference fee.</i>				
15.30-16.00	Coffee break				
Monday 3 October					
14.00-15.30	Opening Session				
Chair:	Welcome to Cologne	<i>Town representative</i>	<i>To be confirmed</i>		
	Welcome to the German Sport University Cologne	Walter Tokarski	Professor, Rector	German Sport University Cologne	Germany
	Welcome to Play the Game 2011	Jens Sejer Andersen	Director	Play the Game	Denmark
		Raf Souza Vieira de Oliveira	Former national football player, social entrepreneur	Gol de Letra	Brazil
		Richard W. Pound	IOC member, former President of WADA	International Olympic Committee	Canada
	Results of the International Sports Press Survey 2011	Thomas Horky	Professor	Macromedia University of Applied Sciences	Germany
	&	Jörg-Uwe Nieland	Scientific Researcher	German Sport University Cologne	Germany
15.30-16.00	Coffee break				

Monday 3 October					
16.00-18.00	Plenary session: Match Fixing				
Chair:					
	(Invitation preliminarily accepted)	Adam Giersz	Minister for Sport and Tourism	Government of Poland	Poland
		Declan Hill	PhD, Author	Freelance	Canada
	The extension of match fixing in German soccer	Werner Pitsch	Researcher	Saarland University, Dep. Sociology of Sport	Germany
		Gambling industry representative	To be confirmed		
		Interpol representative	To be confirmed		
18.00-19.30	Welcome Reception hosted by the city of Cologne				
19.30-21.00	Plenary session: Middle East on the Move				
Chair:					
		Sahar Al-Hawari	Promoter of women's football	To be confirmed	Egypt
		Mohamed G. Beshir	Author, Journalist	Al-Forssan Weekly	Egypt
		James M. Dorsey	Senior Research Fellow	National University of Singapore's Middle East Institute	Singapore/USA
		Qatari sport	representative	To be confirmed	Qatar
	Presentation to be confirmed	Karam Lahcen	President	L'Association marocaine de sensibilisation contre le dopage dans le sport (amsds)	Morocco

Tuesday 4 October					
8.30-11.00	Plenary session: Mega-events				
	<i>The real price of bidding</i>	Jens Weinreich	Journalist, blogger	www.jensweinreich.de	Germany
	Results of International Stadion Survey carried out by Play the Game and partners	Ian Nuttall	Founder	Xperiology/Thestadiumbusiness.com	Italy/UK
9.30-9.50	Coffee break				
		Alicia Vargas	Director	South American Games, Medellin 2010	Colombia
		Kimberley S. Schimmel	Associate Professor	Kent State University	USA
		Representative		World Cup Org Committee	South Africa
11.15-12.45	Partner workshop: Sport and the EU				
	Hosted by	German Sport University Cologne			
		Jürgen Mittag	Professor	German Sport University Cologne	Germany
		Mogens Kirkeby	President	International Sport and Culture Association	Denmark
		<i>More speakers will follow</i>			
11.15-12.45	Partner workshop: Cathing the positive sports stories				
	Hosted by	Streetfootballworld			
		Mike Geddes	Media training manager	Streetfootballworld	Germany/UK
	A Kick out of Africa	Tine Harden	Press photographer	Freelance	Denmark

Tuesday 4 October					
11.15-12.45	Partner workshop: Mega-events				
	Hosted by	Sport & Citizenship			
	The organisation of mega sports events: a double-edged sword	Marc-Olivier Neu		Association Sport et Citoyenneté	France
		Julian Jappert		Association Sport et Citoyenneté	France
		<i>More speakers will follow</i>			
11.15-12.45	Partner workshop: Financial regulation of football				
	Hosted by	Supporters Direct			
		Antonia Hagemann	Head of European Development	Supporters Direct	UK/Germany
		Stefan Szymanski	Professor	CASS Business School	United Kingdom
		John Beech	Head of Sport & Tourism, Centre for Sustainable Regeneration	Coventry University, UK	UK
		<i>More speakers will follow</i>			
12.45-14	Lunch break				
14-16:00	Parallel session: International Sports Press Survey 2011				
	Results, round table and debate about the International Sports Press Survey 2011 made by Play the Game and research partners from more than 20 countries				
		Thomas Horky	Professor	Macromedia University of Applied Sciences	Germany
		Jörg-Uwe Nieland	Scientific Researcher	German Sport University Cologne	Germany
	Embracing or Despising Diversity? Sports Broadcasts on Public Television, the Case of Slovenia	Simon Licen			Slovenia
		<i>More speakers will follow</i>			

Tuesday 4 October					
14-16:00	Parallel session: Mega-events				
	Inspiration is not enough: Why sports mega-events always promise but rarely achieve a legacy of increased participation in sport	Peter Donnelly	Professor	University of Toronto	Canada
	Building for now and/or the Future: The challenge of gigantism in sports	Clement Fasan	Teaching /training	Nigeria Olympic Committee/Lagos State University	Nigeria
	Sports Mega-Events and the Increasingly Loud 'Anti' Voice	John Beech	Head of Sport & Tourism, Centre for Sustainable Regeneration	Coventry University, UK	UK
	Large-scale sporting events for the public good	Mori Taheripour	Senior Alliance Advisor	United States Agency for International Development (USAID)	USA
	Testing testing testing – no white elephants at the Youth Olympic Games?	Donna Wong			UK
	The Youth Olympic Games: A Vehicle for World Peace?	Emese Ivan	Assistant Professor	St. John's University	USA
	The role of FIFA FAN FEST at South Africa 2010 World Cup	Fernando Borges	Professor	University of Santiago, Cape Verde	Cape Verde
	"Participation, Inclusion, and Personal Best: How the Gay Games sport policies strive to include women and transgender athletes."	Marc Naimark	Vice President for External Affairs	Federation of Gay Games	USA
14-16:00	Parallel session: Professional sport				
	Corruption in International Sport: Implications for Sponsors	Samantha Gorse	PhD Candidate	Coventry University	United Kingdom
	The anatomy of sports scandals: Outset, development and effect	Rasmus Storm	Ph.d./Academic Researcher	Danish Institute for Sports Studies	Denmark
	Swimming In Money: How FINA Earns and Spends	Nikki Dryden	Human Rights Attorney, Olympic Swimmer	New York	USA
	How much is a vote worth?	Steve Menary and Rafael Maranhao	Journalists	Freelance	UK/Sweden
	Slumdog Millionaire - Carlos Tevez' Transfer Map - Visualization	Marcela Mora y Araujo	freelance writer	London	United Kingdom
	UEFA's Financial Fair Play – Feedback and Recommendations Based on a Pan-European Survey from the Supporters' Perspective	Joachim Lammert	Postdoctoral Scientific Assistant	TU Chemnitz	Germany
	El Clasico and The Demise of Spanish Football Identity	Jim O'Brien	Senior Lecturer in Journalism and Sports Journalism	Southampton Solent University	England
	What is the Optimal Method to Value a Football Club? A Multivariate Model Allowing the Reliable and Comparable Valuation of UK football clubs	Tom Markham	PhD Candidate/Tutor	Henley Business School	England

Tuesday 4 October					
14-16:00	Parallel session: Sport movies				
	<i>Film makers show excerpts and tell about their movies</i>				
	Barras Bravas (soccer violence)	Monica Nizzardo	President	Salvemos Al Fútbol	Argentina
	Son of a football star	Niels Christian Jung	Reporter	National Broadcasting Corporation of Denmark	Denmark
	The making of Rwanda 17	Harshad Mistry	Producer	BBC	UK
Tuesday 4 October					
16.00-16.30	Coffee break				
16.30-18.30	Plenary session: Fair Pay: How to create growth in grassroots sport				
	<i>Title to be confirmed</i>	Stefan Szymanski	Professor	CASS Business School	United Kingdom
	<i>Title to be confirmed</i>	Jeroen Scheerder	Lecturer	KU Leuven	Belgium
	<i>Title to be confirmed</i>	Gianluca Monte	Policy Officer	European Commission	Belgium/Italy
	<i>Title to be confirmed</i>	Henrik H. Brandt	Director	Danish Institute for Sports Studies/Play the Game	Denmark
	<i>speaker to be confirmed</i>	<i>Representative</i>	<i>International Federation</i>		
19:30-22	Dinner and guided tour to secret Cologne				

Wednesday 5 October					
8.30-9.30	Plenary Session: Criminalisation of Doping - advantages and challenges				
	Presentation title to be confirmed	Victoria Greenfield	Senior Economist	RAND	USA
	Presentation title to be confirmed	Letizia Paoli	Prof. Dr.	University of Leuven	Italy/Belgium
9.30-9.50	Coffee break				
9.50-11.10	Plenary Session: Intersex and Gender Issues				
		Arne Ljungqvist	IOC Member	Chairman of the IOC Medical Commission	Sweden
		Representative		Intersex International	
		Georg M. Facius	Former member of EAA Anti-doping Working Group	www.123hemmeside.dk/lea-anti-doping	Denmark
11.15-12.45	Partner workshop: Sport and Development				
	Hosted by	International Sport for Development and Peace Association			
		Eli Wolff	Coordinator, ISDPA	Brown University	USA
	Perspectives of Fair Play: Inquiries of prospective sports practitioners	Emese Ivan	Assistant Professor	St. John's University	USA
		Cora Burnett	Professor	University of Johannesburg	South Africa
		Karen Petry	Deputy Director	German Sport University Cologne	Germany
	Developing the notion of the citizen-athlete: Built with a public purpose	Lisa Kihl	Associate professor	University of Minnesota	USA
	Using Sport to Promote HIV/AIDS Education: An Intervention Using Peer Coaches in Football	Cyprian Maro	Lecturer in sport psychology	University of Dar es Salaam	Tanzania
11.15-12.45	Partner workshop: Doping Prevention				
	Hosted by	Manfred Dönike Institute of Biochemistry, German Sport University Cologne			
	Peers as role models – Peer training as a possibility to improve the credibility of the sports system	Gerhard Treutlein	Professor	Pädagogische Hochschule Heidelberg	Germany
	New pathways in cycling	Martin Hardie	Researcher	School of Law, Deakin University	Australia
	Title to be confirmed	Michael Sauer	Scientific Coworker	Manfred Donike Institute	Germany
	“You Wan't to Win, Don't You?": Critical Need for a Psychology of PED Use in Developing Countries	Kaveri Prakash	Student	State University of New York at Buffalo	USA/India
	Anti-Doping Strategy - A Doping prevention concept for German schools	Annika Steinmann	Lecturer	German Sport University Cologne	Germany

Wednesday 5 October					
11.15-12.45	Partner workshop: Technology theme (to be conf.)				
11.15-12.45	Partner workshop: Investigative Journalism and Social Media				
	Hosted by	European Journalism Centre			
		Biba Klomp	Project Manager	European Journalism Centre	Germany
		Jens Weinreich	Journalist, blogger	www.jensweinreich.de	Germany
12.45-14	Lunch break				
14-16:00	Parallel session: Doping				
	Treatment over Punishment: Advancing New Strategies in Anti-Doping	John Gleaves	Assistant Professor	California State University Fullerton	United States
	Law and Doping in Sport: Current Challenges and Future Threats	Jack Anderson	Senior Lecturer in Law	Queen's University Belfast, N. Ireland	United Kingdom
	Cyclist doping career in France, Switzerland and Belgium (1950-2009)	Christophe Brissonneau	Researcher	Paris Descartes University	France
	"The limits of testing: the evolution of the Gay Games anti-doping policy"	Marc Naimark	Vice President for External Affairs	Federation of Gay Games	USA
	Recent tendencies in Lithuanian antidoping laws	Salomeja Zaksaitė	Researcher/PhD student	Law institute/Vilnius university	Lithuania
	Blood on Their Hands: Flawed Statistical Modeling Endangering Athletes Everywhere	Steven Selthoffer	Senior European Columnist	Swimming World Magazine-Sports Publications International	USA
	Doping and surveillance - privacy rights vs. fair play practices	Nils Zurawski	Professor	Universität Hamburg	Deutschland
14-16:00	Parallel session: Myths and facts about sports participation				
	Hosted by	MEASURE research network			
	Title to be confirmed	Henrik H. Brandt	Director	Danish Institute for Sports Studies/Play the Game	Denmark
	Title to be confirmed	Remco Hoekman	Senior Researcher	Mulier Institute	Holland
	Title to be confirmed	Maja Pilgaard	Ph.d./Academic Researcher	Danish Institute for Sports Studies	Denmark
		and 10-15 more researchers from the European network			

Wednesday 5 October					
14-16:00	Parallel session: Gender relations and discrimination				
	Gender relations in Brazilian soccer	Jorge Knijnik	Lecturer	University of Western Sydney	Australia
	Justice for women at the London 2012 Olympics	Annie SUGIER	NGO president	Paris	France
	Little Difference, Huge Impact: The Gender Challenge to Sport	Honorata Jakubowska	lecturer (PhD)	Adam Mickiewicz University, Poznan	Poland
	"I am a lady..." Intersex and transgender athletes and educational opportunities. Complex problems and simple solutions	Kristen Worley	Project Specialist	City of Toronto - Access & Diversity	Canada
	Using sport to re-engage and re-motivate boys outside the sporting context	Amy Giddings	Assistant Professor	Drexel University Sport Management	USA
	"Show Me the Money": How Systemic Sex Discrimination is Holding Back Amateur Female Athletes and Possible Solutions	Erin Durant			Canada
	Norwegian guidelines to prevent sexual harassment in sport	Anja Veum		The Norwegian Olympic and Paralympic Committee and Confederation of Sports	Norway
14-16:00	Parallel session: Professional football				
	Attack from the right wing - political extremists in football	Ronny Blaschke	Freelance Sports Journalist	Freelancer in Berlin	Germany
	Let's save football	Monica Nizzardo	President	Salvemos Al Fútbol	Argentina
	Violence and corruption, a network threatening Argentine football	Javier Szlifman	journalist	Buenos Aires	Argentina
	What Germany did to argentinian sports	Ezequiel F. Moores	Editor	ANSA	Argentina
	&	Pablo Vignone	Sports editor-in-chief	Pagina/12 newspaper	Argentina
16.00-16.30	Coffee break				
16.30-18.30	Plenary Session: WADA reforms - which changes are most urgent?				
		Hajo Seppelt	Freelance journalist	ARD/WRD	Germany
		Wilhelm Schänzer	Professor, Head of Institute	Institute for Biochemistry, German Sport University Cologne	Germany
		Perikles Simon	Professor	Johannes Gutenberg University, Mainz	Germany
	Adverse Analyzing - A European Study on the Reporting Practices of Anti Doping Organizations and the Efficacy of Drug Testing Athletes	Walter Palmer	General Secretary	European Elite Athletes Association	Belgium
	Title to be confirmed	David Howman	Director General	WADA	Canada

Wednesday 5 October					
20:00	Semi-session: Brazil 2014 & 2016				
	Title to be confirmed	Katia Rubio	Professor	University of São Paulo	Brazil
	The Brazilian Media is Preoccupied with the White Elephants?	Tatiane Hilgemberg	Professor	University Center Geraldo di Biase	Brazil
	Rio de Janeiro 2016 Olympics: exploring tensions between global and local demands	Isabel Ledo	Master student	Technical University of Delft	Holland
	Title to be confirmed	Rai Souza Vieira de Oliveira	Former national football player, social entrepreneur	Gol de Letra	Brazil
		Representative		Instituto Ethos	Brazil
		Representative		O Globo	Brazil
		Representative		Organising Committee	Brazil
20:00	Semi-session: Discrimination against women				
	Women challenge the IOC in court: The Case of Ski Jumping	Annette Hoffmann	President	ISHPES	Germany
	Title to be confirmed	Tine Rindum Teilmann	Member	IOC's Women in Sport Commission	Denmark
	Sporting Sexuality: The Glorification of Hockey and Violence Against Women	Laura Robinson	Journalist	Freelance	Canada
	Title to be confirmed	Steffi Jones	Head of OC	Women's FIFA World Cup	Germany

Thursday 6 October					
8.30-11.00	Plenary: The need for reform in sports governance				
	Title to be confirmed	Andrew Jennings	Author, Journalist	Freelance	United Kingdom
	Title to be confirmed	Ingrid Beutler	Manager	SportAccord	New Zealand
9.30-9.50					
	Title to be confirmed	Tamás Aján	President, Honorary IOC member	International Weightlifting Federation	Hungary
	Football and Social Responsibility	Harold Mayne-Nicholls	Former president	Federación de Fútbol de Chile	Chile
	Obsession with rules vs. Mistrust in being ruled	Hans Bruyninckx	Professor of International Relations and Global Governance	KU Leuven	Belgium
11.15-12.45	Partner workshop: Football governance				
	Hosted by	Supporters Direct			
		Antonia Hagemann	Head of European Development	Supporters Direct	United Kingdom
		Grant Wahl	Reporter	Sports Illustrated	USA
		Alan Tomlinson	Professor	University of Brighton	USA
		Karen Espelund	Former Secretary General	Norwegian FA	Norway
11.15-12.45	Partner workshop: Sport and Development 2				
	Hosted by	International Sport for Development and Peace Association			
	Am I Speaking a Foreign Language?: Teaching Sport and Social Change in the Classroom, in the Community and at the Dinner Table	Mary Hums	Professor	University of Louisville	USA
	Sport for Development and Peace - Sierra Leone	Michael Shamsu Mustapha	National Coordinator		Sierra Leone
	Improving the health, wellbeing and life skills of youth in East Timor through sport	Ross Smith	Senior Lecturer	(61) 9953 3185	Australia
	Women sport : a potential success ignored	Noel Munzabwa	Sports Correspondent	Chronicle (Zimpapers)	Zimbabwe

Thursday 6 October					
11.15-12.45	Partner Workshop: The Sexualisation of Athletes				
	Hosted by	German Sport University Cologne			
		Daniela Schaaf	Lecturer	German Sport University Cologne	Germany
		Jörg-Uwe Nieland	Lecturer	German Sport University Cologne	Germany
11.15-12.45	Workshop: Vacant				
12.45-14.00	Lunch				
14.00-16.00	Parallel Session: Paralympic in the media and other media issues				
	If they win they lead: Athletes with Disability in the Brazilian and Portuguese media	Tatiane Hilgemberg	Professor	University Center Geraldo di Biase	Brazil
	Sports, the media & disability: Visual media framing effects on recipients' perception and evaluation of athletes with disability	Christian von Sikorski	Research Assistant	German Sport University Cologne	Germany
	From Supercrips to Superheroes? - (Re)defining the Athlete with a Disability	Eli Wolff	Fellow	Brown University	USA
	South Africa 2010 - the first Social Media-World Cup	Thomas Horlky	Professor	Macromedia University of Applied Sciences	Germany
	Afro-pessimism and the 2010 world Cup in South Africa in French and British newspapers	Toussaint Nothias			UK
	There's no crying in baseball	Thomas Grant	Graduate student, teaching assistant	Center for ETHICS*, University of Idaho	USA
	The depiction of male and female athletes in the sports press - updates in an old research field	Daniel Beck	senior teaching and research assistant	University of Fribourg, Department of Mass Media and Communication Research	Switzerland
	Form, Inform and educate: Sports media different roles on receptors perception of their selves – concerns about female athlete depiction	Alessandro Pedretti	Doctorade student	Sports Faculty of Porto University	Portugal

Thursday 6 October					
14.00-16.00	Parallel Session: Cheating in sport				
	Corrupted football - Finnish Elite League and cases TamU and RoPS	Sari Sirkkiä-jarva	Journalist	Freelance	Finland
	Online gambling and sports integrity in a harmonised European market	Khalid Ali	Secretary-General	European Sports Security Association	Belgium
	Title to be confirmed	Katarina Pijetlovic	Researcher		Estonia
	From Corruption to Triumph: Exposing the Corruption and Cover-Up in the Jason Lezak, USA 2007 Paris Open EDF Disqualification and the Subsequent Triumph in Beijing 2008 Olympics	Steven V. Selthoffer	Senior European Correspondent	Swimming World Magazine - Sport Publications International	USA
14.00-16.00	Open Forum I				
	Contemporary Cricket in England and Wales -The Death Knell of the British Afro Caribbean Player?	Russell Holden		In the Zone Sport and Politics consultancy	Wales
	Concussion Management in Professional Football - a legal perspective	Annette Greenhow	Assistant Professor	Bond University - Faculty of Law	Australia
	QueerSport - tension between sport normativity and queer expression	Zeljko Blace			Croatia
	Maximizing the power of sport relies on a quality and ethical sport experience	Jocelyn East	Senior Officer/Researcher-Ethics in sport	Sport Canada	Canada
	Inclusive Programs: Challenges to Disability Sport Growth	Jill M Le Clair		Humber College Institute	Canada
	Developing athletes' civic agency: An exploratory study	Lisa Kihl	Associate Professor	University of Minnesota	USA
	Megatrends in the future organization of grass root sport in Scandinavia - the commercial challenged and the association-crisis?	Kasper Lund Kirkegaard	Academic researcher and ph.d.-student	Danish Institute for Sport Studies	Denmark
	Growing the Global Game from the Grassroots: Youth and Pro Soccer Partnerships in New York	David Kilpatrick	Associate Professor of English Literature and Philosophy	Mercy College	USA

Thursday 6 October					
14.00-16.00	Open Forum 2				
	The Role of the Accountant and the Accountant	Fawaz Alhakami	PhD - Student at School of Sport	Brunel University, Uxbridge, Middlesex	UK
	Sports Media and Youth of the Egyptian revolution	Mohamed Afifi	Head of sport management and recreation dept	Port Said University	Egypt
	Gender and Sport in Montenegro	Marko Begovic	Consultant and Project Manager	NGO and Montenegrin Olympic Committee	Montenegro
	The non Involvement of Girls in sports activities	Jean de Dieu Karera	Documentation Officer	Kimisagara/	Rwanda
	Great Lakes Region: women overcome difficulties in sports	Dominique Uwimana	Communication Officer	Kimisagara Youth Center	Rwanda
	Same Game, same Dreams, same Experience	Nina Clara Tiesler	Research Fellow	Institute of Social Sciences, University of Lisbon	Portugal
	High Hopes Harsh Realities	Oluwafemi Eytayo Ayoola Oladele	Student	Sports Master Student University of Konstanz, Germany	Germany
	Changing attitude can bring positive in the game	Dr. Anupam Hossain	Sports Consultant and Consultant Physician & Nutritionist	87, New eskathon road, Home Town building, 7th floor, Dhaka-1000	Bangladesh
	African football: a time for home truths	Osasu Obayiuwana	Associate Editor		United Kingdom
16.30-18.30	Plenary: The need for reform in sports governance(continued)				
	In this session we gather recommendations on specific steps to take in order to improve governance of international sport				
	Title to be confirmed	Jean-Loup Chappelet	Professor, Director	Swiss Graduate School of Public Administration (IDHEAP)	Switzerland
	Corporate social responsibility in sport	Anne Schwöbel	Head of office	Transparency International Switzerland	Switzerland
	Title to be confirmed	Richard W. Pound	Member	International Olympic Committee	Canada
		Christer Ahl	Journalist, former IHF official	teamhandballnews.com	Sweden/USA
	- as well as a number of speakers from the mornings session				
18:30	Closing session				
	Play the Game Award				
	Auf Wiedersehen: Heading for Play the Game 2013				
20.00-01.30	Gala dinner and farewell party at the German Sport and Olympic Museum				
	<i>Dinner, entertainment and dancing</i>				
Friday 7 October					
8.00-12.00	Departure				

Please note that programme changes can occur at any time. All times are approximate.