



Programme overview:

Keynote speakers and Play the Game symposia at EASM 2012, Aalborg, 19th-21th September 2012

All delegates at EASM 2012 are invited to attend the integrated Play the Game symposia during EASM 2012. The sessions are open to all delegates of EASM 2012. All Play the Game sessions are located in Auditorium S50. Speakers will give an introduction to their subjects, and the floor will be opened for direct exchange.

Read more about Play the Game: www.playthegame.org (last update 11 September 2012)

Wednesday 19 September 2012

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| <p>09.00-10.30</p> | <p>Keynote Session 1</p> <p>The role of Europe in the future of football</p> <ul style="list-style-type: none"> • <i>Jerome Champagne, former international director of FIFA, Switzerland</i> • <i>Lord David Triesman, former president of the English FA, United Kingdom</i> <p>Chaired by Jens Weinreich, investigative journalist and blogger, Germany</p> |
| <p>11.00-12.30</p> | <p>Play the Game, session 1</p> <p>Corruption and match-fixing: Can reforms work?</p> <ul style="list-style-type: none"> • <i>Jens Weinreich, investigative journalist, blogger, www.jensweinreich.de, Germany</i> • <i>Finn Baagøe Hansen, regional compliance officer, Siemens, Denmark</i> • <i>Roger Pielke, professor, University of Colorado, USA</i> <p>Chair: Jens Sejer Andersen, international director, Play the Game/Danish Institute for Sports Studies</p> |

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| <p>13.30-15.00</p> | <p>Play the Game, session 2</p> <p>Promoting participation: Are mega-events a remedy or an obstacle?</p> <ul style="list-style-type: none"> • <i>Paul Downward, professor, Loughborough University, United Kingdom</i> • <i>Marijke Taks, professor, University of Windsor, Canada</i> • <i>Professor Maarten Van Bottenburg, Utrecht University, Holland</i> <p>Chair: Maja Pilgaard, analyst, Danish Institute for Sports Studies</p> |
| <p>16.00-17.30</p> | <p>Keynote Session 2</p> <p>Business and transparency: Compatible ideas in globalised sport?</p> <ul style="list-style-type: none"> • <i>James M. Dorsey, senior fellow, Nanyang Technological University, Singapore</i> • <i>Jens Sejer Andersen, international director, Play the Game/Danish Institute for Sports Studies</i> <p>Chaired by: Henrik H. Brandt, director, Play the Game/Danish Institute for Sports Studies</p> |

Thursday 20 September 2012

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| <p>09.00-10.30</p> | <p>Keynote Session 3</p> <p>Democracy and transparency: Western privileges or global values?</p> <ul style="list-style-type: none"> • <i>Theo Zwanziger, Dr., member of FIFA's Executive Committee</i> • <i>Mark Pieth, professor, University of Basel, and president, Basel Institute on Governance, Switzerland</i> <p>Chair: Jean-Loup Chappelet, professor, IDHEAP (Swiss Graduate School of Public Administration), Lausanne, Switzerland</p> |
| <p>11.00-12.30</p> | <p>Play the Game, session 3</p> <p>Watchdog or lapdog? Perspectives of the International Sports Press Survey 2011</p> <ul style="list-style-type: none"> • <i>Jörg-Uwe Nieland, lecturer, Deutsche Sporthochschule, Cologne, Germany</i> • <i>Thomas Horky, professor, Macromedia University of Applied Sciences, Hamburg, Germany</i> |

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| | Chair: Ditte Toft, analyst and journalist, Danish Institute for Sports Studies, Denmark |
| 14.30-16.00 | <p>Play the Game, session 4</p> <p>Youth waste: The illegal trade with underage sporting talent</p> <ul style="list-style-type: none"> • <i>Jean-Claude Mbvoumin, founder and director, Foot Solidaire, Paris, France</i> • <i>Tony Higgins, president PFA Scotland and board member, Fifpro, United Kingdom</i> • <i>Alex Phillips, head of strategic affairs, UEFA, Switzerland</i> <p>Chair: Jens Sejer Andersen, international director, Play the Game/Danish Institute for Sports Studies</p> |
| 16.30-18.00 | <p>Play the Game, session 5</p> <p>Major sports events: An exodus from Europe?</p> <ul style="list-style-type: none"> • <i>James Corbett, author, freelance writer, United Kingdom</i> • <i>Harry Arne Solberg, professor, Trondheim Business School</i> <p>Chair: Søren Bang, editor, Danish Institute for Sports Studies</p> |

Friday 21st September 2012

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| 09.00-10.00 | <p>Keynote Session 4</p> <p>Sport Marketing in a changing world</p> <ul style="list-style-type: none"> • <i>Andy Dallin, professor, University of San Francisco</i> • <i>Henning Nielsen, international marketing director, Hummel, Denmark</i> <p>Chair: tbc</p> |
| 10.00-11.30 and 12.30-14.00 | <p>Play the Game, sessions 6 & 7</p> <p>AGGIS –Action for Good Governance in International Sports Organisations</p> |

**Preliminary results from Play the Game's EU Preparatory Action
(www.aggis.eu)**

- *Hans Bruyninckx, professor of political science and director HIVA - Research Institute for Work and Society, University of Leuven, Belgium*
- *Jean-Loup Chappelet, professor, IDHEAP (Swiss Graduate School of Public Administration), Lausanne, Switzerland*
- *Frank van Eekeren, senior consultant, Utrecht University, Faculty of Law, Economics and Governance, School of Governance (USG), The Netherlands*
- *Arnout Geeraert, PhD candidate, HIVA - Research Institute for Work and Society, University of Leuven, Belgium*
- *Michael Groll, researcher, Institute of European Sport Development and Leisure Studies at German Sport University Cologne, Germany*
- *Barrie Houlihan, professor, Institute of Sport and Leisure Policy, School of Sport and Exercise Sciences, University of Loughborough, UK*
- *Biba Klomp, project manager, European Journalism Centre, Maastricht, The Netherlands*
- *Simona Kustec Lipicer, associate Professor, Faculty of Social Sciences, University of Ljubljana, Slovenia*
- *Michael Mrkonjic, PhD candidate, IDHEAP (Swiss Graduate School of Public Administration), Lausanne, Switzerland*
- *Jens Alm, academic researcher, Danish Institute for Sports Studies, Denmark*

Chair: Jens Sejer Andersen, international director, Play the Game/Danish Institute for Sports Studies