

# playthegame

home for the homeless questions in sport



## EVALUATION OF Play the Game 2007

Creating coalitions for good governance in sport

The fifth world communication conference on sport and society  
Reykjavik, Iceland 28 October - 2 November 2007

[www.playthegame.org](http://www.playthegame.org)

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### Introduction

Play the Game hosted its fifth international communication conference about sport and society in the period from 28 October to 2 November 2007. The conference took place in Reykjavik, Iceland, and was co-organised by the Ungmennafélag Islands (UMFI). It is the first time that the Play the Game conference took place outside Denmark.

A conference that gathers 245 participants from 38 countries on six different continents to discuss a wide range of topics, will be experienced in many different ways by different participants and offer far more dimensions than it is possible to cover in this report.

It is not possible to measure what elements were most important for the individual participant. Was it Play the Game as the home for voices not usually heard in international sport? Was it the sight of the spectacular waterfall Gullfoss in a snowstorm? Was it the inspiration and learning from a string of engaged speakers at the highest level? Was it networks set up across professional and geographical borders over a cup of coffee or a few beers? Was it the impressive opening speech by Iceland's president? Participants were offered a wealth of experiences that may all have impressed them.

This evaluation will focus on some of the key elements in the conference's programme and execution. Organisational and technical aspects will only be discussed to the extent that they have influenced the ability of the conference to reach its objectives.

The evaluation is based on

- Findings from an e-mail survey sent to all participants immediately after the conference
- Comments from members of the programme committee
- Spontaneous comments sent by mail to Play the Game's secretariat
- Discussions by the board of Play the Game at a meeting on 22 November 2007
- The experiences of the secretariat before, during and after the conference
- Research in international media databases and media clippings received by the secretariat

The evaluation has been prepared by Play the Game's secretariat on behalf of the programme committee.

### **Overall impressions of Play the Game 2007**

Compared to previous years, the programme for Play the Game 2007 was less dominated by spectacular individual cases and instead focused on in-depth thematic debates with contributions from a wide range of experts, leading politicians etc.

Despite the absence of a sharp angle, the conference still attracted a comparative number of journalists, and based on the reactions from participants the conference is still undiminished in its role as a unique place of learning, a forum for sports politics and an interdisciplinary and international meeting place.

An independent email survey amongst participants immediately after the conference gave the same incredibly positive response as in 2005: 59 per cent of all participants found the conference "very good" and a further 35 per cent found it "good".

In oral comments as well as e-mails sent to the secretariat, many participants have reiterated their view that the conference was the best or among the best that they had ever attended, and some experienced Play the Game delegates even felt it has been the best conference to date.

It was impossible to know in advance whether placing the conference in Iceland would be considered attractive for participants in the 2007 conference or a barrier. The conclusion afterwards seems to be that both dynamics were at work.

Until about a month before the conference, all indications were that Play the Game 2007 would attract the biggest number of participants in the conference's history. However, suddenly all registrations came to a halt which was the complete opposite experience of previous years where most participants registered a few days before the conference.

It also turned out to be quite difficult to attract invited speakers to Iceland at short notice. Even though you can reach Iceland by plane in about three hours from major European airports such as London, Paris, Amsterdam and Copenhagen, there seems to be a feeling on the continent that Iceland is particularly far away, and that you can not travel there and back within for example two days.

Conversely, Iceland has probably been a very attractive destination for those who decided to come, and they were not disappointed. 84 per cent of participants found that Iceland was a very good or good host nation.

Weighing it all up, 245 participants from 38 countries on six continents is acceptable, but the conference has the potential to gather up to 400 participants without losing its particular characteristics.

"This organization, this conference is so bloody important, so many people in this room that comes from various countries, various different newsrooms, various different organizations where they are essentially alone. They are alienated, they have no backup. What Play the Game provides us with is a community of likeminded people. Your organization is extraordinarily important".  
*Declan Hill, Canadian Journalist and PhD student, UK*

Moving the conference to Iceland was also a gamble with regards to media coverage as the major international news agencies do not have offices in Iceland. Nevertheless, research by the secretariat shows that the conference was more widely covered by international media as the 2005 conference hosted in Copenhagen.

At the same time, the conference in Iceland led to an unprecedented interest in hosting the next edition in 2009. Following the conference, the secretariat was approached by interested conference organisers in Norway, Holland, Germany, Britain and Spain. Organisers in the latter three countries have now submitted formal applications for hosting the 2009 conference.

On the whole, the Programme Committee feels that Play the Game 2007 was a success and managed to meet its key objectives

- Creating awareness of the role of sport in society at a local, national and international level
- Drawing a many-sided picture of sport and supporting the right of the individual to choose and influence his or her own daily sporting activities
- Ensuring a free, independent, open and fact-based debate on the current situation and future development of sport
- Providing journalists, researchers and political leaders with both the inspiration and the tools to explore the cultural, political, social and economic aspects of sport
- Creating networks across national and professional boundaries in order to meet the challenges of a globalised sports and media world.

### Media coverage

Play the Game does not have access to tools that can create a precise registration of all media coverage. The overview produced by the secretariat in the months immediately following the conference is based on reports from participants, internet searches and other uncertain methods.

In other words, the numbers presented here are minimum numbers and the comparison to previous conferences is equally uncertain.

Nevertheless, the findings indicate a clear growth in international media coverage. In the months immediately following the conference, the secretariat has identified 280 articles and items in print and electronic media about the conference. The equivalent number for the 2005 conference was 150, but the number continued to grow substantially in the course of the year 2006.

“The most impressive thing for me was that Play the Game is really the one and only conference I've been to so far which succeeds in making interdisciplinary debate and the theory-practice dialogue working at the same time. Nearly all other conferences even fail in trying to further only one of both. This is absolutely outstanding.”

*Dr. Markus Kurscheidt, Senior Lecturer, Ruhr-University Bochum, Germany*

It is therefore reasonable to expect that the number of articles and broadcast items from the 2007 conference will continue to grow for a while yet, although the curve will peter out eventually.

The articles are broadly divided with respect to geography and media types. But Play the Game still lacks a stable contact to the leading agenda setting media companies in Europe and the USA.

Another sign of increased interest in Play the Game is that the number of unique visitors per month on [www.playthegame.org](http://www.playthegame.org) has risen significantly after the conference from a level of 12,000-15,000 per month in 2007 to the current level of 20-23,000 visitors.

From a Danish perspective it was surprising that the level of media coverage in Danish media was maintained even though the conference took place in Iceland. TV 2 as well as the Danish Broadcasting

Corporation had sent several journalists to the conference, and a number of national and regional newspapers as well as the national news agency Ritzau were also represented.

Many of the Danish journalists took part in Play the Game 2007 because they had registered for a course organised by UPDATE, a centre for in-service training of journalists. In addition to participating in the conference programme, participants in the course also had sessions where they exchanged ideas and assessed their outcome of conference events from a professional point of view.

Recommendation - as in 2005:

- A stronger emphasis on targeting big international media

### **Number of participants and their background**

As previously stated, 245 participants from 38 countries was an acceptable number considering that the 2007 conference took place in Reykjavik in the change-over from autumn to winter.

But it is important to remember that Play the Game has a considerably larger potential. It is probable that the conference can gather up to 400 participants without losing its special characteristics.

69 per cent of participants expressed the view that the conference should move from country to country. But it is still important to carefully consider the geographical location of the conference, as 250-300 participants are not satisfactory in the long run when you consider the resources put into organising it.

On the other hand, it was very positive to see the high level of participation and desire to contribute to debates during all plenary sessions. There was no sign of the conference fatigue that we saw in Copenhagen last time. And with a few exceptions, all parallel sessions also had a fair number of participants.

The opportunity to submit abstracts and story lines for presentations at the conference also worked well in 2007. The number of speakers who registered as paying participants after the Programme Committee had approved their abstracts rose from 24 in 2005 to 33 in 2007. Generally, Play the Game is of increasing interest to academics and researchers who want to take part in debates about sports politics.

From an occupational point of view, participants were divided along exactly the same lines as in 2005. People employed in the media made up the biggest group of participants with about a third - or half if you include the journalism students. Approximately 20 per cent were academics, 15 per cent came from sports organisations, whilst the remaining 15 per cent were representatives of public authorities, sports businesses and others.

Over all, it is very satisfying that the share of paying participants continues to grow significantly. In 2007, 161 out of the 245 participants paid themselves which is the equivalent of two thirds. This contrasts sharply with 2005 where only half of the participants paid themselves, and the share of self-paying participants was twice as high in 2007 as in 2002.

“It is extremely important for sports governing bodies such as UEFA to come to these sorts of events, listen to what all of the people have got to say and try and absorb it and take it on board, because if we are going to be an credible, transparent governing body, we need to listen to these external views”.

*Jonathan Hill, Head of UEFA's Brussels Office*

Unfortunately, there is still a very poor representation of women amongst participants and speakers, despite the awareness and wishes of the Programme Committee and secretariat to address this issue. Less than a quarter of the participants were women, and only 13 out of 85 speakers. This is not an acceptable state of affairs. Therefore, to remedy the situation Play the Game's board suggests appointing more women to the programme committee.

A particular issue raised by moving the conference out of Denmark is that it becomes more difficult to raise funds for travelling grants to participants from less privileged countries. It is also a problem of the times we live in: In 2000 as well as 2002 it was possible to finance the participation of 50 people, whilst the number of grants in 2005 fell to around 30. Thanks to contributions from the journalists unions in Denmark and Norway - and some of our own funds - we manage to finance the participation of 17 people either wholly or in part.

It is important that Play the Game does not end up as a meeting place where only the already privileged discuss the impact of globalisation on sport and media. Therefore the opportunities for national fundraising for travel grants should be a criterion when new host countries are appointed.

A particular aspect is the lack of Asian and Arab country participants which should be addressed in order to get a more continentally balanced group of participants.

“Being participant of Play the Game conference was an unforgettable experience. It was the most informative, academic and professional experience I ever participated in”.

*Fikir Yilkal, Journalist, Ethiopia*

Following the recommendations from the evaluation of the 2005 Play the Game conference, the secretariat did not produce big printed brochures for Play the Game 2007 but only small leaflets targeted at distribution at other conferences. This decision has saved a lot of energy and resources for the secretariat, and it is unlikely to have

had any impact on the number of participants.

38 per cent of participants indicated in the survey that they had heard about Play the Game from colleagues and another 27 per cent point to sources that are complete outside our categorisations. Therefore, it is recommended to continue marketing conferences via e-mails, the website and professional networks - supplemented by targeted and simple leaflets.

#### *Recommendations:*

- A much stronger emphasis on attracting more female participants and speakers
- The geographical location of the conference in 2009 should be considered very carefully
- Part of the considerations for placing the conference should be an assessment of the opportunities for attracting national funds for travel grants etc.

#### **Programme contents, speakers and debates**

The subtitle of the conference “Creating Coalitions for Good Governance in Sport” worked well both as a marketing tool and as a frame of reference for the 85 speakers and panel debates.

The number of main themes had been cut from nine at the last conference to five this time:

- The autonomy of sport: threat or promise
- Children in sport: love or labour?
- Mega-events: Front-runners for sports globalisation?
- Chasing clients or providers: Anti-doping at a crossroad
- The digital battle: Sport on demand versus the demands of sport

with the addition of an open theme to accommodate those speakers who wanted to take part but could not fit their contributions into one of the five themes.

Even though Play the Game’s website expanded on the five headlines, it was clear that many participants were unsure about the meaning of the themes. For instance, it was not clear for everyone that the theme on autonomy also covered issues such as combating corruption.

It is important to continue the trend with few themes, but those themes should be communicated better with carefully chosen key words.

As mentioned above, this time the conference did not have any main attractions in the form of special speakers or highly publicised cases. Nevertheless the conference was characterised by an unusually high degree of participation and involvement in the main sessions with a great desire to contribute with comments and questions.

The speakers in the plenary sessions had a very high international standard which is also reflected in the evaluations with a satisfaction rate of 87 per cent. Many participants said that they had not encountered a single bad speaker in plenary sessions.

Satisfaction with parallel session was a bit lower - 79 per cent - but that is still a very good result.

Amongst all the outstanding speakers, we take the liberty to point to some individual speakers that served as attractions and/or contributed to strengthening the political impact of the debates.

- Iceland's President, Olafur Ragnar Grimsson, made a very qualified opening speech about the importance of sport in society. Drawing on his personal involvement in international sport, the speech set a very high standard for the conference to come.
- It made an impression on delegates that WADA's outgoing President, Richard W. Pound, and secretary general David Howman each spent two days at the conference in Iceland only a few weeks before the very important WADA congress in Madrid.
- The President of the International Cycling Union (UCI), Pat McQuaid, demonstrated considerable engagement by being accessible through the week of the conference and for sharing a podium with some of his strongest critics.
- The cyclist Jörg Jaksche and the football player Shaka Hislop both gave very personal and strong statements about the experience of being an athlete subjected to doping and corruption respectively.

"It is incredible important that Play the Game continues. It is a unique institution. It is filling a hole in the market that has not been occupied before".  
Steven Powell, Spokesman of Football Supporters Federation, UK

At the same time, it is still important to maintain Play the Game's role as one of the very few conferences where it is possible to hear from important and competent critics of the sports world such as Sandro Donati, Andrew Jennings, David Walsh, Giselher Spitzer, Declan Hill and others whom international sports federation would like to distance themselves from or even view with aversion.

Considering this, it was very encouraging to note that the UCI and UEFA took part in Play the Game for the first time. The presence of representatives from the EU, UNICEF, WADA, Court of Arbitration for Sport (CAS), International Federation of Journalists (IFJ), World Association of Newspapers (WAN), Transparency International, ICSSPE, Streetfootballworld, Central Council for Physical Recreation (UK), The National Olympic Committee and Sports Confederation of Denmark and Supporters Direct also testify to a very broadly based wish for a more transparent and public debate on sport.

The IOC had also agreed to be represented at the conference by its board member Gerhard Heiberg. It was disappointing that the IOC was unable to find a substitute when the organisation subsequently decided that Heiberg had to take part in a meeting in the US at the time of the conference.

Sadly, FIFA again declined to take part in the conference in any way. However, FIFA has invited Play the Game to enter into dialogue after the conference.

Play the Game must continue to work on including and motivating international sports federations and other key international actors to take part in the conference in order to ensure its scope and a high degree of fairness.

For the first time in the history of the conference, an entire plenary session was set aside on Wednesday evening to discuss international networking in general and the future of Play the Game in particular. It was a successful evening which strengthened the awareness amongst participants about the role they play themselves in forming the future development of Play the Game. A very concrete result of the networking evening was the interest from a number of countries to host the Play the Game conference in 2009.

In 2007, Play the Game was struggling for its survival, and therefore we did not succeed sufficiently in launching findings from our own or other people's analysis projects at the conference. This is an important goal, however, for future conferences.

#### *Recommendations:*

- Development of Play the Game's own analysis projects
- Continued focus on the formation of networks
- Continued work on motivating international sports federations and other organisations to take part in the conference

#### **Partners in Iceland**

Key partners in Iceland were co-organisers *Ungmennafélag Islands (UMFI)* and the conference bureau *Congress Reykjavik*.

The co-operation with UMFI took place over a period of 11 months and was based on mutual trust. It is an Icelandic tradition to have a relaxed approach to deadlines and long term planning, and UMFI was no exception to that rule. But everything worked at the appointed times - also tasks that had been completed at the last minute.

Economic commitments and working arrangements had been detailed in a written agreement of co-operation, and all promises - both oral and written - were kept without any problems.

“[If sports need an anti-corruption agency] is a good question to come out of a forum like Play the Game. It is one sport in general ought to consider probably a lot more consciously and overtly than they have today. I think a lot of the corruption has just been kept quiet almost by consent or a similar kind of omerta that we have seen in doping.”

*Richard W. Pound, president of WADA 1999-2007 and member of the IOC*

Congress Reykjavik turned to out be a very reliable and professional business partner that completed its tasks well in advance to the complete satisfaction of UMFI and Play the Game.

UMFI appointed the President of the Icelandic Association for Sports Journalists, Thorsteinn Gunnarsson, as its representative on the programme committee. Gunnarsson was a valuable contact and resource person throughout the planning stages. UMFI also made contacts with the Minister of Culture, the Icelandic President and several other relevant people in Iceland.

Together UMFI and Congress Reykjavik planned a cultural programme of high quality. The musical contributions to the opening session, the excursion to the Golden Circle, the Viking dinner and the concluding gala party were inspiring and uplifting events that contributed to an open atmosphere and good sentiments amongst participants. An unforgettable highlight for most people was seeing the waterfall Gullfoss during a hailstone and snow storm!

At very short notice, the Icelandic company, *Cintamani*, accepted to sponsor the conference gift: an outdoor jacket of excellent quality that UMFI and Play the Game were able to purchase at a very reduced



rate. Co-operation with Cintamani also took place in a positive atmosphere and with a good result for both parties.

*Grand Hotel* turned out to be an excellent venue for the conference - both in terms of space, catering, rooms and not least very flexible and service-minded staff. One blemish: Only on the final day did the Internet connection reach the promised upload capacity necessary for journalists that wanted to send television items, still photos and articles to media organisations back home.

The Icelandic Sports Confederation *ISI* was invited to co-organise the conference. However, *ISI* did not want to be officially involved in the conference because of the rather short notice - the agreement with *UMFI* was made in December 2006.

Overall, the conference did not succeed in involving the community in Iceland to the extent *Play the Game* had hoped. There are probably many reasons for that. *Play the Game* was not very well known in Iceland and during 2007, *UMFI* was involved in a wealth of other activities to celebrate its centenary and was unable to spend time building awareness around *Play the Game*.

Positive signals came out of meetings held early in the planning stages with lecturers of sport and media at institutions of higher education but in the end nothing concrete was planned. A press conference early in September only attracted a handful of participants, and a three hour seminar for sports journalists at *RUV* in October did not lead to strong local participation in the conference itself.

It should be noted though that 25 Icelandic participants is a very high number considering that the country only has a little more than 300,000 inhabitants. In Great Britain, the same participation rate would translate into almost 5,000 participants.

#### *Recommendations:*

- In 2009 a more concrete plan should be drawn up for involving the local community and allowing the expression of national ownership to the conference
- To strengthen the host country's influence on the conference, at least two members of the Programme Committee should come from the host country
- Decisions about the location of future conferences after 2009 should as far as possible be made more than two years in advance of the conference. This will give time to involve the local community and will also mean that it is possible to market time and place for the upcoming conference at the one preceding it.

#### **Other partners and donors**

The Secretary General of the *Court of Arbitration for Sport* held three one hour workshops about current legal questions in the world of sport. Sadly and also surprisingly, only a few conference participants discovered this unique opportunity.

The journalists' unions in Norway and Denmark, *Norsk Journalistlag* and *Dansk Journalistforbund*, made highly valued financial contributions to ensure that journalists from less privileged countries could attend the conference. In addition the Danish Journalists Union sent its vice president to the conference.

*The Danish School of Journalism* for the second time sent a group of multimedia students to produce wall-to-wall documentation of the conference. 40 journalism students from Denmark, Norway, Finland, Canada and Slovenia produced multi-faceted, independent and lively journalistic coverage of conference themes on the website [www.thepulse2007.org](http://www.thepulse2007.org)

The Danish institution for in-service training of journalists, *UPDATE*, organised three one hour workshops about investigative sports journalism, and sent 12 participants on a course combining participation in the conference with reflection on sports journalism.

*The Danish Institute for Sports Studies* carried out the mentioned participant survey with no costs for Play the Game.

A Danish foundation, *Nykredits Fond*, made a valuable financial contribution in 2006 earmarked for preparation of the conference.

### **Other issues**

At previous conferences, around 25 young people - many of them university students - have signed up to be volunteers during the conference.

This conference was not successful in recruiting a similar number of young Icelandic volunteers, partly due to the fact that the conference overlapped with exams, and partly because UMFI left recruiting efforts until it was too late.

The majority of the tasks previously undertaken by volunteers were instead undertaken by UMFI's own employees, employees at the Grand Hotel and Congress Reykjavik. The participants did not suffer from the lack of volunteers but have graded the practical execution of the conference highly.

However, from a development perspective it is important to maintain interaction with students of sport and media. The atmosphere at the conference improves when many young people are present. At the same time it is important to give young people the opportunity to participate for free and gain a first-hand impression of sports political debates and meet role models and resource persons amongst the international participants.

#### *Recommendation:*

- It should be ensured that a number of media and sports students are given the opportunity to work as volunteers for the conference

### **Economy**

Until now, Play the Game has not made a particular account for the conference but included conference costs and income in the overall accounting for the institution. Therefore conference costs paid by UMFI are not included in the accounts attached to this evaluation.

UMFI has contributed a total of approximately 15 million Icelandic kroner which is equivalent to a little less than 200,000 Euro. The 200,000 Euros include a contribution for Play the Game of 250,000 Danish kroner (app. 33.000 Euro). Play the Game and UMFI has agreed that this contribution will be paid to Play the Game in 2008.

At the beginning of 2007, the institution of Play the Game was in a critical situation. To ensure the co-operation with Iceland could continue, Play the Game applied for and received an extra-ordinary grant of 600,000 Danish kroner from its regular donors, the Danish sports organisations and the Ministry of Culture.

Thanks to a higher number of paying participants than expected, prudence in conference planning and tight control over the daily operating costs, Play the Game presented a better result for 2007 than expected.

The accounts show that the income from conference fees (account no. 1080) was significantly lower than budgeted. This situation, however, is due to the fact that it was later decided to keep booking of rooms completely separate from conference registration. Therefore there are also correspondingly lower costs than budgeted on paying participants (account no. 1940).

It is worth noting that none of the 85 speakers got a fee for their presentation. All speakers were instead rewarded with a beautiful photo book as a memento.

### **Per aspera ad astra: Towards 2012...**

In the second half of 2006, Play the Game found itself in a situation of fundamental uncertainty about the survival of the institution despite the good results and continuous progress during the first years. Political, economic and administrative challenges threatened to engulf the institution.

UMFI's decision to host the conference in 2007 was a crucial turning point in the positive development that now - one year later - has led to renewed certainty for the future of Play the Game in the period up to and including 2011.

"To be honest that was the most outstanding experience of mine".  
Tetyana Snopko, Journalist PAN Football Magazine, Ukraine

Thanks to

- very high quality speakers
- strong, consistent and constructive involvement by delegates
- programme contents balancing between sharp political debate and professional broadness
- satisfactory media coverage
- growing interest from international organisations
- strong and trusting co-operating with Icelandic partners

Play the Game 2007 became the best possible starting point for the continuing consolidation of Play the Game as a unique meeting place and democratic forum for debate in international sport.

*March 2008, approved by Play the Game's Programme Committee*

- Sigmund Loland, Professor, Rector, The Norwegian School of Sport Sciences
- Joseph A. Maguire, Professor, Loughborough University, United Kingdom (appointed by the International Council for Sport Science and Physical Education)
- Jens Weinreich, Sports Editor, author, Berliner Zeitung
- David Conn, Sports Writer, The Guardian, United Kingdom
- Simon Chadwick, Co-Director, Birkbeck Sport Business Centre, University of London
- Lis Puggaard, Head of Unit, Institute of Sports Science and Clinical Biomechanics, University of Southern Denmark
- Bjarne Ibsen, PhD, Head of Unit, Institute of Sports Science and Clinical Biomechanics, University of Southern Denmark
- Henrik H. Brandt, Director, Danish Institute for Sports Studies

*Associate members:*

- Lars Haue-Pedersen, Director, TSE Consulting, Switzerland
- Mogens Kirkeby, Secretary General, Representative of International Sport and Culture Association, ISCA
- Dag Vidar Hanstad, Sports Writer and PhD student, alternating with Sigmund Loland (above)
- Thorsteinn Gunnarsson, sports reporter, president of the Union of Icelandic Sports Journalists, appointed by UMFI

<b>Sunday 28 October - Day one</b>			
7:30	<b>Breakfast</b>		
08:30	<b>Excursion to the Blue Lagoon</b> (optional, to be booked in advance with Congress Reykjavik)		
12:00	<b>Lunch</b> (not included in conference fee)		
14:00	<b>Opening ceremony</b>		
	<b>Jens Sejer Andersen</b>	Director, Play the Game	Words of welcome
	<b>Ólafur Ragnar Grímsson</b>	President of the Republic of Iceland	Official opening speech for Play the Game 2007
	<b>Helga Guðrún Guðjónsdóttir</b>	Chairman of UMFÍ	UMFÍ welcome speech for Play the Game 2007
	<b>Magnus Scheving</b>	Creator of LazyTown	Presentation title to be confirmed
15:20	<b>Coffee break</b>		
15:50	<b>Opening ceremony (cont.)</b>		
	<b>Musical entertainment - "Tea Bag"</b>		
	<b>Bob Munro</b>	Chairman of Mathare United Football Club, Kenya	Greed vs Good Governance: The Fight for Corruption-Free Football in Kenya, 2000-07
	<b>Jörg Jaksche</b>	Professional cyclist	Breaking the doping culture in cycling
	<b>Performance by UMFÍ</b>		Glima: Icelandic Wrestling since the Saga era
18:00	<b>Welcome reception and dinner</b>		
20:00	<b>Plenary session - English football: For billionaires only?</b> - chaired by Thorsteinn Gunnarsson		
	<b>Simon Chadwick</b>	Professor of Sport Business Strategy and Marketing, Coventry Business School, Coventry University and Director, Birkbeck Sport Business Centre, University of London	From cradle to grave, from debt to profit: A short history of English football
	<b>Brian Sturgess</b>	Publisher/Director of Sports Business Research, Soccer Investor; the University of Bournemouth	New wine in old bottles: the 'wasteful' market structure of English football
	<b>Sean Hamil</b>	Birkbeck Sports Business Group	Can supporters trusts play a significant role in the reform of European football club and league structures
	<b>Round table</b> - speakers plus Shaka Hislop		
22:00	<b>Film - Niigaanibatowaad: FrontRunners</b>		

<b>Monday 29 October - Day two</b>			
7:30	<b>Breakfast</b>		
08:30	<b>Plenary session - Mega-events: Frontrunners for sports globalisation? - chaired by Henrik Brandt</b>		
	<b>Markus Kurscheidt</b>	Lecturer, Ruhr-Universität Bochum	Economic benefits: Fact or fiction
	<b>Kim Schimmel</b>	Associate Professor of the Sociology of Sport, Kent State University	Presentation title to be confirmed
9:30	<b>Coffee break</b>		
10:00	<b>Plenary session (cont.)</b>		
	<b>James Stibbs</b>	Head of Communications, Central Council for Physical Recreation	Mega events: More than medals?
	<b>Lorenz Ursprung</b>	Head of Sport Policy and Promotion, Federal Department of Defence, Civil Protection and Sport DDPS, Federal Office of Sport, Magglingen, Switzerland	UEFA Euro 08: Can it help sports for all?
	<b>Panel debate</b>		
11:30	<b>Workshops</b>		
	• <b>Lars Werge</b> - chaired by Peter From Jacobsen	Journalist, Ekstra Bladet	Workshop 1 - Best practices in journalism (arranged by UPDATE, Centre for Journalistic Competence Development)
	• <b>Matthieu Reeb</b>	Secretary General, Court of Arbitration for Sport	Workshop 2 - International sports law - the role of CAS and recent cases
	• <b>Giselher Spitzer</b>	Lecturer, Humboldt-Universität zu Berlin	Workshop 3 - Doping by coercion: Life consequences for East German athletes
12:30	<b>Lunch</b>		
14:00	<b>Parallel sessions</b>		
	• <b>Parallel session I - The Ball and the Biz</b> - chaired by Thorsteinn Gunnarsson		
	<b>Steve Menary</b>	Journalist and author	Football and the Cyprus conflict
	<b>Simon Chadwick</b>	Professor of Sport Business Strategy and Marketing, Coventry Business School, Coventry University and Director, Birkbeck Sport Business Centre, University of London	European Football Clubs and their overseas fans: Time to rethink marketing?
	<b>Andy Stevens</b>	Event and venue management consultant	FA's role in the governance of five-a-side football and futsal

	<b>Rasmus Storm</b>	Researcher, Danish Institute for Sports Studies	Growth and Deficit Hand in Hand: Professional Team Sport Clubs in Denmark
	<b>John Beech</b>	Coventry University Business School	The Football Association's (and the Scottish Football Association's) changed view of financial difficulty
	<b>Round table</b>		
	• <b>Parallel session 2 - Doping psychology and attitudes</b> - chaired by Søren Riiskjær		
	<b>Andrea Petroczi and Eugene Aidman</b>	Kingston University; University of Adelaide	Psychological drivers in doping: a developmental vulnerability model
	<b>Norman O'Reilly and Ann Pegoraro</b>	Director and Associate Professor, School of Sports Administration, Faculty of Management, Laurentian University and Associate Director, Institute for Sports Marketing, Laurentian University	Marketing and Anti-Doping
	<b>Verner Møller</b>	Professor, Aarhus University	Undermining cycle sports – a review of anti-doping initiatives in advance of and during the Tour de France 2007
	<b>Werner Pitsch</b>	Lecturer, Universität des Saarlandes, Germany	Honest answers to embarrassing questions: Assessing the frequency of doping
	<b>Paul Ruijsenaars</b>	Social psychologist; Owner of Ruijsenaars CS, coaching and advisory service	Stop the doping inquisition
	<b>Round table</b>		
	• <b>Parallel session 3a - The challenge from the fitness industry</b> - chaired by John Thrane		
	<b>Gertrud Pfister</b>	Professor, Dr., Inst of Exercise and Sport Sciences, University of Copenhagen	(Un)healthy bodies. Gendered discourses about obesity and physical activity in Denmark
	<b>Kasper Lund Kirkegaard</b>	Researcher, Danish Institute for Sports Studies	Commercialism, the Logic of 'Pay & Play' and the Challenge of Nordic voluntary Sport Tradition
	<b>Henrik Brandt</b>	Director, Danish Institute for Sports Studies	Sport for all? Policy challenges in Scandinavia
	• <b>Parallel session 3b - National impact of mega-events</b> - chaired by John Thrane		
	<b>Tetyana Snopko</b>	Journalist, PAN Football Magazine	Euro 2012
	<b>Rachel Payne</b>	Edith Cowan University	Australian Identity, the Press and Major International Sporting Events

•	<b>Parallel session 4 - Out of the spotlight: Governance between North and South</b> - chaired by Jens Weinreich		
	<b>Olukayode Thomas</b>	Sports Editor	Football in Nigeria: Feeding fat on people's Opium
	<b>Alex Figueroa Cancel</b>	Journalist	The situation of government intervention on sport in Puerto Rico
	<b>Ezequiel Fernández Moores</b>	Journalist, Diario La Nación, Argentina	Carlito's Way: The story of Carlos Tevez
	<b>Rafael Maranhao</b>	Freelance journalist	MSI-Corinthians: The true tale of a Brazilian club and its mysterious investors
	<b>Fikir Yilkal</b>	Journalist, Ethiopian Radio and Television Organization	The narrow focus of TV sports journalism in Ethiopia
	<b>Driton Latifi</b>	Journalist, Lajm Daily, Kosovo	Sport in Kosovo
16:00	<b>Coffee break</b>		
16:30	<b>Plenary session - The future of cycling: Wheels of misfortune?</b> - chaired by Morten Mølholm Hansen		
	<b>Pat McQuaid</b>	President, International Cycling Union	Presentation title to be confirmed
	<b>Michael Ashenden</b>	Project Coordinator, Science and Industry Against Blood doping (SIAB) research consortium	Pushing the envelope: Blood testing for the future
	<b>Dag Vidar Hanstad</b>	Journalist and PhD Student, the Norwegian School of Sport Sciences	Where on earth is Michael Rasmussen? The importance of the whereabouts rules
	<b>David Walsh</b>	Chief Sports Writer, The Sunday Times	Not letting the bad guys win
	<b>Panel debate</b> - speakers plus Jörg Jaksche		
18:30	<b>Dinner</b>		
20:00	<b>Richard W. Pound</b> - chaired by Sigmund Loland	President, World Anti-Doping Agency	8 years at the helm of WADA
22:00	<b>Film - Kabul Football Club</b>		

<b>Tuesday 30 October - Day three</b>			
7:30	<b>Breakfast</b>		
8:30	<b>Plenary session - Chasing clients or providers: Anti-doping at a crossroad</b> - chaired by Søren Riiskjær		
	<b>Ask Vest Christiansen</b>	PhD, Lecturer, Department of Sport Science, University of Aarhus, Denmark	Goals, medicine and moral - Athletes' understanding of sport, doping and fair play
	<b>Sandro Donati</b>	Professor, Consultant to the Minister of Social Affairs, Italy	Visions for a doping-free sports culture
9:30	<b>Coffee break</b>		
10:00	<b>Plenary session (cont.)</b>		
	<b>Barrie Houlihan</b>	Professor, Loughborough University	The revised World Anti-Doping Code and the future of anti-doping policy
	<b>David Howman</b>	Director General The World Anti-Doping Agency	Revising the WADA Code: How will it strengthen anti-doping
11:00	<b>Excursion - The Golden Circle of Iceland:</b> Included with conference package. Participants will visit Thingvellir plain, Geysir and Gullfoss waterfall. Packed lunches will be provided en route.		
18:00	<b>Dinner at Fjorukrain Viking Restaurant</b>		



<b>Wednesday 31 October - Day four</b>			
7:30	<b>Breakfast</b>		
8:30	<b>Plenary session - Creating coalitions for good governance in sport</b>		
	<b>Jens Weinreich</b>	Sports Editor, Berliner Zeitung	Corruption in sport: Opportunities and mechanisms
	<b>BBC Panorama: FIFA and Coe</b>		
9:30	<b>Coffee break</b>		
10:00	<b>Plenary session continues</b>		
	<b>Andrew Jennings</b>	Journalist and author	FIFA: An era of corruption nears its end
	<b>Shaka Hislop</b>	World Cup goalkeeper and president of Football Players Association of Trinidad & Tobago	A view from the grass island
	<b>Panel debate - speakers plus James Oliver (BBC Panorama)</b>		
11:30	<b>Workshops</b>		
	• <b>Lars Werge</b> - chaired by Peter From Jacobsen	Journalist, Ekstra Bladet	Workshop 1 - Best practices in journalism (arranged by UPDATE, Centre for Journalistic Competence Development) <i>Guest speaker, David Walsh (Chief Sports Writer, Sunday Times)</i>
	• <b>Matthieu Reeb</b> - chaired by Jens Sejer Andersen	Secretary General, Court of Arbitration for Sport	Workshop 2 - International sports law – CAS case law (doping)
	• <b>Gerhard Treutlein</b> - chaired by Dag Vidar Hanstad	Professor Emeritus, University of Heidelberg, Germany	Workshop 3 - Chapters from the doping history in Western Germany
12:30	<b>Lunch</b>		
14:00	<b>Parallel sessions</b>		
	• <b>Parallel session 5 - The autonomy of sport: Threat or promise?</b> - chaired by Simon Chadwick		
	<b>Klaus Nielsen</b>	Professor, University of Roskilde and Birkbeck College, London	Too much bonding, too little bridging. Social capital in international sports associations
	<b>Lisa Kihl</b>	University of Minnesota	A theory of sport organizational stakeholder's suffering and dealing with corruption
	<b>Jonathan Ellis</b>	Solicitor, Charles Russell LLP	Keeping it in the Family: an analysis of the Growth of Arbitration in Sport
	<b>Ben Livings</b>	Senior Lecturer in Law, University of Sunderland, United Kingdom	The significance of the legitimate sport standard used in R v Barnes in relation to the autonomy of sports bodies
	<b>Amrish Patel</b>	Researcher, University of Kent	Biases in Soccer Referee Decision Making
	• <b>Parallel session 6 - Youth, gender and adult relations: Identities in sport</b> - chaired by Jens Brinch		
	<b>Martti Silvennoinen</b>	University of Jyväskylä	Children and youngsters in sport - a practice for ultimate body rankings or a basis for an identity?
	<b>Roger LeBlanc</b>	École de kinésiologie et de récréologie	The first fifteen. Understanding the conspiracy of silence of gay athletes
	<b>Jan Toftegaard Støckel</b>	Lecturer, University of Southern Denmark	Crossing the line - crossing the threshold

•	<b>Parallel session 7 - Sport and community building</b> - chaired by John Thrane		
	<b>Kaveri Prakash</b>	Student, Sophia College, Mumbai, India	Sports in Children's Lives: Does India's New Sports Policy Create New Opportunities?
	<b>Garry Humphries</b>	Department of Sport & Recreation, Queensland, Australia	Its 'Different' in the Australian Outback! Unique strategies for isolated rural communities in harnessing the sporting potential of their youth
	<b>Mary Hums</b>	University of Louisville	Promoting Human Rights through Sport: Can It Make a Difference?
	<b>Andreas Sellias</b>	Norwegian Institute of International Affairs	Sports and reconciliation
	<b>George Springborg</b>	International Media Coordinator, Streetfootballworld, Germany	Sport and the media: Partners in development
•	<b>Parallel session 8 - Media and market</b> - chaired by Morten Mølholm Hansen		
	<b>Antti Laine</b>	University of Jyväskylä	How Newspapers' Sport Pages Withstand the Digital Pressure
	<b>Claude Sobry</b>	Professor, Director, FSSEP University of Lille 2	The European football broadcasting rights paradox
	<b>Velayutham Chandrasekaran</b>	Lecturer and Research Scholar, Department of Media Sciences, Anna University, Chennai	Impact of Television Coverage on redefining Cricket Rules and Regulations
	<b>Yann Abdourazakou</b>	PhD, Lecturer, FSSEP University of Lille 2	The digitalization of merchandising in football clubs
15:30	<b>Coffee break</b>		
16:00	<b>Plenary session - Children in sport: Love or labour?</b> - chaired by Laura Robinson		
	<b>Richard Bailey</b>	Professor, Director of the Centre for Physical Education Research, Roehampton University	Children in competitive sport: Causes for concern
	<b>Susan Bissell</b>	Chief, Implementing International Standards Unit, UNICEF Innocenti Research Center, Florence, Italy	The right to play safe: Children's rights and violence in sport
	<b>Thorolfur Thorlindsson</b>	Professor, University of Iceland	Between two worlds: A comment on sport's values and the value of sport
	<b>Keld Bordinggaard</b>	Under 21s and Under 20s national team coach, Denmark	Attitudes and actions - introducing a new football culture
	<b>Panel debate</b>		
18:30	<b>Dinner</b>		

**PLAY THE GAME 2007 - Creating coalitions for good governance in sport - [www.playthegame.org/2007](http://www.playthegame.org/2007)**

20:00	<b>Networking evening</b> - chaired by Jens Brinch		
	<b>Anne Schwöbel</b>	Head of Office, Transparency International	Transparency through dialogue and networking: How sport can become less corrupt
	<b>Aidan White</b>	Secretary General, International Federation of Journalists	The role of the media in fighting sports corruption
	<b>Plenary debate led by Jens Sejer Andersen - The future of Play the Game and other coalitions for better governance</b>		
22:00	<b>Film - 321: Juan Carlos Plata</b>		

<b>Thursday   November - Day five</b>			
7:30	<b>Breakfast</b>		
8:30	<b>Plenary session - The EU White Paper and the future of European Sport</b> - chaired by Søren Riiskjær		
	<b>Pedro Velázquez</b>	Deputy Head of Unit, European Commission	The EU White Paper
	<b>Jonathan Hill</b>	Head of UEFA's Brussels Office	A step backwards for specificity?
	<b>Borja Garcia</b>	Researcher, Department of Politics, Loughborough University	The European Union, UEFA and the governance of football: the road towards a possible partnership
9:30	<b>Coffee break</b>		
9:50	<b>Plenary session continues</b>		
	<b>Borja Garcia</b>	Researcher, Department of Politics, Loughborough University	The European Union, UEFA and the governance of football: The road towards a possible partnership
	<b>Niels Nygaard</b>	President, National Olympic Committee and Sports Confederation of Denmark (DIF)	The EU White Paper as seen from a national confederation perspective
	<b>Mogens Kirkeby</b>	Secretary General, International Sport and Culture Association, Denmark	The many faces of European sport
11:30	<b>Workshops</b>		
	• <b>Lars Werge</b> - chaired by Peter From Jacobsen	Journalist, Ekstra Bladet	Workshop 1 - Best practices in journalism (arranged by UPDATE, Centre for Journalistic Competence Development) <i>Guest speaker, James Oliver (BBC Panorama): Sports investigations on TV</i>
	• <b>Matthieu Reeb</b>	Secretary General, Court of Arbitration for Sport	Workshop 2 - International sports law – CAS case law (miscellaneous)
	• <b>Michael Sauer</b>	Researcher, German Sports University, Cologne	Workshop 3 - Strategies for educating different groups in anti-doping
12:30	<b>Lunch</b>		
14:00	<b>Divided sessions</b>		
	• <b>The digital battle: Sport on demand versus the demands of sport</b> - chaired by Morten Mølholm Hansen		
	<b>Rachel Church-Sanders</b>	Editor in Chief, Sport and Technology Newsletter	Sport: The technological possibilities
	<b>Andrew Moger</b>	MM Consulting and World Association of Newspapers	Media and sport: Protecting the public's right to know

**PLAY THE GAME 2007 - Creating coalitions for good governance in sport - [www.playthegame.org/2007](http://www.playthegame.org/2007)**

•	<b>Match fixing - a growing threat</b> - chaired by Jens Weinreich		
	<b>Murali Krishnan</b>	Journalist, Indo-Asian News Service	Match fixing and cricket: Is enough being done?
	<b>Declan Hill</b>	Freelance journalist, PhD Student, The University of Oxford, UK	Missing the big boys: Why some football leagues have more fixing than others...
15:00	<b>Coffee break</b>		
15:30	<b>Closing session and Play the Game Award</b> - chaired by Jens Sejer Andersen		
	<b>Play the Game Award</b> - presented by Laura Robinson to Sandro Donati		
	<b>Closing Speech</b> - Eirikur Thorláksson, Adviser to the Icelandic Ministry of Culture		
19:00	<b>Pre-dinner drinks</b>		
19:30	<b>Gala dinner - entertainment and dancing</b>		

FIRST NAME	FAMILY NAME	GEN	COMPANY	CITY	COUNTRY	CATEGORY
Ezequiel	Fernández Moores	M	ANSA	Buenos Aires	Argentina	Speaker
Pablo	Vignone	M	PAGINA 12 NEWSPAPER	Buenos Aires	Argentina	Participant
Rachel	Payne	F	Edith Cowan University	Western Australia	Australia	Participant
Michael	Ashenden	M	Science and Industry Against Blood dopin		Australia	Speaker
Garry	Humphries	M	Sport & Recreation Queensland	Toowoomba	Australia	Speaker
Eugene	Aidman	M	University of Adelaide	Adelaide	Australia	Speaker
Pedro	Velazquez	M	European Commission	Brussels	Belgium	Speaker
Aidan	White	M	IFJ	Brussels	Belgium	Speaker
Jonathan	Hill	M	UEFA	Brussels	Belgium	Speaker
Jim	Wilson	M	UNI MEI	Brussels	Belgium	Participant
Rogério	Romero	M	MINAS GERAIS STATE GOVERNMENT	Belo Horizonte	Brazil	Participant
Erin	McDermid	F	c/o MacKewn, Winder, Kirwin	London	Canada	Volunteer
Roger G.	LeBlanc	M	École de Kinésiologie et de récréologie	Moncton, Nouveau-Brunsw	Canada	Speaker
Laura	Robinson	F	Freelance	Port Elgin	Canada	Speaker
Norm	O'Reilly	M	Laurentian University	Sudbury	Canada	Speaker
Ann	Pegoraro	F	Laurentian University	Sudbury	Canada	Speaker
Richard	McLaren	M	The University of Western Ontario	London	Canada	Participant
David	MacKenzie	M	University of Western Ontario	London	Canada	Participant
David	Howman	M	World Anti-Doping Agency	Montreal	Canada	Speaker
R.W.	Pound	M	World Anti-Doping Agency	Montreal	Canada	Speaker
John	Cameron	M		Port Elgin	Canada	Acc Person
Jean-Marc	Cardinal	M		Moncton	Canada	Acc Person
Thomas	Idskov	M	B.T.	Aalborg	Denmark	Participant
Kjeld	Lundbæk	M	Bornholms Tidende	Rønne	Denmark	Participant
Holger	Vestergaard	M	Consultant	Silkeborg	Denmark	Volunteer
Rudi	Dalsgaard	M	Dagbladet, Frederiksborg Amtsav	Hillerød	Denmark	Participant
Ulrik	Almund	M	Danish Institute for Sports Studies	Copenhagen	Denmark	Participant
Søren	Bang	M	Danish Institute for Sports Studies	Copenhagen	Denmark	Participant
Henrik	Brandt	M	Danish Institute for Sports Studies	Copenhagen	Denmark	Speaker
Ida	Hagemann	F	Danish Institute for Sports Studies	Copenhagen	Denmark	Volunteer
Kasper Lund	Kirkegaard	M	Danish Institute for Sports Studies	Copenhagen	Denmark	Speaker
Inge	Nesgård	F	Danish Institute for Sports Studies	Copenhagen	Denmark	Participant
Klaus	Nielsen	M	Danish Institute for Sports Studies	Copenhagen	Denmark	Speaker
Jens Jørgen	Nygaard	M	Danish Institute for Sports Studies	Copenhagen	Denmark	Participant
Lis	Puggaard	F	Danish Institute for Sports Studies	Copenhagen	Denmark	Participant
Rasmus K.	Storm	M	Danish Institute for Sports Studies	Copenhagen	Denmark	Speaker
Peter L.	Andersen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Sanne J.	Andersen	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Nora	Bjørnstad	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Dorthe H.	Bregendal	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Morten A.	Bækgaard	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Ingrid T.	Christiansen	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Karen	Clement	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Anne-Marie	Dohm	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Jon K.	Fadnes	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Morten	Flarup	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Bertil B.	Fruelund	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Olle M.	Hansen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Ole R.	Jensen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Anne-Stine	Johnsbråten	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Troels H.	Kaltoft	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Kate	Kartveit	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Ivana	Kirková	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Mirjam H.	Klingenberg	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Kristine R.	Kornum	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Andreas R.	Larsen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Janus S.	Laursen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Claus A.	Melvej	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Mari A.	Mørtvedt	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Alexander B.	Nielsen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Esben N.	Nielsen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Hans B.	Nørregaard	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Christian H.	Pedersen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Morten	Perregaard	M	Danish School of Journalism	Aarhus N	Denmark	Participant

FIRST NAME	FAMILY NAME	GEN	COMPANY	CITY	COUNTRY	CATEGORY
Tore	Plougheld	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Allan P.	Poulsen	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Martin	Roalsø	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Morten	Romby	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Rasmus	Sommerseth	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Kristian	Strøbech	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Frederikke	Tømmergaard	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Signe L.	Veje	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Louise M.	Vestergaard	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Rasmus	Wilhardt	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Laura	Wright	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Birthe M.	Øby	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Hans Henrik	Øhman	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Anders	Aalbu	M	Danish School of Journalism	Aarhus N	Denmark	Participant
Karoline P.	Årrestad	F	Danish School of Journalism	Aarhus N	Denmark	Participant
Holger	Rasmussen	M	Danmarks Radio, DR Sporten	Tølløse	Denmark	Participant
Andreas	Munk	M	Danmarks Radio, Radio Fyn	Odense	Denmark	Participant
Jesper	Ræbild	M	Dansk Firmidrætsforbund	Nyborg	Denmark	Participant
Jan	Steffensen	M	Dansk Firmidrætsforbund	Nyborg	Denmark	Participant
John	Thrane	M	Dansk Firmidrætsforbund	Nyborg	Denmark	Board Member
Keld	Bordinggaard	M	DBU - Danish Football Association	Brøndby	Denmark	Speaker
Lars H.	Nielsen	M	De Bergske Blade K/S	Holstebro	Denmark	Participant
Ask Vest	Christiansen	M	Department of Sport Science	Aarhus N.	Denmark	Speaker
Camilla	Svenstrup	F	DFIF, Danish Association for Company Sp	Nyborg	Denmark	Participant
Lynge	Kjeldsen	M	DGI, Danish Gymnastics and Sports Assoc	Vejle	Denmark	Participant
Søren	Riiskjær	M	DGI, Danish Gymnastics and Sports Assoc	Vejle	Denmark	Board Member
Kim	Vejrup	M	DGI, Danish Gymnastics and Sports Assoc	Vejle	Denmark	Participant
Morten	Mølholm Hansen	M	DIF, National Sports Confederation and O	Brøndby	Denmark	Board Member
Niels	Nygaard	M	DIF, National Sports Confederation and O	Brøndby	Denmark	Speaker
Mads	Clausen	M	DR Sporten	Copenhagen C	Denmark	Participant
Niels	Westh	M	DR Sporten	Copenhagen C	Denmark	Participant
Brian	Askvig	M	Ekstra Bladet	Aarhus C	Denmark	Participant
Lars	Werge	M	Ekstra Bladet	Copenhagen	Denmark	Speaker
Jonna	Toft	F	Freelance	Aarhus C	Denmark	Participant
Marcus	Hoy	M	Freelance journalist	Copenhagen	Denmark	Play the Game
Kirsten	Sparre	F	Freelance journalist	Hadsten	Denmark	Play the Game
Niels	Nyholm	M	Freelance photographer	Odense C	Denmark	Play the Game
Wagn	Pedersen	M	Fyns Amts Avis	Svendborg	Denmark	Participant
Mogens	Kirkeby	M	International Sport and Culture Ass.	Copenhagen	Denmark	Speaker
Christian	Dahl	M	Medieselskabet Nordvestsjælland	Holbaek	Denmark	Participant
Søren	Moehrdel	M	Medieselskabet Nordvestsjælland	Holbaek	Denmark	Participant
Camilla	Vange Mynster	F	Ministry of Culture	Copenhagen K	Denmark	Participant
Steen Nedell	Christensen	M	Morgenavisen Jyllands-Posten	Aarhus	Denmark	Participant
Jens Sejer	Andersen	M	Play the Game	Aarhus N	Denmark	Play the Game
Jens	Brinch	M	Play the Game	Aarhus N	Denmark	Board Member
Michael	Herborn	M	Play the Game	Aarhus N	Denmark	Play the Game
Maria	Suurballe	F	Play the Game	Aarhus N	Denmark	Play the Game
Brit	Therkildsen	F	Politiken	Copenhagen S	Denmark	Participant
Benjamin	Munk Povlsen	M	Ritzaus Bureau	Copenhagen K	Denmark	Participant
Brian	Laursen	M	Skive Folkeblad	Skive	Denmark	Participant
Jan Toftegaad	Støckel	M	Syddansk universitet - idræt og biomekan	Odense M	Denmark	Speaker
Fred	Jacobsen	M	The Danish Union of Journalists	Copenhagen	Denmark	Participant
Michelle	Bager	F	TV 2	Odense	Denmark	Participant
Søren	Brix	M	TV 2	Odense	Denmark	Participant
Anna Louise	Tranæs Didriksen	F	TV 2	Odense C	Denmark	Participant
Verner	Møller	M	University of Aarhus	Aarhus C	Denmark	Speaker
Peter	From Jacobsen	M	UPDATE - Center for journalistisk kompet	Aarhus N	Denmark	Participant
Sejer	Andersen	M	Vitus Bering Teatret	Frederiksberg Copenhagen	Denmark	Volunteer
Illari	Lään	M	University of Tartu	Tartu	Estonia	Participant
Fikir	Yilkal	M	Ethiopian Radio and Television Organizat	Addis Abeba	Ethiopia	Speaker
Antti	Laine	M	University of Jyväskylä	Jyväskylä	Finland	Speaker
Martti	Silvennoinen	M	University of Jyväskylä	Jyväskylä	Finland	Speaker
Sari	Sirkkiä-Jarva	F	University of Jyväskylä	Vesilahti	Finland	Participant
Kaj	Kunnas	M	YLE	Helsinki	Finland	Participant

FIRST NAME	FAMILY NAME	GEN	COMPANY	CITY	COUNTRY	CATEGORY
Tapani	Sillanpää	M	YLE	Helsinki	Finland	Participant
Sampo	Pihlaja	M			Finland	Acc Person
Yann	Abdourazakou	M	FSSEP Université Lille 2	Ronchin	France	Speaker
Claude	Sobry	M	FSSEP Université Lille 2	Ronchin	France	Speaker
Philippe	Jerome	M	L'Humanite	Saint Denis	France	Participant
Jens	Weinreich	M	Berliner Zeitung	Berlin	Germany	Speaker
Gertrud	Pfister	F	Danish Institute for Sports Studies	Copenhagen	Germany	Speaker
Jessica	Sturmberg	F	Deutschlandfunk	Köln	Germany	Participant
Giselher	Spitzer	M	Humboldt-Universität zu Berlin	Berlin	Germany	Speaker
Vincent	Chew	M	International Council of Sport Science and	Berlin	Germany	Participant
Christiane	Klose	F	Manfred Donike Institut fuer Dopinganalyt	Koeln	Germany	Participant
Doris	Sagioglou	F	Manfred Donike Institut fuer Dopinganalyt	Koeln	Germany	Participant
Michael	Sauer	M	Manfred Donike Institut fuer Dopinganalyt	Koeln	Germany	Speaker
Jörg	Jaksche	M	Professional cyclist		Germany	Speaker
Markus	Kurscheidt	M	Ruhr-Universität Bochum	Bochum	Germany	Speaker
George	Springborg	M	Streetfootballworld	Berlin	Germany	Speaker
Werner	Pitsch	M	Saarland University	Saarbruecken	Germany	Speaker
Manuel	Ruep	M	Zentrum für Dopingprävention	Heidelberg	Germany	Participant
Gerhard	Treutlein	M	Zentrum für Dopingprävention, Pädagogisc	Heidelberg	Germany	Speaker
Juan José	Marroquín	M	Gacela o León	Guatemala City	Guatemala	Participant
Enrique	Suarez	M	Gacela o Leon Producciones	Guatemala City	Guatemala	Volunteer
Henry Birgir	Gunnarsson	M	Fréttablaðið	Reykjavik	Iceland	Participant
Örvar	Ólafsson	M	ÍSí	Reykjavik	Iceland	Participant
Skúli	Skúlason	M	ÍSí	Reykjavik	Iceland	Participant
Jóna Hildur	Bjarnadóttir	F	Íþróttá- og ólympíusamband Íslands	Reykjavik	Iceland	Participant
Magnus	Scheving	M	LazyTown	Reykjavik	Iceland	Speaker
Eiríkur	Thorláksson	M	Ministry of Culture	Reykjavik	Iceland	Speaker
Þorsteinn	Gunnarsson	M	NFS	Reykjavik	Iceland	Progr Comm
Ólafur Ragnar	Grimsson	M	President	Reykjavik	Iceland	Speaker
Adolf Ingi	Erlingsson	M	RUV	Reykjavik	Iceland	Participant
Hjortur Julius	Hjartarson	M	RUV	Reykjavik	Iceland	Participant
Hrafnkell	Kristjánsson	M	RUV	Reykjavik	Iceland	Participant
Benedikt Rafn	Rafnsson	M	RUV	Reykjavik	Iceland	Participant
Helga G.	Guðjónsdóttir	M	UMFI		Iceland	Speaker
Guðrún	Snorradóttir	M	UMFI		Iceland	Volunteer
Helgi	Gunnarsson	M	UMFÍ	Reykjavik	Iceland	Volunteer
Torfi	Jóhannsson	M	UMFÍ	Reykjavik	Iceland	Volunteer
Anna	Möller	F	UMFÍ	Reykjavik	Iceland	Volunteer
Alda	Pálsdóttir	F	UMFÍ	Reykjavik	Iceland	Volunteer
Sæmundur	Runólfsson	M	UMFÍ	Reykjavik	Iceland	Volunteer
Jón Kristján	Sigurðsson	M	UMFÍ	Reykjavik	Iceland	Volunteer
Ómar Bragi	Stefánsson	M	UMFÍ	Reykjavik	Iceland	Volunteer
Thorolfur	Thorlindsson	M	University of Iceland	Reykjavik	Iceland	Speaker
Anna	Bjarnadóttir	F			Iceland	Participant
Burkni	Helgason	M			Iceland	Participant
Hjalti	Hreinsson	M		Akureyri	Iceland	Participant
Velayutham	Chandrasekaran	M	Department of Media Sciences	Chennai	India	Speaker
Murali	Krishnan	M	INDO-ASIAN NEWS SERVICE	New Delhi	India	Speaker
Kaveri	Prakash	F	Student	Bandra, Mumbai	India	Volunteer
Sandro	Donati	M	Freelance consultant	Rome	Italy	Speaker
Susan	Bissell	F	UNICEF Innocenti Research Center	Florence	Italy	Speaker
Bob	Munro	M	Mathare United	Nairobi	Kenya	Speaker
Charles	Nyende	M	Nation Media Group	Nairobi	Kenya	Participant
Driton	Latifi	M	Daily Lajm""	Prishtina	Kosova	Speaker
Wilbert	Stuifbergen	M	CIOFG		Nederland	Participant
Paul	Ruijsenaars	M	RUIJSENAARS cs	Utrecht	Nederland	Speaker
John	Volkers	M	Volkskrant	Amsterdam	Nederland	Participant
Olukayode	Thomas	M	The Guardian Newspapers	Osodi	Nigeria	Speaker
Gunnar	Evensen	M	Adresseavisen	Trondheim	Norway	Participant
Ketil	Krokseter	M	Adresseavisen	Trondheim	Norway	Participant
Martin	Gray	M	Aftenposten	Oslo	Norway	Participant
Bertil	Valderhaug	M	Aftenposten	Oslo	Norway	Participant
Per Jan	Brekke	M	Drammens Tidende	Drammen	Norway	Participant
Flora	Nzema	F	GUARDIAN LIMITED	Oslo	Norway	Participant



FIRST NAME	FAMILY NAME	GEN	COMPANY	CITY	COUNTRY	CATEGORY
Andreas	Selliaas	M	Norwegian Inst. of Int. Affairs	Oslo	Norway	Speaker
Sverre Chr	Wilhelmsen	F	Raftohuset	Bergen	Norway	Participant
Sigmund	Loland	M	The Norwegian School of Sport Sciences	Oslo	Norway	Speaker
Dag Vidar	Hanstad	M	The Norwegian School of Sport Studies	Oslo	Norway	Speaker
Brynjar	Skjaerli	M	Verdens Gang	Oslo	Norway	Participant
Lars	Gilberg	M	Vårt Land	Oslo	Norway	Participant
Shazad	Ali	M	DAWN	Karachi	Pakistan	Participant
Alex	Figueroa	M	Primera Hora	Guaynabo	Puerto Rico	Speaker
Eugenia	Modina	F	Student	Moscow	Russian Federation	Participant
Sebastián	Fest	M	DPA	Madrid	Spain	Participant
Mrs.	Velazquez	F		Madrid	Spain	Acc Person
Rafael	Maranhao	M	Freelance	Hägersten	Sweden	Speaker
Fredrik	Gunnarsson	M	Swedish association of local authorities and	Stockholm	Sweden	Participant
Tommy	Nordmark	M	Swedish Sports Confederatio	Stockholm	Sweden	Participant
Inger	Nilsson	F	Västerbottens-Kuriren	Umeå	Sweden	Participant
Matthieu	Reeb	M	Court of Arbitration for Sport	Lausanne	Switzerland	Speaker
Lorenz	Ursprung	M	Federal Office of Sport	Magglingen	Switzerland	Speaker
Anne	Schwöbel	F	Transparency International	Bern	Switzerland	Speaker
Pat	McQuaid	M	Union Cycliste Internationale	Aigle	Switzerland	Speaker
Alieen	McQuaid	F		Aigle	Switzerland	Acc Person
Neil Shaka	Hislop	M	Football Players Association of Trinidad		Trinidad and Tobago	Speaker
Tolga	Senel	M	Euroasia Sport Company	Istanbul	Turkey	Participant
Stephen Bwire	Ouma	M	DAILY NATION NEWSPAPER	Kampala	Uganda	Participant
Tetyana	Snopko	F	PANFootball magazine	Dnepropetrovsk	Ukraine	Speaker
James	Oliver	M	BBC Panorama	London	United Kingdom	Speaker
Sean	Hamil	M	Birkbeck College, University of London	London	United Kingdom	Speaker
James	Stibbs	M	Central Council for Physical Recreation	London	United Kingdom	Speaker
Jonathan	Ellis	M	Charles Russell LLP	London	United Kingdom	Speaker
Patrick	Russell	M	Charles Russell LLP	London	United Kingdom	Participant
John	Beech	M	Covenyry University Business School	Coventry	United Kingdom	Speaker
Steven Leonard	Powell	M	Football Supporters' Federation	Kingston	United Kingdom	Participant
Andrew	Jennings	M	Freelance	Penrith	United Kingdom	Speaker
Andy	Stevens	M	Freelance	London	United Kingdom	Participant
Declan	Hill	M	Freelance journalist	Oxford	United Kingdom	Speaker
Steve	Menary	M	Freelance journalist	Ringwood	United Kingdom	Participant
Andrea	Petroczi	F	Kingston University	Kingston Upon Thames	United Kingdom	Speaker
Borja	García	M	Loughborough University	Loughborough	United Kingdom	Speaker
Barrie	Houlihan	M	Loughborough University	Loughborough	United Kingdom	Speaker
Andrew	Moger	M	MMConsulting	London	United Kingdom	Speaker
Brian	Sturgess	M	Soccer Investor Limited	London	United Kingdom	Speaker
Rachael	Church	F	Sportandtechnology newsletter	London	United Kingdom	Speaker
David	Walsh	M	Sunday Times	London	United Kingdom	Speaker
Amrish	Patel	M	University of Kent	Canterbury	United Kingdom	Speaker
Simon	Chadwick	M	University of London	London	United Kingdom	Speaker
Richard	Bailey	M	University of Roehampton	London	United Kingdom	Speaker
Ben	Livings	M	University of Sunderland	Sunderland	United Kingdom	Speaker
Steve	Greenfield	M	University of Westminster	London	United Kingdom	Participant
Guy	Osborn	M	University of Westminster	London	United Kingdom	Participant
Sue	Beech	F			United Kingdom	Acc Person
Kim	Schimmel	F	School of Exercise, Leisure and Sport	Kent, Ohio	USA	Speaker
Mary	Hums	F	University of Louisville	Louisville	USA	Speaker
Lisa	Kihl	F	University of Minnesota	Minneapolis, Mn	USA	Speaker
Olivia	Phiri	F	Consultant	Lusaka	Zambia	Participant

Note: The slot for personal comments attached to each question is excluded in this context. Therefore the total figure does not always  
The 2005 survey was carried out by DICAR and the 2007 survey by the Danish Institute for Sports Studies. Both were anonymous email

	2007		2005		Difference
<b>What is your overall impression of the conference?</b>	No. of respond.	%	No. of respond.	%	
Very good	79	59	84	62	-3
Good	47	35	47	35	0
Either-or	1	1	4	3	-2
Bad	1	1	0	0	1
Very bad	0	0	0	0	0
<b>Total</b>	<b>129</b>	<b>96</b>	<b>135</b>	<b>100</b>	
<b>Where did you learn about the Play the Game 2005 conference?</b>	<b>2007 conference</b>				
	No. of respond.	%	No. of respond.	%	
Newsletter	14	12	32	25	-13
Play the Game's website	22	18	29	22	-4
From a friend/colleague	46	38	60	46	-8
PR material (2007: folder)	2	2	12	9	-7
Telemarketing	2	2	0	0	2
Other..	33	27	29	22	5
I do not know/cannot remember	2	2	2	2	1
<b>Total</b>	<b>121</b>	<b>101</b>	<b>130</b>	<b>100</b>	
<b>To what degree did the conference succeed in offering new insight to journalists, academics and sport leaders in world sport?</b>	No. of respond.	%	No. of respond.	%	
To a very high degree	58	44	49	37	7
To a high degree	56	42	73	55	-13
Either-or	9	7	9	7	0
To a limited degree	1	1	1	1	0
Not at all	0	0	0	0	0
<b>Total</b>	<b>125</b>	<b>94</b>	<b>132</b>	<b>100</b>	
<b>To what degree did the conference stimulate and qualify the public debate about world sport?</b>	No. of respond.	%	No. of respond.	%	
To a very high degree	28	22	34	26	-4
To a high degree	58	45	54	42	3
Either-or	25	19	31	24	-5
To a limited degree	12	9	10	8	1
Not at all	0	0	0	0	0
<b>Total</b>	<b>124</b>	<b>95</b>	<b>129</b>	<b>100</b>	
<b>To what extend did PTG 2005 facilitate network between journalists, academics and sport leaders in world sport?</b>	<b>PTG 2007</b>				
	No. of respond.	%	No. of respond.	%	
To a very high degree	38	29	32	25	4
To a high degree	62	48	64	51	-3
Either-or	18	14	24	19	-5
To a limited degree	4	3	6	5	-2
Not at all	0	0	0	0	0
<b>Total</b>	<b>123</b>	<b>94</b>	<b>126</b>	<b>100</b>	
					0
<b>Do you agree with the following statement: The number of presentations was suitable</b>	No. of respond.	%	No. of respond.	%	
I agree	51	38	49	39	-1
partly agree	46	34	38	30	4
Either-or	7	5	9	7	-2
I partly disagree	14	10	23	18	-8
I disagree	2	1	7	6	-5
I do not know	3	2	1	1	1
<b>Total</b>	<b>122</b>	<b>90</b>	<b>127</b>	<b>100</b>	

<b>What do you think about the length of the presentations in the plenary sessions</b>	No. of respond.	%	No. of respond.	%	
Generally too long	12	10	11	9	1
Suitable	106	84	96	77	7
Generally too short	4	3	17	14	-11
<b>Total</b>	<b>122</b>	<b>97</b>	<b>124</b>	<b>100</b>	

<b>What do you think about the general standard of the presentations during plenary sessions?</b>	No. of respond.	%	No. of respond.	%	
Very good	40	33	31	24	9
Good	67	54	83	65	-11
Either-or	11	9	12	9	0
Poor	0	0	2	2	-2
Very poor	0	0	0	0	0
<b>Total</b>	<b>119</b>	<b>96</b>	<b>128</b>	<b>100</b>	<b>-4</b>

<b>Did you find there was time enough to debate during plenary sessions</b>	No. of respond.	%	No. of respond.	%	
Yes	66	53	64	51	2
Either-or	32	26	35	28	-2
No	23	18	27	21	-3
<b>Total</b>	<b>120</b>	<b>97</b>	<b>126</b>	<b>100</b>	<b>-3</b>

<b>What do you think about the length of the presentations in the parallel sessions</b>	No. of respond.	%	No. of respond.	%	
Generally too long	6	5	4	3	2
Suitable	99	82	100	84	-2
Generally too short	11	9	15	13	-4
<b>Total</b>	<b>116</b>	<b>96</b>	<b>119</b>	<b>100</b>	<b>-4</b>

<b>What do you think about the general standard of the presentations during parallel sessions?</b>	No. of respond.	%	No. of respond.	%	
Very good	25	20	22	18	2
Good	73	59	70	57	2
Either-or	23	19	28	23	-4
Poor	0	0	2	2	-2
Very poor	0	0	0	0	0
<b>Total</b>	<b>118</b>	<b>98</b>	<b>122</b>	<b>100</b>	<b>-2</b>

<b>Did you find there was time enough to debate during parallel sessions</b>	No. of respond.	%	No. of respond.	%	
Yes	60	50	73	60	-10
Either-or	37	31	26	22	10
No	21	18	22	18	0
<b>Total</b>	<b>118</b>	<b>99</b>	<b>121</b>	<b>100</b>	<b>-1</b>

<b>Time to network with the other participants at the conference</b>	No. of respond.	%	No. of respond.	%	
Plenty	16	13	13	11	3
Enough	61	50	65	52	-2
Either-or	19	16	20	16	0
Too little	20	17	23	19	-2
Far too little	3	2	3	2	0
<b>Total</b>	<b>119</b>	<b>98</b>	<b>124</b>	<b>100</b>	<b>-2</b>

<b>The conference venue</b>	<i>Grand Hotel, Reykjavik</i>	%	<i>DGI-byen</i>	%	
Very good	63	48	71	57	-9
Good	45	35	40	32	3
Either-or	9	7	10	8	-1
Less Satisfactory	4	3	4	3	0
Unsatisfactory	0	0	0	0	0
<b>Total</b>	<b>119</b>	<b>93</b>	<b>125</b>	<b>100</b>	<b>-7</b>

<b>Service from the conference secretariat</b>	Congress Reykjavik		NHG		
	No. of respond.	%	No. of respond.	%	
Very good	44	36	81	66	-30
Good	56	46	34	28	18
Either-or	18	15	4	3	12
Less Satisfactory	1	1	3	3	-2
Unsatisfactory	0	0	0	0	0
<b>Total</b>	<b>118</b>	<b>98</b>	<b>122</b>	<b>100</b>	<b>-2</b>

<b>Been to earlier conferences?</b>	Congress Reykjavik		NHG		
	No. of respond.	%	No. of respond.	%	
<b>Yes</b>	<b>38</b>	<b>32</b>	<b>74</b>	<b>47</b>	<b>-15</b>
1997	5	7	13	32	-25
2000	11	16	27	66	-50
2002	18	27	34	83	-56
2005	33	49	0	0	49
<b>No</b>	<b>82</b>	<b>68</b>	<b>84</b>	<b>100</b>	<b>-32</b>
<b>Total</b>	<b>120</b>		<b>158</b>	<b>100</b>	<b>-100</b>

<b>Does Play the Game develop in a positive or negative direction</b>	Congress Reykjavik		NHG		
	No. of respond.	%	No. of respond.	%	
Positive	34	87	94	76	11
Negative	0	0	0	0	0
Don't know	3	8	29	24	-16
<b>Total</b>	<b>38</b>	<b>95</b>	<b>123</b>	<b>100</b>	<b>-5</b>

<b>What do you think is the ideal frequency for a conference like Play the Game?</b>	Congress Reykjavik		NHG		
	No. of respond.	%	No. of respond.	%	
Every year	32	25	19	15	10
Every other year	75	58	82	66	-8
Every third year	9	7	19	15	-8
Every fourth year	1	1	0	0	1
Don't know	7	5	5	4	1
<b>Total</b>	<b>119</b>	<b>96</b>	<b>125</b>	<b>100</b>	<b>-4</b>

<b>To which extent do you expect Play the Game to give value to your daily work?</b>	Congress Reykjavik		NHG		
	No. of respond.	%	No. of respond.	%	
To a high extent	45	36	40	33	3
To some extent	61	49	61	50	-1
Either-or	6	5	8	7	-2
To a small extent	6	5	11	9	-4
To no extent	1	1	2	2	-1
<b>Total</b>	<b>120</b>	<b>96</b>	<b>122</b>	<b>100</b>	<b>-4</b>

<b>Gender</b>	Congress Reykjavik		NHG		
	No. of respond.	%	No. of respond.	%	
Woman	89	76	39	28	48
Man	28	24	100	72	-48
<b>Total</b>	<b>117</b>	<b>100</b>	<b>139</b>	<b>100</b>	<b>0</b>

<b>Profession</b>	Congress Reykjavik		NHG		
	No. of respond.	%	No. of respond.	%	
academic	31	26	33	24	2
business	5	4	4	3	1
journalist	49	41	58	42	-1
Organisation	15	13	16	12	2
Public	2	2	7	5	-3
Student	12	10	17	12	-2
Other	6	6	4	3	3
<b>Total</b>	<b>120</b>	<b>102</b>	<b>139</b>	<b>100</b>	<b>2</b>

	2007	Budget 2007	2006	2005	2004	TOTAL 2004-07	
<b>INDTÆGTER</b>							<b>REVENUES</b>
Tilskud, Kulturministeriet	500.000	500.000	500.000	500.000	500.000	2.000.000	Grants, Ministry of Culture
Tilskud, DGI	500.000	500.000	500.000	500.000	490.635	1.990.635	Grants, DGI
Tilskud, DIF	300.000	300.000	300.000	300.000	300.000	1.200.000	Grants, NOC of Denmark
Tilskud, DFIF	100.000	100.000	100.000	100.000	100.000	400.000	Grants, Danish Assoc of Company Sport
Tilskud, Team Danmark	100.000	100.000	100.000	200.000	0	400.000	Grants, Team Danmark
Ekstra tilskud 2007, ovenstående donorer	600.000	0	0	0	0	600.000	Extra grants 2007 from above mentioned donors
Sponsorer og fonde	0	0	50.000	220.000	0	270.000	Sponsors and foundations
Øvrige tilskud	65.664	250.000	0	150.000	0	215.664	Other subsidies
Gaver	0	0	0	6.550	0	6.550	Gifts
Deltagerbetaling	483.099	803.525	0	652.737	0	1.135.836	Delegate fee
Foredrag og kurser	14.715	25.000	23.996	3.500	0	42.211	Lectures and courses
Salg af materialer	0	0	7.878	0	0	7.878	Sales
<b>INDTÆGTER I ALT</b>	<b>2.663.478</b>	<b>2.578.525</b>	<b>1.581.874</b>	<b>2.632.787</b>	<b>1.390.635</b>	<b>8.268.774</b>	<b>REVENUES</b>
<b>OMKOSTNINGER</b>							<b>COSTS</b>
<b>ADMINISTRATION</b>							<b>ADMINISTRATION</b>
Lønninger inkl. pension og lønrefusion	1.122.914	1.107.250	1.185.025	722.954	92.175	3.123.069	Salaries and pensions
Pensioner	0	0	0	108.000	14.000	122.000	Pensions
ATP mv	13.790	12.000	7.294	4.814	300	26.198	ATP (obligatory pension fee)
Husleje	48.134	55.000	43.283	27.573	0	118.991	rent
Aviser, bøger m.m.	7.913	10.000	8.596	11.108	6.991	34.608	Newspapers, books etc
Teleomkostninger	28.185	23.500	24.908	26.641	1.396	81.130	Telecommunications
Porto og gebyrer	12.045	8.000	4.861	4.721	730	22.357	Postage and fees
Kontorartikler	4.031	15.000	12.996	10.943	1.268	29.238	Office items
Nyanskaffelser	5.972	12.000	34.289	8.309	5.553	54.123	Acquisitions
IT	35.291	40.000	29.672	33.111	1.375	99.449	IT
Regnskabsmæssig assistance	39.523	40.000	31.902	57.179	10.000	138.604	Accounting assistance and auditing
Dataløn	0	0	506	3.181	0	3.687	Dataløn
Forsikringer	15.139	15.000	20.825	11.191	0	47.154	Insurances
Bestyrelse, rejser og møder	41.712	35.000	22.126	19.447	13.295	96.579	Board, travel and meetings
Programudvalg, rejser og møder	22.809	41.000	0	12.899	0	35.708	Programme Committee, travel and meetings
Sekretariatet, rejser og møder	214.705	120.500	137.793	115.000	34.340	501.837	Secretariat, travel and meetings
Diverse	12.147	25.000	7.691	27.281	29.620	76.739	Miscellaneous
Afskrivninger administration	31.332	40.000	27.684	18.579	416	78.011	Write-offs
<b>ADMINISTRATION</b>	<b>1.655.641</b>	<b>1.599.250</b>	<b>1.599.451</b>	<b>1.222.932</b>	<b>211.459</b>	<b>4.689.483</b>	<b>ADMINISTRATION</b>
<b>KOMMUNIKATION</b>							<b>COMMUNICATIONS</b>
Playthegame.org, drift og design	53.709	75.000	87.481	164.401	31.659	337.250	Playthegame.org

	2007	Budget 2007	2006	2005	2004	TOTAL 2004-07	
Honorarer, journalistik	53.786	50.000	8.669	0	0	62.455	Fees, journalists
Honorarer, fotos	39.242	40.000	2.825	6.335	0	48.401	Fees, photographers
PR-materiale, produktion	39.332	25.000	8.594	70.159	0	118.085	PR items, production
PR-materiale, forsendelse	0	5.000	7.730	86.362	0	94.092	PR items, postage
Telemarketing	0	0	0	5.000	0	5.000	Telemarketing
Åbningsdag	0	0	0	12.787	0	12.787	Opening Day
Researchprojekter	0	0	17.995	86.939	0	104.934	Research projects
<b>KOMMUNIKATION I ALT</b>	<b>186.069</b>	<b>195.000</b>	<b>133.294</b>	<b>431.983</b>	<b>31.659</b>	<b>783.005</b>	<b>COMMUNICATIONS</b>
<b>KONFERENCE, OPHOLD OG REJSER</b>							<b>CONFERENCE, BOARD AND TRAVEL</b>
Hotel og forplejning, stipendiater	37.563	75.600	0	189.216	0	226.779	Hotel and board, grant holders
Hotel og forplejning, hjælpere	0	0	0	99.705	0	99.705	Hotel and board, volunteers
Hotel og forplejning, talere	0	0	0	192.712	0	192.712	Hotel and board, speakers
Forplejning, betalende deltagere	237.834	589.000	0	441.376	0	679.210	Board, paying delegates
Talere, honorarer og gaver	27.231	60.000	0	57.204	0	84.435	Speakers, honorarium and gifts
Talere, rejser	18.355	75.000	800	112.452	0	131.608	Speakers, travel
Stipendiater, rejser	139.198	120.000	0	258.081	0	397.279	Grant holderes, travel
Konferencebureau	90.395	135.000	-7.650	120.375	0	203.120	Conference Organising Bureau
<b>KONFERENCE, OPHOLD OG REJSER I ALT</b>	<b>550.577</b>	<b>1.054.600</b>	<b>-6.850</b>	<b>1.471.121</b>	<b>0</b>	<b>2.014.849</b>	<b>CONFERENCE, BOARD AND TRAVEL</b>
<b>KONFERENCEAFVIKLING</b>							<b>CONFERENCE ARRANGEMENTS</b>
Scene, dekoration, AV-udstyr	20.552	0	0	211.882	0	232.434	Scene, decoration, AV-equipment
Sekretariat og presserum	9.497	0	0	55.000	0	64.497	Secretariat and media room
Lokaleleje	0	0	-428	95.210	0	94.782	Rental of rooms
Deltager materiale	28.641	0	0	87.658	0	116.299	Delegate pack
Ekskursioner og underholdning	1.537	0	0	188.000	0	189.537	Excursions and entertainment
Udstillinger	0	0	0	0	0	0	Exhibitions
Publikation efter konference	10.277	35.000	111.608	0	0	121.885	Conference publication
Diverse	6.833	100.000	0	0	0	6.833	Miscellaneous
<b>KONFERENCEAFVIKLING I ALT</b>	<b>77.337</b>	<b>135.000</b>	<b>111.180</b>	<b>637.750</b>	<b>0</b>	<b>826.267</b>	<b>CONFERENCE ARRANGEMENTS</b>
<b>FINANSIELLE POSTER</b>							<b>FINANCIAL POSTS</b>
Renteindtægter bank	22.971	25.000	11.196	20.350	416	54.932	Interest revenues
Renteomkostninger	0	0	2.244	834	0	3.078	Interest expenses
<b>FINANSIELLE POSTER I ALT</b>	<b>22.971</b>	<b>25.000</b>	<b>8.952</b>	<b>19.516</b>	<b>416</b>	<b>51.854</b>	<b>FINANCIAL POSTS</b>
<b>ÅRETS RESULTAT</b>	<b>216.825</b>	<b>-380.325</b>	<b>-246.249</b>	<b>-1.111.483</b>	<b>1.147.933</b>	<b>7.025</b>	<b>TOTAL RESULT</b>