

Conference of the *Réseau pour l'Etude des Relations Internationales Sportives* in collaboration with the *Institute of European Sport Development and Leisure Studies (German Sport University Cologne)*

Program

**"Money, Money, Money!"
Who is Paying for International Sport in the 20th Century?**

14-16th July 2018, Cologne, Germany



In the centre, from left to right: Horst Dassler, Juan Antonio Samaranch and Thomas Bach (© Dr.)

Speakers (in alphabetical order):

Alberto Aragon Perez, Georgia Cervin (via Skype), Yannick Deschamps, Sylvain Dufraisse, Axel G. Elias Jiménez, Yarden Har Lev, Kamil Potrzuscki, Grégory Quin, Quentin Tonnerre, Philippe Vonnard

Moderators:

Rory Flindall, Claire Nicolas, Nicola Sbeti

Lecturers:

Prof. Jürgen Mittag (Deutsche Sporthochschule Köln)
Werner von Moltke (Adidas, Deutscher Leichtathletik-Verband und Deutscher Volleyball-Verband)

Organizers:

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**Deutsche
Sporthochschule Köln**
German Sport University Cologne

Unil
UNIL | Université de Lausanne

Institut des sciences du sport
de l'UNIL (SSP)

Saturday, 14th July 2018

- 9.30 am **Welcome**
- 9.40 am **Introduction**
by the organizers
- 10.00-12.00 am **Panel 1: USSR, Eastern Europe and the Funding of Sport**
The Integration of the Soviet Sport into the Market Economy during the Dying Days of the USSR. Insights on the Trades with France
Yannick Deschamps (University of Strasbourg)
- Internal and International Aspects of State Support of the Sporting Investments in 2nd Republic of Poland*
Kamil Potrzuski (Josef Pilusudski Academy of Physical Education in Warsaw)
- Between International Exigencies and National Necessities: Reforms of Soviet International Sportsmen and Sports Women Remunerations in the Khrushchevian Period*
Sylvain Dufraisse (University of Nantes)
- Moderator
Nicola Sbeti (University of Bologna)
- 12.00 am-1.30 pm **Lunch**
- 1.30-3.30 pm **Panel 2: Olympic Movement and Olympic Games. Which Economic Model?**
Two Mexico's, Two Mega-Events: Economic Elites and the Crafting of a Nation, Mexico '68 and Mexico '70
Axel G. Elias Jiménez (King's College London)
- The 1968 and 1992 Paralympic Games: Comparison between Two Financial Models*
Alberto Aragón-Pérez, Autonomous University of Barcelona, and Yarden Har Lev (German Sports University Cologne)
- A Historical Sponsor of the IOC? Omega and the Timekeeping of the Olympic Games (1932-2032)*
Quentin Tonnerre (University of Lausanne and Humboldt University of Berlin)
- Moderator
Rory Flindall (German Sports University Cologne)
- 4.00 pm **FIFA World Cup 2018 – Third-place match**
- From 6.00 pm **Dinner**
Friendly time in bars

Sunday, 15th July 2018

- 9.50-10.00 am **Welcome**
- 10.00-12.00 am **Panel 3: Commercialization of International Sport Federations**
Going beyond the Evidence... FIFA & FIS, Money and the First International Competitions (1930-1970)
 Grégory Quin (University of Lausanne) and Daniel Svensson (Chalmers University – Göteborg)
Rolling In It: How the Commercialisation of the Olympic Movement Influenced Gymnastics
 Georgia Cervin (Université of Western Australia and Waitangi Tribunal)
“Une amélioration essentielle pour le football” The role of Television in the Development of UEFA during the 1960s
 Philippe Vonnard (Institute of communication sciences, Paris)
Moderator
 Claire Nicolas, University of Lausanne
- 12.00 am-1.30 pm **Lunch**
- 1.30-2.45 pm **What does it mean and to what purpose does one study the economic history of sport?**
Reflections and approaches to the history of sport and perspectives of a new handbook on sports economy
 by Prof. Dr. Jürgen Mittag, Head of the Institute of European Sport Development and Leisure Studies, German Sport University Cologne
- 2.45-3.00 pm **Coffee Break**
- 3.00-4.30 pm **Eyewitness Talk**
 by Werner von Moltke (Adidas, Deutscher Leichtathletik-Verband und Deutscher Volleyball-Verband)
- 5.00 pm **FIFA World Cup Final**
- From 7.30 pm **Dinner**
Friendly time in bars

Monday, 16th July 2018

- 10.20-10.30 am **Welcome**
- 10.30-11.15 am **Presentation of the *Carl und Liselott Diem-Archiv* (CuLDA)**
Rory Flindall
- 11.15-12.00 am **General Discussion and Conclusions**
- 12.00 am-1.30 pm **Lunch**
- 1.30-4.30 pm **RERIS Annual General Assembly**
- a. RERIS Statutes
 - b. RERIS Website
 - c. Next RERIS Conference
 - d. 10 years RERIS schedule
 - e. Others
 - f. Books Presentations