

22 May 2024

*International director
Jens Sejer Andersen*

*Head of conference
Stanis Elsborg*

*Conference manager
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Play the Game 2025/2027

Webinar for interested partners



AGENDA

- Words of welcome - short tour de table
- What is Play the Game?
- Meet the team
- The organisational process
- The bidding process and requirements
- Q&A session

Play the Game: Home for the homeless questions in sport

- Promote democracy, transparency and freedom of expression in international sport
- 13 conferences since 1997, last time in Trondheim in February 2024
- Worldwide networks for journalists, researchers, athlete representatives, sports officials
- The first to address doping, match-fixing, corruption and abuse
- www.playthegame.org, newsletter, analysis, articles, networking, research projects



WHEN THE SILENCE OF SPORT WAS BROKEN

Sports politics in the times of Play the Game



- 1997-2004 under Danish Gymnastics and Sports Associations (DGI)
- 2004-2010 NGO status
- Since 2011 part of the Danish Institute for Sports Studies
- Set-up under the Danish Ministry of Culture
- Full operational independence

13 CONFERENCES SO FAR

- 1997 Vingsted (109)
- 2000, 2002, 2005: København (180, 220, 276)
- 2007 Reykjavik (245)
- 2009 Coventry (270)
- 2011 Cologne (311)
- 2013, 2015 Aarhus (2 x 350)
- 2017 Eindhoven (450)
- 2019 Colorado Springs (320)
- 2022 Odense (336)
- 2024 Trondheim (417)





AT THE FOREFRONT OF THE INTERNATIONAL SPORTS DEBATE

- Sports governance on the international agenda
- Systematic doping in elite and grassroots sport
- Match fixing and corruption
- Athletes and human rights in focus
- Olympics, World Championships and big politics
- The fight against abuse
- Global perspectives on grassroots sport





Play the Game • Conference staff



Jens Sejer Andersen
International director
Organiser and programme



Stanis Elsborg
Head of conference
Organiser and programme



Christian Le Coq
Organiser and programme



Maria Suurballe
Administration



Troels Rasmussen
Managing director
Safeguarding contact



Kirsten Sparre
Editor



Katja Høiriis
Website and SoMe



Cecilie Hedegaard Bak
Website and SoMe

GATHER THOSE WHO SET THE TONE

- The best journalists and researchers
- Top leaders from federations, IOC, WADA, etc.
- Athletes and their organizations
- Ministries, EU, Council of Europe, UNESCO
- Courageous whistleblowers
- Businesspeople, NGOs, etc.



NETWORK WITH QUALITY

- Across borders
- Across professional groups
- Opposing interests on the same stage
- Platform for other networks and projects
- Social and cultural experiences
- In a friendly and welcoming atmosphere



BENEFITS FOR THE HOST

- Access to international networks
- Profiling in cultural and sporting events
- Media coverage (100 journalists from home and abroad)
- Social media coverage (lively tweets)
- Part of the Play the Games brand (sports ethics, fair play)
- Profiling via website, newsletters etc. from Play the Game
- Part of revenue from 4-500 participants



WHAT DO WE EMPHASISE THE MOST?

- Conference venue and hotel in one - 3***-4****
- Space for 500 guests in plenary
- Rooms for 6 break-out sessions (30-100 people)
- Rooms for secretarial, editorial, storage
- Capacity approximately 350 overnight guests per night
- Alternative accommodation within walking distance
- Financial subsidy depending on total costs (budget to be negotiated)



WHAT ELSE DO WE EMPHASISE?

- Explore the possibility of one host from Africa, Asia, or Latin America
- Close to international airport
- Content-relevant partnerships and networks
- Collaboration with educational institutions for volunteer helpers, guest speakers, etc.
- A sustainable and climate-friendly profile
- Relevant and exciting excursion destinations/activities
- Other social and cultural contributions
- Engagement in co-creating the programme



FUNDING REQUIREMENTS FOR PARTNERS

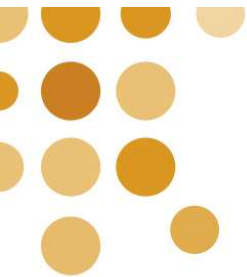
- Rental of an appropriate conference venue and technical equipment
- Flight and ground transportation costs for 35 invited speakers from across the world
- Hotel (3-4 star level) and meals for the invited speakers and a limited number of Play the Game officials
- A social and cultural activity programme
- Domestic PR and marketing
- Subsidies to support participation for participants from less privileged countries.



PLAY THE GAME'S CONTRIBUTION

- All programme planning
- Co-funding from Danish partners (typically €70-90,000)
- Registration services and abstract procedures
- Organisation of the conference on site
- Coordination of volunteers
- Design and concept
- International public relations and marketing
- Social media efforts
- News coverage before, during and after conference





EXAMPLE: TRONDHEIM 2024 (rough figures in €uros)

NTNU:

Norwegian donors, general grants	150,000
Norwegian donors, travel subsidies	23,000
NTNU Business School own contribution	20,000

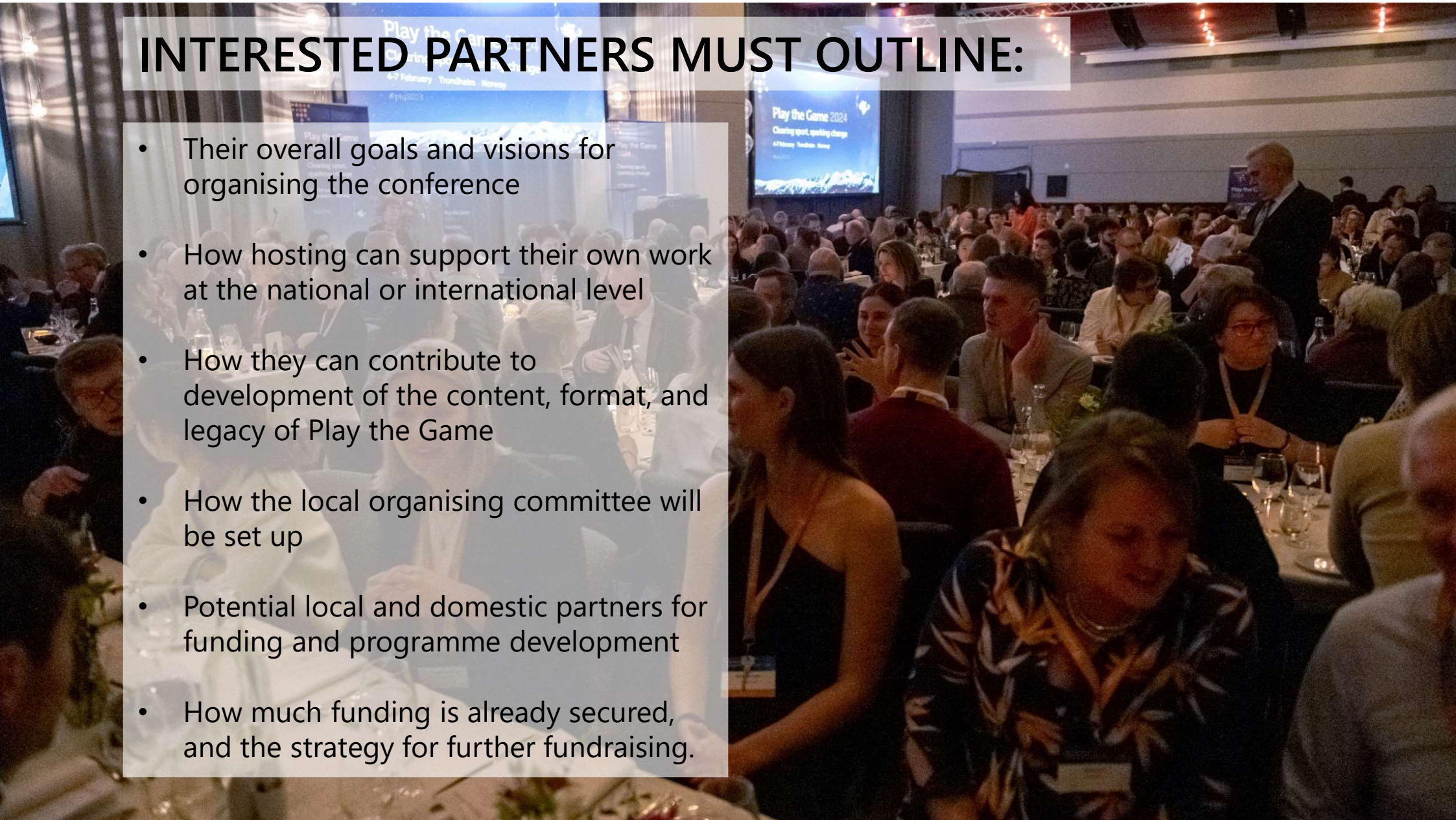
Play the Game:

Danish donors, general grants	69,500
Danish donors, travel grants	9,260
Own contribution, special grant	16,170

Participant fees 100,000

INTERESTED PARTNERS MUST OUTLINE:

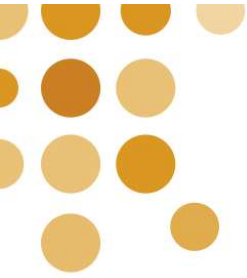
- Their overall goals and visions for organising the conference
- How hosting can support their own work at the national or international level
- How they can contribute to development of the content, format, and legacy of Play the Game
- How the local organising committee will be set up
- Potential local and domestic partners for funding and programme development
- How much funding is already secured, and the strategy for further fundraising.



TIMELINE

- Proposal submission no later than **Monday 3 June 2024, at noon CET**
- September 2024: Decision about the 2025 conference
- January 2025 (expected): Decision about the 2027 conference





Questions?



Photos by
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