

EVALUATION OF PLAY THE GAME 2015

Global sport: Reform or revolution?



Internal evaluation / December 2015



Play the Game

Title

Evaluation of Play the Game 2015. Global sport: Reform or revolution?

Main author

Jens Sejer Andersen

Co-authors

Stine Alvad, Martin Hedal, Christian Gjersing Nielsen, Madita Schröder, Maria Suurballe

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Play the Game

c/o Danish Institute for Sports Studies

Kanonbådsvej 4A

DK-1437 København K

T: +45 70 27 55 77

E: info@playthegame.org

W: www.playthegame.org and www.idan.dk

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EVALUATION OF PLAY THE GAME 2015

GLOBAL SPORT: REFORM OR REVOLUTION

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Introduction: The ninth challenge for Play the Game

Taking place in a year where the global focus on the shadowy sides of sport seems to have reached an all-time high, ranging from the increasing awareness of systematic doping, over growing public distrust in the positive value of mega-events, to the turbulent, highly mediated daily drama related to corruption in FIFA, this ninth international Play the Game conference more than any of the previous ones faced existential questions:

Would it be possible to add new insight, new knowledge, and new value to debates on international sport that were already all over the public domain?

Did it make sense once again to bring together leading experts and stakeholders from all corners of the world, people who may already have met several times a year in sport's regular circuit of meetings and events to discuss the same overarching issues?

At a time where all sports political taboos seem to be broken, thanks to earlier Play the Game conferences amongst others, could Play the Game once again serve as a refreshing and stimulating forum for dealing with sensitive and difficult issues?

It may come as no surprise that we as organizers believe that the answer to those questions is "yes". It is a subjective answer, but nevertheless supported by the more credible statements delivered by over half of the conference participants in an anonymous survey, as well as expressed in numerous emails received after the conference. By all measures, this conference was a success.

Even if the conference organizers tend to believe that in terms of quality and quantity there has been little difference between the 2015 and 2013 conferences, a great number of delegates with experience from previous years have declared the 2015 conference the most successful to this date.

The following is an internal evaluation and does not pretend to give a completely objective picture of Play the Game 2015. We do however wish to gather and publish our reflections on the outcome of this considerable investment of time, money and other limited resources, partly in order to give our donors a chance to assess whether their contribution was worthwhile, and partly to collect lessons learned with a view to create better conferences in the future.

We shall do our best to support our subjective reflections with various kinds of evidence and hope you will find the reading interesting.

The overall observations are as follows:

- Even at a time of great public awareness of international sports politics, perhaps particularly so, there is a need for an independent forum where a wide range of the

main challenges to sport are put under spotlight through a comprehensive, fact-based, focused and multi-stakeholder-based approach.

- The conference showed that the need for public, open and unrestricted dialogue is particularly relevant at a time where international sport bodies are met with widespread skepticism and mistrust. With the growing engagement in sport events and institutions shown by authoritarian states, the need for open debate becomes even more obvious in order to bridge the gap between public perception of sport and how decision-makers in sport see their role.
- Emphasizing the importance of whistleblowers in sport from the very opening of the conference seemed to have some effect on the post-conference debate in relation to the WADA report on doping in Russia/IAAF. The Skype conversation with the Stepanov couple (re IAAF) and the presentation by Bonita Mersiades (re FIFA) added a human element to the overall sports political deliberations, engaging participants from the start.
- The debate at the historic Elsinore Theatre between FIFA presidential candidates, experts and stakeholders is pointed out as a highlight in many individual comments. Moreover, the interest from the candidates shows that Play the Game is now established as a forum you want to be seen in, in remarkable contrast to earlier years where there was a perceived political risk in accepting our invitations.
- The feedback from the participants is once again overwhelmingly positive. 97% declare that their overall impression of Play the Game 2015 is “good” or “very good”, and it is remarkable that the score for “very good” now exceeds 60%. Considering the above mentioned questions it is even more comforting that 86% find that the conference gives value to their daily work “to a high extent” or “to some extent”.
- It was a risk to operate with up to five parallel sessions in order to accommodate all presentations and wishes from previous years to have more room for debate. Fortunately, on a few exceptions, all parallel sessions had a sufficient crowd and a reasonable thematic flow. Still, the number of presentations and sessions is one of the factors that many participants regard as challenging.
- Aarhus served as an excellent host city, offering generous support and excellent cooperation, both in the overall planning at municipality level and through the various institutions that the conference visited or involved otherwise in the programme.
- The number of 345 participants was one short of the total number in 2013 and thus still at a satisfying level. On top of that are an estimated 40-50 guests or media representatives who paid brief visits without necessarily officially registering. With more time in the planning process it should be possible to reach 400-450 partici-

pants, but it is no end in itself to see the conference grow in quantity and the conference must not lose its convivial atmosphere.

- The media coverage is extensive but seems to be stagnating in traditional media, although it is hard to get an exact overview in these times of Internet publishing and social media. Play the Game should be able to generate more media reporting. Journalists make up for one fifth of the delegates, and the staff have regular contact with a large network of international journalists. Thanks to the presence of a productive journalist from Reuters' news agency, the conference was repeatedly exposed worldwide that week, but otherwise the outcome was relatively meager in the mainstream media.
- However, the conference had its strongest presence on social media so far. According to statistics its hashtag (#ptg2015) reached more than 1.4 million Twitter-users and it was consistently being in the top-5 of used hashtags in Denmark during most of the conference.
- Although there has been good reasons for dragging out the final decision about where to host the conferences of 2013 and 2015, the delayed decisions and a planning period of just nine months are preventing the conference from reaching its full potential. Deadlines must be administered more strictly in the future, no matter how many good reasons there can be to be patient with potential host cities.
- In spite of the considerable logistic challenges in organizing sessions at and transportation for three external venues in Aarhus during the first two conference days, the practicalities of the conference worked seamlessly with very few complaints or mishaps.
- Marselis Hotel served once again as an excellent venue and very flexible, cooperative and efficient partner. Almost half of the participants give Marselis a "very good" score and in total almost 80% are happy with the venue. Only the Wi-Fi system fell well below the expectations and this is noted with irritation by quite a few participants.
- The decision to print a programme guide instead of a post-conference magazine seems to be a good one. Only one out of ten delegates did not use the guide, while eight of ten found it useful. But together with the launch of the Sports Governance Observer survey, the production added much pressure on the last pre-conference weeks which are already quite stressful.
- After a very fruitful and inspiring first meeting in the Programme Committee, too little use was made of the committee, except for their valuable efforts in the abstract review process. Due to the time constraints the committee members did not become sufficiently involved, neither collectively nor individually.

These observations and the following report are to a large extent based on:

- An anonymous internet-based questionnaire with 162 respondents or a response rate of 53.4% (excluding the board and employees of the Danish Institute for Sports Studies/Play the Game),
- Individual feedback from participants and speakers during the conference and post-conference emails,
- Searches for media coverage of the conference in international media databases and online.

The evaluation is seen in the light of Play the Game's main purposes:

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

The evaluation focuses on some key elements regarding the programme and execution of the conference. Purely organizational and technical aspects will only be touched upon if they have affected the objectives of the conference.

Preparations and execution

Trying to take lessons from the delays in selecting the host of the 2013 conference, a Call for Interest in hosting Play the Game 2015 was launched already in December 2013. It clearly became evident that a very interesting offer from Molde University College had to be analyzed carefully, and for more than half a year Molde appeared as an excellent venue, partly due to very promising signals of external support in the Norwegian sports environment.

However, in the autumn of 2014 the plans had to be abandoned, mainly due to the fact the Norwegian Olympic Committee and Sports Confederation (NIF) after months of waiting decided not to support the conference. As this would make further fund-raising unlikely to yield results, Play the Game decided to go back to Aarhus, Denmark, which had expressed interest in repeating the successful hosting of Play the Game 2013.

In a very short while, the necessary understanding in principle with the municipality of Aarhus was achieved, although no finances were immediately guaranteed. On that background Play the Game could cautiously start preparations and launch the conference dates in late November 2014.

For various reasons, including hefty travel activities, the theme descriptions and Call for Papers were not ready until February 2015 and we consider this the main reason that the number of submitted abstracts dropped from 90 to 75.

Also the fundraising process suffered from the delay, though we did manage to advance applications some months compared with 2013.

Nevertheless, both processes ended with a better result than at any previous conference, as it will be shown later.

Moreover we have reason to be grateful to Aarhus City for accepting to support the conference on a short notice and displaying great commitment and professionalism at every level of cooperation.

Economy

Play the Game 2015 would not have been realized without generous contributions from institutions and organizations in Danish sport, as well as considerable support from partners outside.

In a recent reshuffle of how Danish lotto money are redistributed, the annual grant from the Danish Gymnastics and Sports Associations (DGI) of €67,000 was transferred directly as a part of the permanent allocation to Play the Game/Danish Institute for Sports Studies (Idan). Therefore our biggest donor over the years no longer contributed directly to the conference, but was notwithstanding credited as a founding partner.

A very important new partnership was the Enlarged Partial Agreement on Sport (EPAS) under the Council of Europe. EPAS financed full or partial participation costs of some 34 participants, including 10 speakers. By attracting ministerial representatives and experts from Europe and beyond, EPAS added strong value to the content and clout of Play the Game 2015.

The full list of external donations looks like this:

- EPAS/Council of Europe (Travel expenses for certain speakers + €17,300 earmarked for EPAS speakers and delegates)
- The National Olympic Committee and Sports Confederation of Denmark - DIF (€13,333)
- Danish Foundation for Culture And Sports Facilities (Lokale og Anlægsfonden) (€13,333)
- City of Aarhus (€10,000 - FIFA debate and dinner in 'The Old Town' + use of city hall for opening session)
- Team Danmark (€10,000)
- Sport Event Denmark (€10,000)
- Aarhus 2017 - European Capital of Culture (€6,667 - public opening session and dinner in Musikhuset Aarhus)
- The Danish football federation - DBU (€6,667)
- Danish Federation for Company Sport (Dansk Firmaidrætsforbund) (€6,667)
- Anti Doping Danmark (€5,600)
- Embassy of the United States in Denmark (€3,925 - costs related to two U.S. professors)
- Danish Union of Journalists- DJ (€3,333 - earmarked for journalist grants)
- Norwegian Union of Journalists - NJ (€3,000 - earmarked for journalist grants)
- Danish Sports Journalists Association (€2,667 - earmarked for journalist grants)

In addition to these grants, Visit Aarhus provided some air ticket discounts.

Revenues from delegate fees fell somewhat below the expected amount of €80,000 from around 200 paying guests like in 2013. A total of €75,000 € from 188 paying participants (externally funded conference grants and EPAS subsidies included) was not quite as expected. Fortunately, there is so little overhead calculated in the delegate fee that the overall conference economy is not very sensitive to fluctuations in this part of the revenues.

It is reasonable to assume that a longer planning horizon could have raised the number of paying participants.

At the time we close this evaluation, the accounts are not finally settled. But it seems that, as expected and budgeted, Play the Game/Idan has to cover a deficit for the conference of approx. €53,000 of its own budget. The basic funding that allows such luxury stems from the Danish Ministry of Culture and its redistribution of lotto revenues from the state gam-

bling company 'Danske Spil'. This funding also sustains the salaries of a Play the Game staff of app. 3.5 FTE on a permanent basis.

It is of course annoying that Play the Game cannot be held on a balanced budget, but cutting expenses down to meeting the revenue would mean lowering the bar with regard to the scope of the conference themes as well as the amount of outstanding speakers. In this context, let it be noted that no speaker takes an honorarium for presenting in the plenary and parallel sessions, on the contrary most speakers cover their own costs and pay the conference fee.

If we compare with similar non-commercial conferences in international sport, Play the Game does not seem to stand out in any negative way. On the contrary we have the impression that almost all conferences that do not target the profit-oriented sports industry are heavily subsidized one way or another.

Rather than trying to make Play the Game more attractive in the commercial market, it is more important to continue to work to protect its independence and singular quality by ensuring a more solid basic funding. There is no guarantee that Danish sport or partners abroad will continue to make regular donations to the conference over the coming decade(s).

Number and composition of the participants

It has already been mentioned that the number of participants is almost exactly the same as in 2015 – the 345 registered delegates is only one down from 2013. The participants arrived from 43 countries (counting work places, not nationalities) on six continents, also very much like in the ten previous years.

It is disappointing that we did not succeed in continuing the growth of around 10% at each of the two previous conferences, but the compressed preparation period and our very limited staff makes timely, systematic and personalized PR quite difficult.

It is even more disappointing that we are not able to tip the gender balance. In spite of paying much attention to the need for female participation, the ratio of female speakers and participants remains largely the same as in 2013. With 98 female participants out of 345 the overall percentage of women rose from 27 to 28%, still far from the 33% achieved in 2011 in Cologne when specific issues were highlighted in order to attract women.

Then number of 35 female speakers was 5 up from 2013 – but the number of presentations grew even more: from 134 in 2013 to 165. The proportion of female speakers thus dropped from 22% to 21%.

The upside of the stability is that the conference still represents a very interesting mix of professions and draws growing amounts of people involved in the daily administration of sport policies, from sports bodies, NGO's or public entities. This mix is undoubtedly one of

the main assets of the conference, something that is stressed again and again by participants.

Still, academics represent the largest single group with 65 individuals, corresponding to one out of five participants. The share of journalists has fallen back to 15%, but future journalists constitute 2/3rd of the student group.

	Number	%
Academic	65	19
Media	53	15
Organization	52	15
Public entities	49	14
Sports bodies	40	12
Students	35	10
Host	20	6
Other	17	5
Business	14	4
<i>Total</i>	<i>345</i>	<i>100</i>

Active partnerships

It should be stressed that the geographical and professional variety does not come through Immaculate Conception, but through shared commitment with partners. Especially the partnership with EPAS should be pointed out this year, as it ensured the participation of a number of European ministries and NGO's.

Apart from making the composition of the conference more robust, EPAS enabled Play the Game to reach out to a number of experts that might not have considered accepting an invitation. EPAS added legitimacy and relevance to a number of debates on governance, mega-events and matchfixing, and it facilitated participation from people who might have found that Play the Game was too controversial a forum for them to participate in, or that this was perceived so by their peers.

Last but not least, EPAS made an independent contribution to the content by setting up a special session on the role of governments in securing good governance in sport.

Other partnerships, too, added value to the conference content:

- The International Council for Sports Science and Physical Education (ICSSPE) was very helpful in defining the content and mobilizing speakers for a session on physical activity in Europe,
- Anti-Doping Danmark set up a session on the autonomy of sport in the light of the growing challenges and the need for cooperation with public authorities,

- A group of academics lead by prof. dr. Bruce Kidd, University of Toronto, campaigning for a fair treatment of the transgender athlete Dutee Chand set up a special session on this issue,
- The city of Aarhus and Aarhus 2017 facilitated the use of the Town Hall, the Concert Hall and The Old Town for visits and sessions outside the main conference venue, as well as a guided tour for some participants to new movement facilities at the harbor
- The Danish Foundation for Sports and Culture Facilities also contributed to the debates on sports facilities on various occasions,
- UNESCO made sure its new charter could be presented by a key official in spite of a hectic calendar with meetings in Washington and Paris.

Last, but not least, we appreciate the presence of a group of 21 international students and one teacher from the Danish School of Media and Journalism who made independent video news coverage of the conference, in keeping with a long tradition for cooperation between the school and Play the Game.

Idan Development Forum at Play the Game 2015

Idan Development Forum hosted three sessions focusing on the potentials and pitfalls of measuring sports participation and the usage of sports facilities. Highly qualified speakers from research institutions, sports organizations, and delegates discussed how sports organizations can adapt to rapidly changing consumer trends, participation patterns and measuring opportunities.

Tuesday, about 40 persons attended the sessions 'The power of data and analysis for sport for all strategies I + II', and Wednesday, well over 30 persons went to an exciting excursion along the water front in Aarhus just after the session 'Movement facilities on the water front'.

The participants at the Idan Development Forum sessions were a mix of Danish members of the forum and international sport for all interested delegates. According to the discussions in the sessions it was an engaged and interested audience.

Thanks to the generous support from the Danish Foundation for Sports and Culture Facilities it was possible to focus on innovative sports architecture and urban planning, and the foundation also put an exhibition at the disposal of the conference. Among the support activities were an excursion to the water front, a good occasion for networking, relaxation and inspiration – though some of the destinations required a bit of imagination as the water front facilities were in a build-up face.

The integration of the Idan Development Forum in Play the Game 2015 as a whole worked out well. The Danish Institute for Sports Studies was a little disappointed with just above

10 members of the forum attending the Play the Game 2015. On the other hand, the forum sessions attracted 20-30 other Play the Game delegates which is quite satisfying. However, it remains a challenge for Play the Game to attract foreign and Danish media attention to 'softer topics' than doping, corruption, match-fixing etc., and Idan Forum did not succeed in attracting a high level of media attention to the challenges in sport for all that were on the agenda during the Forum.

International inspiration is an important part of the Idan Development Forum, and Play the Game 2015 was in that respect a unique platform.

Participant survey: Very high level of satisfaction

The overall impression with the conference is a very positive one with 97% of the respondents rating the conference either 'very good' or 'good', just as in 2013. It is, however, worth noting that the share of those who give the conference the top grade 'very good' has gone up from 56% to almost 60%.

Comparing this conference's survey to similar surveys carried out since the 2005 conference with almost identical questions confirms the impression that the 2015 edition is better than or at least at the level of previous conferences. Half of the participants (49.7%) assess that the conference did "stimulate and qualify the public debate about world sport" to "a very high degree", and more than one third (36.1%) says "to a high degree".

Six out of ten feel that Play the Game as a conference continues to develop in a positive direction.

More participants than earlier find that the conference facilitated networks across the professional groups to a high or very high degree, but the signal is contradicted by a growing number feeling that their personal time to network was too short. Almost one out of five (18.3%) asks for more networking time, and in this type of survey that is a signal worth noting.

On the other hand, there is a general and rising satisfaction with the time available to debate in the sessions. This year the average presentation in main/plenary sessions was cut down from 20 to 15 minutes, but that has not changed the perception that the length is suitable.

The evaluation of parallel sessions is slightly less positive, and it is evident that this part of the conference is something we have to continue to work on with regard to formats. No less than 46% find that Play the Game offers too many presentations, and the complaint most often heard from delegates is that they cannot go to everything they wish to.

2015 was the first conference with up to five parallel tracks, and that is quite frustrating for half of the participants. It is a well-known frustration, but very hard to solve without cutting down participation dramatically. Many delegates, especially but not only from the academic world, will simply not be able or willing to travel and take part if they are not accepted for the programme.

The most encouraging single figure is perhaps that 37.1% of the participants find that the 2015 conference will give value to their daily work "to a high extent" while 49% say "to some extent".

For the future it is interesting to see that two out of three participants (67.2%) think Play the Game should be held in alternating host countries, in Europe or beyond. Almost the same figure (64.9%) supports the current conference interval of two years. But there is room for

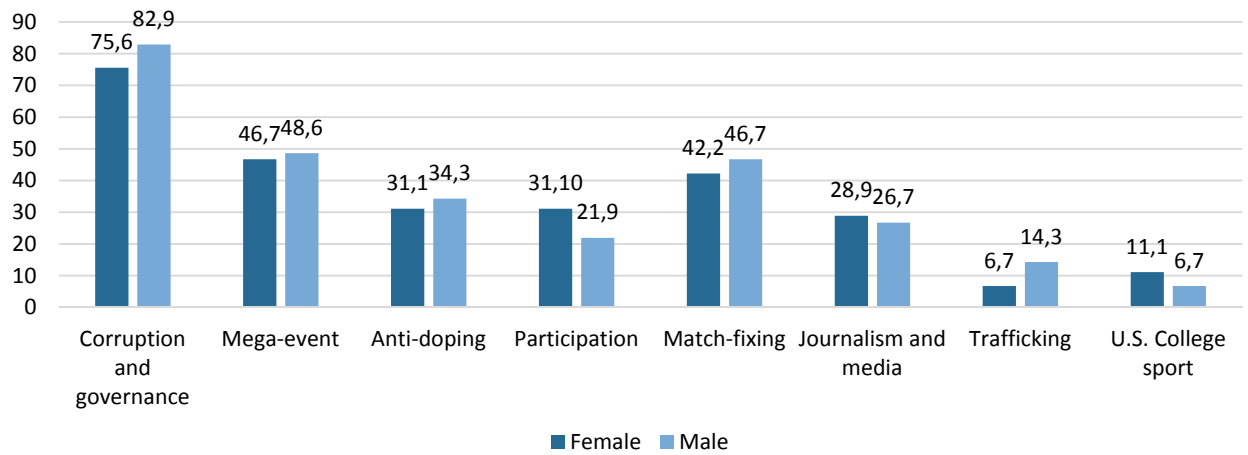
increasing the conference activities: One out of four (25.9%) thinks an annual Play the Game conference would be suitable.

Few gender differences

In general, there are not many differences as to how men and women perceive the conference.

There are slight differences, however, when it comes to what the two groups find most interesting. While it can hardly be seen as a significant difference, men seem to find corruption and trafficking to be more interesting than women, and women take more interest in participation and U.S. college sport.

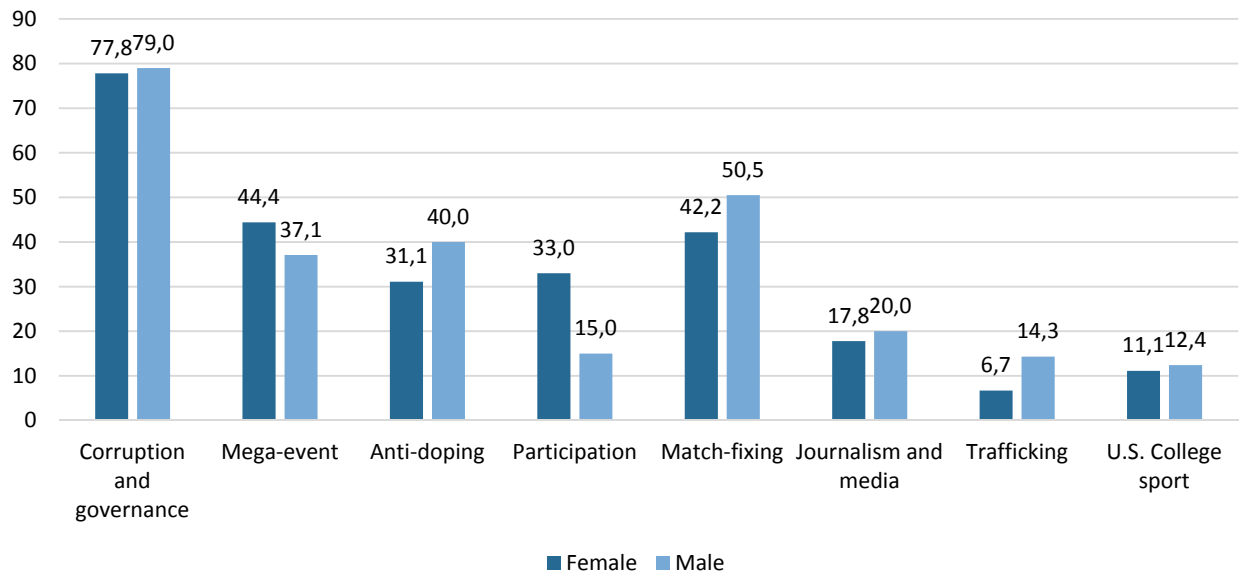
Figure 1: The most relevant themes to the conference participants (percent)



Please select the three conference themes that had most relevance for you. Listed according to gender. percentage. N.B. The participant that marked 'other' as gender is not included in this graph.

As for which themes had the best content, the two genders disagree more. Here, one third of the female participants find the participation theme among the three themes with the best content against only 15% of the male. Female participants also found the content in the mega-events sessions to be better than their male colleagues did. Anti-doping, trafficking and match-fixing are themes that a larger part of the male participants found to be among the themes with the best content compared to female participants.

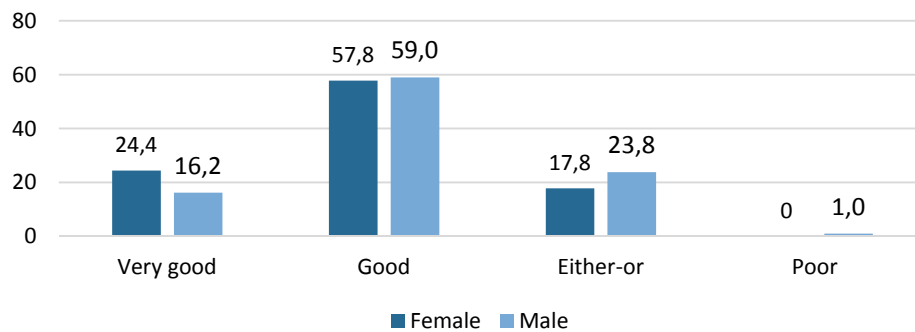
Figure 2: Themes with the best content (percent)



Select the three themes with the best content. Listed according to gender. percentage. N.B. The participant that marked 'other' as gender is not included in this graph.

As for the parallel sessions, the female participants are clearly more satisfied with the general standard, as 24.4% of the female find the standard 'very good' with only 16.2% of the male. As much as 23.8% of the male participants find the general standard 'either-or':

Figure 3: General standard of parallel sessions (percent)



What do you think about the general standard of the presentations during parallel sessions? Listed according to gender. percentage. N.B. The participant that marked 'other' as gender is not included in this graph.

Other aspects of the conference that were differently perceived by the two genders:

- More than one fourth (26.7%) of the female participants found that there was too little time to network while this was only the feeling among 15% of the male delegates.

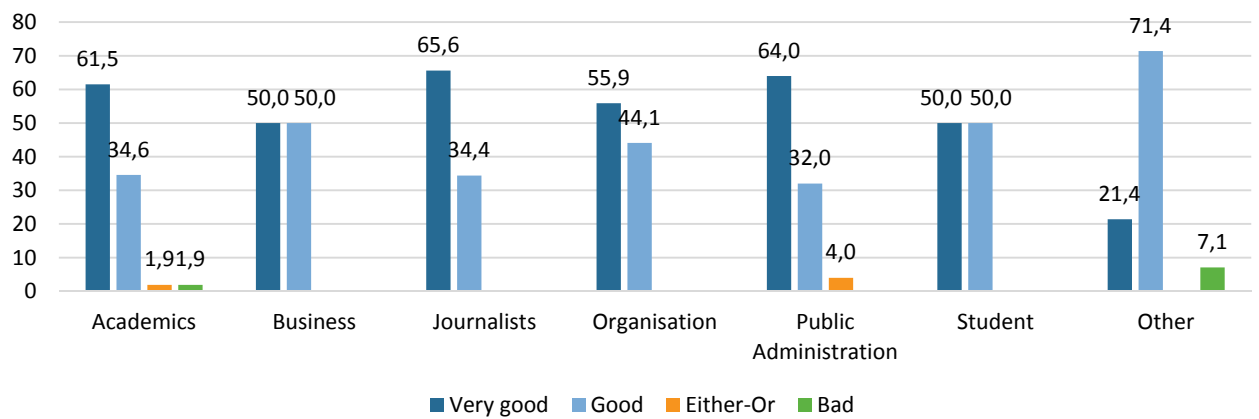
- More women (11.1%) than men (6.7%) found that the length of the presentations in parallel sessions was too long.

Professions: Journalists are the most happy

When looking at the different professions represented among the respondents, differences in the way they see the conference appear.

When looking at the 'overall impression' of the conference, journalists form the group with the best overall impression of the conference (65.6% of 'very good'). The lowest rating comes from the group 'other' who has the lowest percentage of participants who has a 'very good' impression of the conference (21.4%) and among who 7.1% has a 'bad' overall impression of the conference.

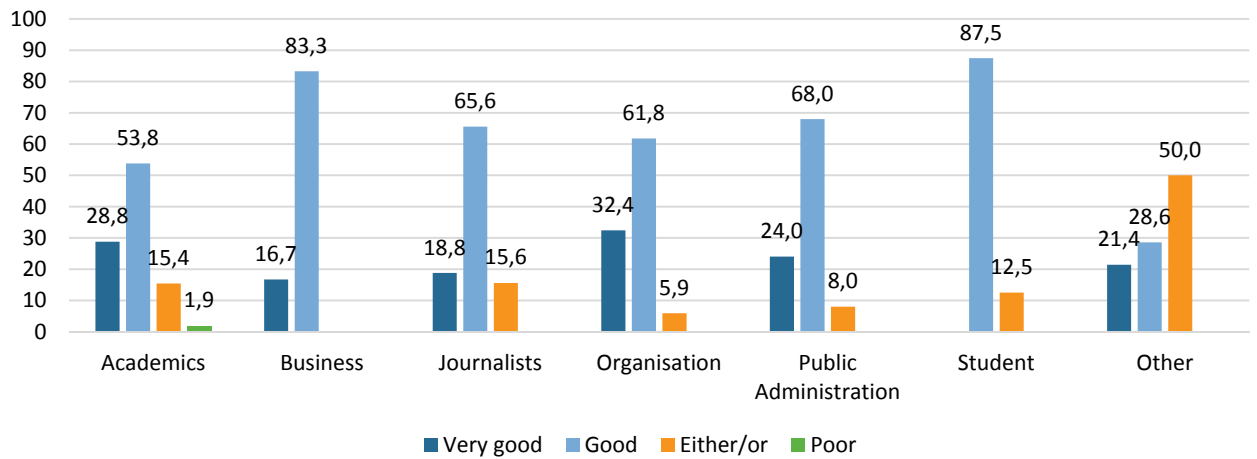
Figure 4: Overall impression of the conference – Profession (percent)



What is your overall impression of Play the Game 2015? Listed according to profession. percentage.

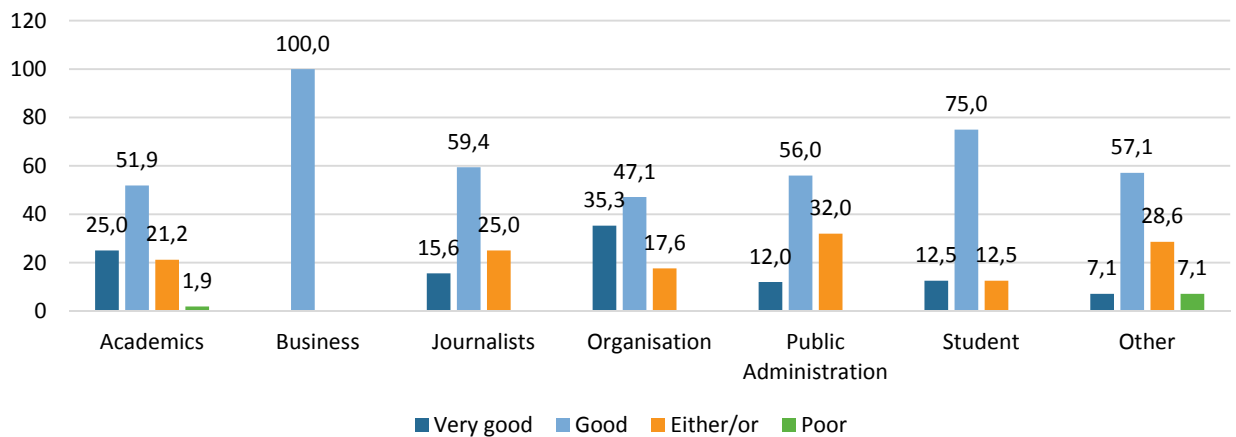
Nevertheless, the academic participants are the most satisfied with the conference content along with the participants working in organizations. Generally, the content of the presentations given in the main and plenary sessions is rated higher than the content in the parallel sessions.

Figure 5: General satisfaction with the content of main/plenary sessions (percent)



What do you think about the general standard of the presentations during main/plenary sessions? Listed according to profession. percentage.

Figure 6: General satisfaction with the content of parallel sessions (percent)

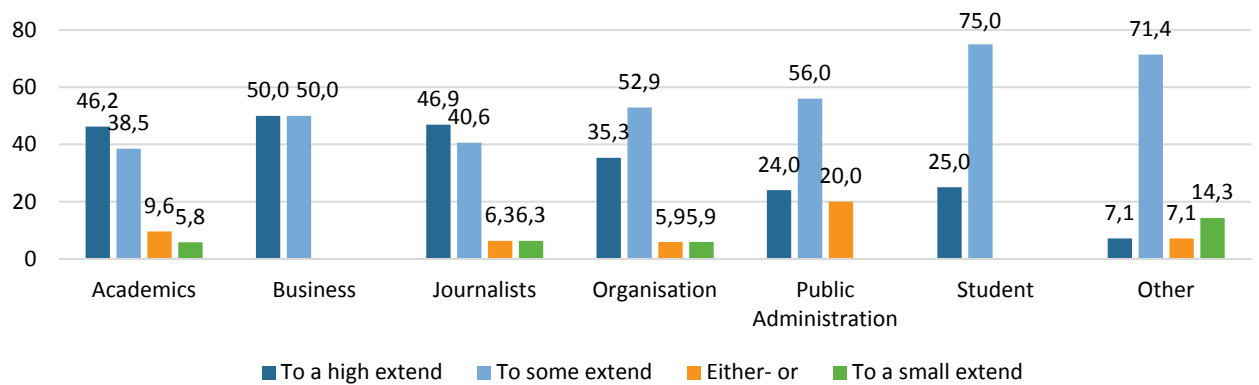


What do you think about the general standard of the presentations during parallel sessions? Listed according to profession. percentage.

The group that is the least satisfied with the content of the various sessions at the conference is the 'other'-group.

The 'other' group is also the group that least believes that the conference will add to their daily work, with only 7.1% expecting it to add 'a high extent' of value and 14.3% expect it to add little value to their daily work. The most positive group is 'business' who all expect the conference to add value to their daily work either to a 'high extent' or to 'some extent'. Journalists have the highest percentage of participants who believe the conference will add to their daily work to a 'high extent' (46.9%).

Figure 7: The conference adds value to most professions' daily work (percent)



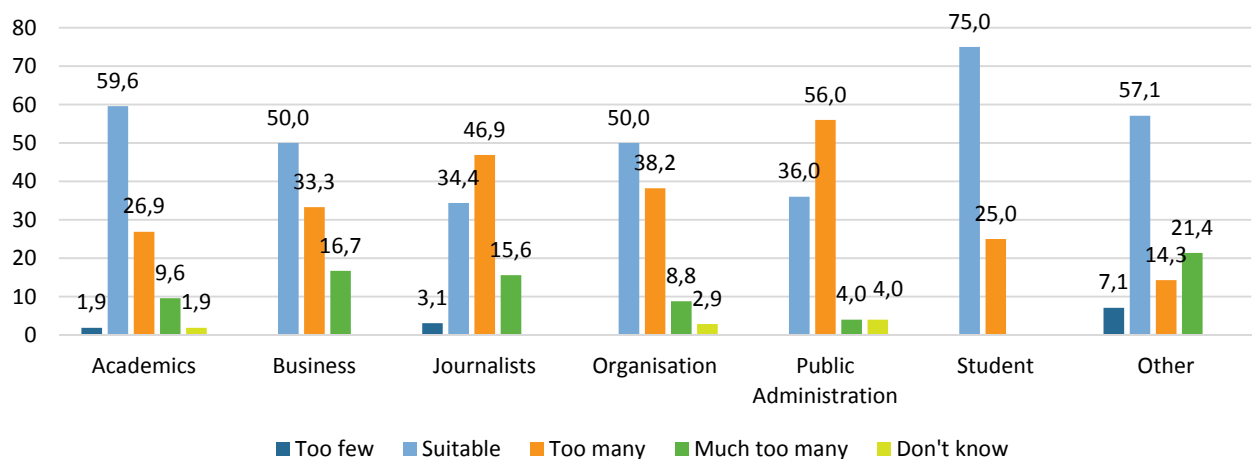
To which extent do you expect Play the Game 2015 to add value to your daily work? Listed according to profession. percentage

Number of presentations

Among all the delegates at the conference, almost 40% found that there were too many presentations, while half of the delegates found the number to be suitable.

When considering the profession of the delegates, it seems as if academics, students and people from other professions are the groups that find the number of presentations most suitable, with 'other', however, to also be the group that has the highest percentage of delegates who find the number of presentations to be 'much too many' (21.4%). Delegates working in journalism, public administration and organizations also tend to find the number too big.

Figure 8: Too many presentations for some professions (percent)



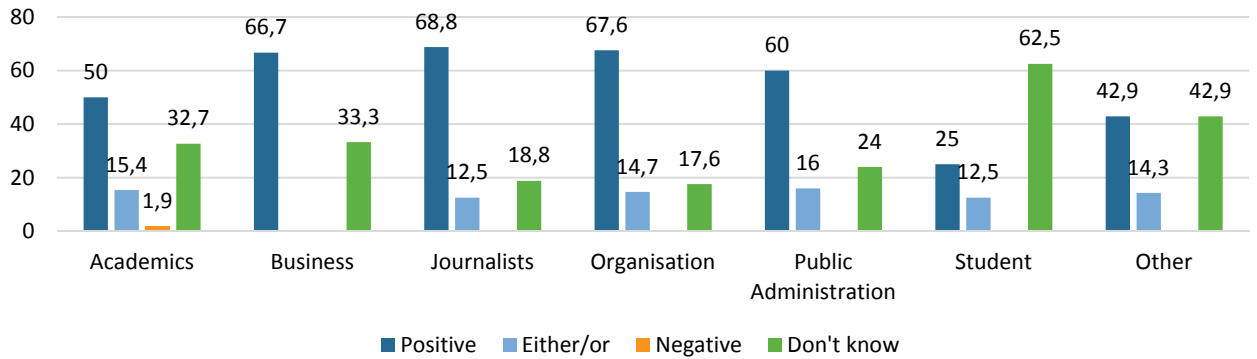
What do you think about the overall number of presentations at the conference? Listed according to profession. percentage

Develops in what direction?

By far, most of the participants find that the conference develops in a positive direction. The groups with the largest share of critics are 'academics', 'student' and 'other' among who only 50% or less find the conference to develop in a positive direction. Among the academics, there is also 1.9% that find the conference is developing in a negative direction.

A large part of the students attending the conference were there for the first time, and therefore do not have anything to compare with. Journalists, and professionals from organizations and businesses are the ones who find Play the Game conferences to develop in a positive direction the most with an average of 67.7%.

Figure 9: The conference develops in a positive direction (percent)



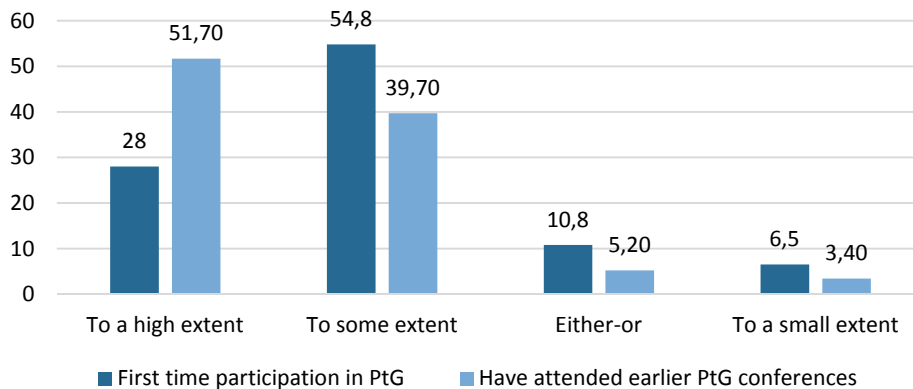
Do you think the Play the Game conferences develop in a positive or negative direction? Listed according to profession percentage.

First-timers are less enthusiastic

Nearly 40% of the respondents have been to previous Play the Game conferences and among those there is a clear expression that the conference develops in a positive direction (81%).

This impression is backed by the fact that among the participants who have attended before there is a higher percentage of people who expects the conference to add to their daily work to a 'high extent' (51.7%) than for first time participants among who this number is significantly smaller (28%).

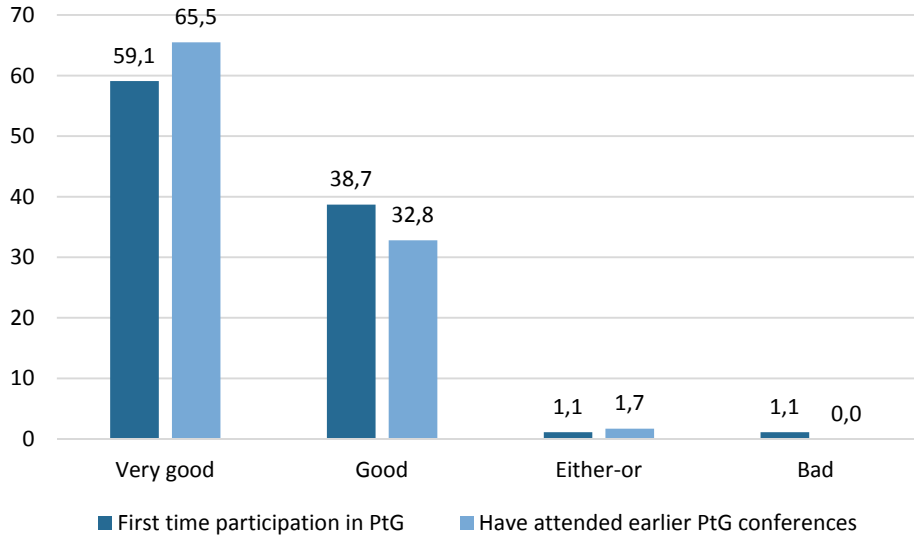
Figure 10: The conference adds value to my daily work (percent)



To which extent do you expect Play the Game to give value to your daily work? Listed according to previous conferences or not. percentage

Further, participants who have attended before rate their overall impression a little bit higher than first time participants.

Figure 11: Overall impression (percent)

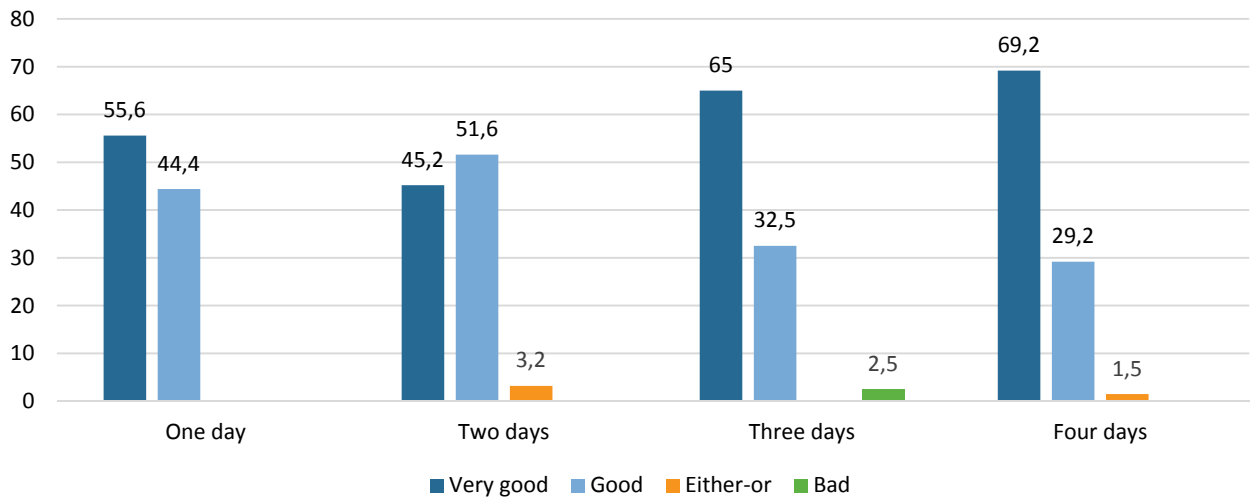


What is your overall impression of Play the Game 2015? Listed according to previous conferences or not. percentage.

Longer stay, greater satisfaction

According to the survey, 18 respondents have attended the conference for one day, 31 respondents for two days and 40 respondents for three days. The majority of the respondents attended the entire conference and stayed for four days (65 respondents) for four days. A general tendency is that the longer participants stay at the conference, the better their overall impression.

Figure 12: Overall impression according to no. of days at the conference (percent)



What is your overall impression of Play the Game 2015? Listed according to number of days at the conference. percentage.

Media coverage with FIFA and European bias

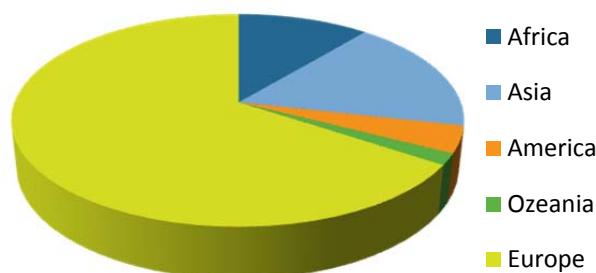
Although Play the Game attracts a big number of media professionals, it cannot claim big global media presence. The media outreach is heavily dependent on the presence of international agencies such as Reuters in 2015.

The coverage of the Play the Game conference 2015 is mapped by using search engines like “meltwater”, “google news” and active search on the internet. Articles that contained the words “Play the Game”, “conference 2015” and/or “sports governance” were taken into consideration. The collection of all relevant articles resulted in a database of more than 185 articles that were published more than 1,000 times before, during and after the conference in international, national and regional newspapers, private blogs, broadcaster websites and many more.

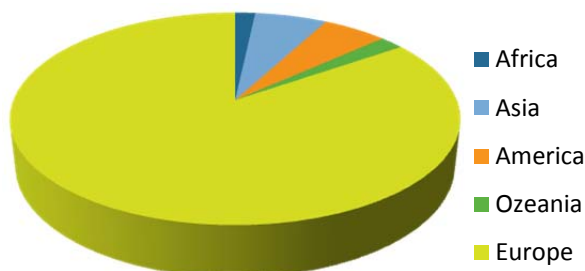
It seems the overall distribution of media coverage among the different continents of the conference is strongly related to the number of participants of each nation (see figure below).

Figure 13: Origin of published articles and participants at the conference

Published articles



Participants



There is a strong suspicion that the trend of decreasing coverage in America and Africa can be explained by a decreasing number of participants from those continents. Looking at Asia, It should be mentioned that 70% of its media coverage was dedicated to the FIFA scandal (who remain in the race for FIFA president with two out of seven candidates). For that reason the coverage in Asia appears to be a lot higher compared to the other continents and its number of participants. In contrast to that, the selection of European media includes

small as well as big stories according to the relevance to the nations and covers over 60% of all published material.

Most of the media coverage is being published whilst the conference takes place. It is published by Play the Game itself, participants and (other) journalists. Some articles summarise discussions and debates and/ or provide pictures, interviews, slides, etc. but many articles just pick up a whole topic and spice them with comments of participants of the conference rather than reporting about one specific presentation. The latter is often the case with topics that are relevant as we speak – like the FIFA scandal – which leads to a great number of articles but actually contains little information about the conference.

Relevant themes

The vast number of 34% of all articles were dedicated to cover the ongoing FIFA scandal which can be divided in three parts that were newsworthy when the conference took place: The discussion about loyalty to Platini, the presence of two FIFA candidates at the Play the Game conference and the disqualification of one of the candidates, David Nakhid, shortly after that. The continuity of breaking news and the fact that all incidents concerning FIFA travelled worldwide led to a big gap between this and the topic that was next in size.

A story about Jean Claude Mbvoumin, Foot Solidaire, kicked off a series of articles about how fake agents promise African families contracts with European football clubs who then give away all their savings in the hope of a better future for their kids. The story was still being picked up ten days after its first release and travelled around Africa and even some parts of Asia and Europe. It was the only story apart from articles about the FIFA scandal that was published in African newspapers which could indicate that Africa lacks a greater involvement in themes discussed at the conference.

Some stories found their recipients in regional papers, like an article about the Russian whistleblowers Yulia and Vitaly Stepanova which was released in some areas of Switzerland. The story was picked up again a few weeks later when WADA released its report on the issue since the Stepanovs played a big role in revealing Russia's doping system. In the field of sports governance, Arnout Geeraert's Sports Governance Observer appeared in a several articles in the northwestern part of Europe.

After the conference

The latest article in the database is dated to the 20-11-2015 which indicates that media coverage continues a lot longer than the conference itself which had its final day on 28 October. There are mainly two types of articles that are being published afterwards. One type consists of interviews or columns provided by participants with more detailed insights into specific topics. One example would be the writer Ezequiel Fernandes Moores who reported about Leandro Shara's new tournament system. The other type is topics with a broad reach that are still picked up by the media. Those articles usually have a short reference to experts' opinions expressed at the conference.

Increasing activity on website, app and social media

When a Play the Game conference is on, the activity seen in the conference rooms is also reflected on Play the Game's website, www.playthegame.org. In the month of Play the Game 2015 (15 October 2015 – 14 November 2015) the website had an increase of visits of more than 135% when comparing to the number of visits in the same month the year before (9,204 from 15 October 2014 – 14 November 2014).

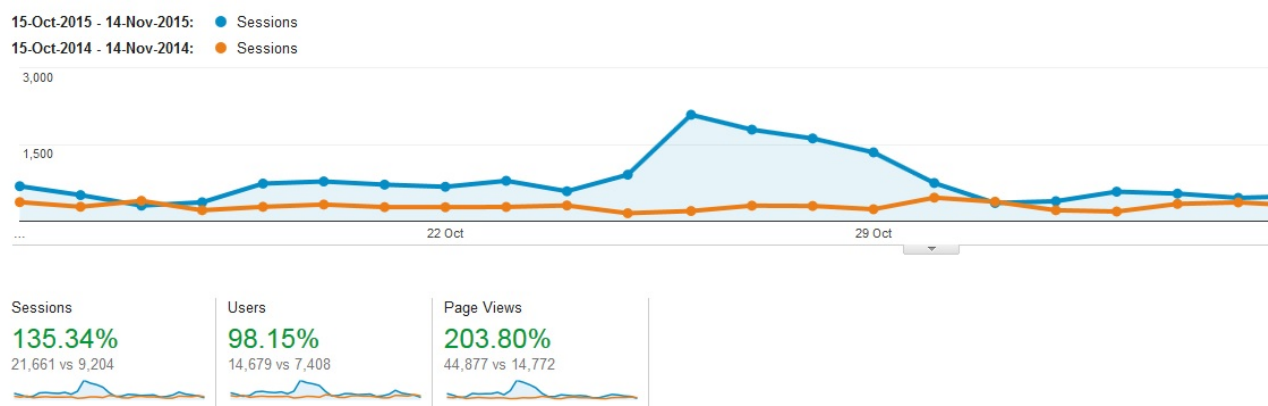
In October, the month of the conference, www.playthegame.org had:

- 14,679 users (an increase of 98.15% when comparing with October the previous year when the number was 7,408)
- 44,877 page views (an increase of more than 200% when comparing to the previous year when the number was 14,772)

There are users from 182 countries coming from six continents.

The following extract from Google Analytics gives a graphical representation of the difference in the use of the website during the month of the conference and during the same month one year earlier:

Figure 14: Traffic on the Play the Game website



Social media

The conference once again helped raising Play the Game's presence on social media platforms, Twitter in particular.

Prior to the conference, a Twitter 'hashtag' was decided on (#ptg2015) and participants were encouraged to use this when tweeting from/about the conference. Conference participants took up this encouragement and the hashtag was tweeted almost 2,000 times during the conference month. According to statistics, the hashtag reached more than 1.4 million Twitter-users and potentially appeared on more than 4.7 million so-called Twitter timelines.

It is also worth noting that the conference hashtag was among the top 5 trending hashtags in Denmark during most of the conference days. Especially the FIFA debate on Monday 26 October sparked a lot of Twitter activity.

Play the Game's Twitter profile @playthegame_org gained more than 220 'followers' during the conference month.

Also on Play the Game's Facebook there was an increased activity during the conference and Play the Game Facebook posts reached more than 350% more Facebook users (around 12,000) than during the similar period last year. The number of 'likes' that the account has was increased by 40.

Finally, the number of Play the Game newsletter subscribers grew by 175 in October 2015. As of today the total number of subscribers is 2630.

Conference app

Play the Game 2015 had a dedicated conference app free to download and use on mobile phones. The conference app contained the conference program, information about speakers, hotels, relevant sites, etc.. The app was downloaded by more than one third of the participants (123 times) and was opened close to 4.000 times during the conference.

The number of downloads was a bit below the number of downloads of the Play the Game 2013 conference app, something that can possibly be explained by less exposure and PR in newsletters and on websites. It is noted that if the app should be a continued conference feature, the marketing of it should be increased. However, among the participants who downloaded it and answered the survey, there is great satisfaction with the app. According to the survey, almost all delegates who downloaded it, found it 'very useful' or 'useful'.

Conclusion: The main future challenges

Based on the experiences of the staff and the feedback from the participants, the main challenges for future Play the Game conferences can be summarized as follows:

- To continuously adapt the conference content and composition to a rapidly changing sports political landscape in order to ensure that Play the Game can still add a particular value to the international public debate and policy making
- To further extend the participation from regions outside Europe, especially from Africa, Asia and Latin America
- To continue to look for hosts outside Denmark, and to explore opportunities for complementing conference activities – for instance shorter, more regional or thematically less comprehensive conferences in years without a big Play the Game conference
- To decide on the conference dates and venue 18 months in advance
- To keep trying to increase the ratio of female speakers and participants
- To increase the number of paying speakers
- To increase the participation of decision makers and top executives from international sports bodies
- To better prepare a global media coverage by motivating international media companies more actively through personal contact, and simultaneously build on the growing social media activity
- To experiment more with conference formats, especially with regard to parallel sessions
- To generate a more sustainable economy by strengthening the basic funding of Play the Game's office

With the regard to the latter, Play the Game has received encouraging news from the Danish parliament as this report is getting finalised. In the years 2015-2018, Play the Game will receive an additional 100,000€ per year for its international activities, adding to the annual grant of approximately 300,000 € from the Danish Ministry of Culture.

There is still some way to go before Play the Game reaches a really robust financial situation, but is the first improvement of the funding since 2004 and will enable a consolidation of the daily activities including the preparation of the 2017 and 2019 conferences.

For an organization the size of Play the Game, it is outright impossible to organize a conference of high standard and international clout without continued engagement and support from external partners.

Like all previous conferences Play the Game 2015 has been an achievement completely dependent on the active assistance of and fruitful cooperation with numerous individuals and organizations, and we extend our sincere thanks to every person who helped us making Play the Game 2015 a success.

Aarhus and Copenhagen, December 2015,

Jens Sejer Andersen
International Director

Henrik H. Brandt
Director

Appendix 1: List of participants

First name	Surname	Workplace	Country
Franka	Abrahamsen	ISAF Sailing World Championship Aarhus 2018	Denmark
Rasim	Adjalov	Young Business Factory	Azerbaijan
Chadia	Afkir	UNODC	Austria
Sine	Agergaard	Aarhus University	Denmark
Christer	Ahl	Teamhandballnews.com	USA
Gulnara	Akhundova	International Media Support	Denmark
Evangelos	ALEXANDRAKIS	European Lotteries	Switzerland
Ginous	Alford	Oxford University	USA
Khalid	Ali	ESAA - Elite Sports Aarhus	Belgium
Jens	Alm	Play the Game/Danish Institute for Sports Studies	Denmark
Jørgen	Alsted	Rødovre Gymnasium	Denmark
Stine	Alvad	Play the Game	Denmark
Jens Sejer	Andersen	Play the Game/Danish Institute for Sports Studies	Denmark
Preben	Andersen	Sports-web	Denmark
Cecilia Louise	Andersen	Play the Game/Danish Institute for Sports Studies	Denmark
Lars	Andersson	Sport Executive/Tekstwerk	Denmark
Alejandro Sánchez	Aragón	University Pompeu Fabra	Spain
Geoff	Arbourne	Duckin' & Divin' Films	United Kingdom
George	Arbuthnott	The Sunday Times	United Kingdom
Michael	Ask	Anti Doping Danmark	Denmark
Brian	Askvig	Ekstra Bladet	Denmark
Trygve Laub	Asserhøj	Play the Game/Danish Institute for Sports Studies	Denmark
Rabih	Azad-Ahmad	City of Aarhus	Denmark
Britt	Bager	Folketinget	Denmark
Richard	Bailey	ICSSPE	Germany
Muslim	Bakir	Okan University	Turkey
Peter	Balling	EA Lillebælt	Denmark
Søren	Bang	Play the Game/Danish Institute for Sports Studies	Denmark
Jonathan	Barbara	Parliamentary Secretariat for Sport	Malta
Juliana	Barbassa	Freelance	Switzerland
David	Barrett	Supreme Committee for Delivery and Legacy	Qatar
Elvira	Baze	Ministry of Education and Sport	Albania
Marko	Begovic	Directorate for Youth and Sport	Montenegro
Aderonke	Bello	Naij Media Limited	Nigeria
Benjamin	Bendrich	Georg-August-University Goettingen	Germany

Louise Kjærsgaard	Bertelsen	Thisted Municipality	Denmark
Niko	Besnier	University of Amsterdam	The Netherlands
Bo	Billenstein	Glostrup Municipality	Denmark
Peder	Bisgaard	Danish Federation for Company Sport	Denmark
Henriette	Bjerrum	Play the Game/Danish Institute for Sports Studies	Denmark
Lucas	Blasius	Katholische Universität Eichstätt-Ingolstadt	Germany
David	Bloss	OCCRP	Georgia
Mads	Boesen	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Søs	Bondo	Danish National Platform for Street Sport	Denmark
Daniel	Bouhs	ARD German TV	Germany
Louis-Philippe	Bourdeau	Université Laval	Canada
Kai	Brands	Dortmund University	Germany
Henrik H.	Brandt	Play the Game/Danish Institute for Sports Studies	Denmark
Anne	Brasseur	Parliamentary Assembly of the Council of Europe (EPAS)	France
Koen	Breedveld	Mulier Institute	The Netherlands
Claus	Bretton-Meyer	Danish Football Association	Denmark
Hanne Marie	Brevik	NRK Sporten	Norway
Jens	Brinch	Arctic Winter Games	Denmark
Peter Risbro	Brix	Dansk Firmaidrætsforbund	Denmark
Teis	Bro	Odense Municipality	Denmark
Poul	Broberg	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Jeppe Laursen	Brock	Politiken	Denmark
Andrew	Brown	The Sports Integrity Initiative Limited	United Kingdom
Jochem	Bruins	University of Amsterdam	The Netherlands
Hans	Bruyninckx	European Environment Agency (EEA)	Denmark
Louise Wethke	Buch	Danish School of Media and Journalism	Denmark
Michal	Buchel	FIAS - International SAMBO Federation	Switzerland
Anders	Buhl	Herning Council of Sports	Denmark
Jacob	Bundsgaard	City of Aarhus	Denmark
Eva	Bunthoff	National Anti Doping Agency Germany	Germany
Jonas	Burgheim	Sport Cares/PolitiCares	Germany
Alex	Burrows	4 global Consulting	United Kingdom
Jørgen	Büchert	Rødovre Gymnasium	Denmark
Peter	Bøgelund	Ballerup Kommune	Denmark
Mandy	Bösling	ARD German TV	Germany
Jonathan	Calvert	The Sunday Times	United Kingdom
John	Cameron		Canada
Camille	Carpentier	Université Laval	Canada
James	Ceely	Australian Sports Commission	Australia
Anibal	Chaim	Universidade de São Paulo	Brazil

Jérôme	Champagne	Independent	Switzerland
Yin Lam Yanis	Chan	HKBU	China
Wai Chun Eric	Cheung	University of Hong Kong	China
Nicholas I.	Chevron	Federal Bureau of Investigation	USA
Anders G.	Christensen	Aarhus 1900 Atletik/Motion	Denmark
Jørn Sønderkjær	Christensen	Aarhus Events	Denmark
Anders K.	Christiansen	VG	Norway
James	Corbett	Freelance	Ireland
Alessia	Coschignano	Ludwig-Maximilians-Universität München	Germany
Marija	Crnkovic	Ministry of Science, Education and Sport	Croatia
Esben	Danielsen	Danish Foundation For Culture And Sports Facilities	Denmark
Arthur	Darrasse	Université Laval	Canada
Guy	De Grauwe	European Federation for Company Sport	France
Marco	de los Reyes	Danmarks Radio	Denmark
Christian	Defever	France Television	France
Florian	Dennig	The Good Point	Germany
Sandro	Donati	Freelance	Italy
Peter	Donnelly	University of Toronto	Canada
Frédéric	Donzé	WADA	Switzerland
James M.	Dorsey	RSIS	Singapore
Suzanne	Dowse	Canterbury Christ Church University	United Kingdom
John	Doyle	University of Roehampton	United Kingdom
Susan	Dun	Northwestern University in Qatar	Qatar
Matthew	Eames	4 global Consulting	United Kingdom
Henning	Eichberg	University of Southern Denmark	Denmark
Johan	Ekberg	Malmö University	Sweden
Charlotte Kirk	Elkjær	Aarhus Events	Denmark
Svend	Elkjær	Sports Marketing Network	United Kingdom
Lin Olderøien	Elvegård	Trondheim Business School, Trondheim University College	Norway
Kelsey	Erickson	Leeds Beckett University	United Kingdom
Georg	Facius	FACIUS inc.	Denmark
Willem	Feenstra	De Volkskrant	The Netherlands
Matthias	Fett	Freelance	Germany
Michael	Filténborg	Danish Federation for Company Sport	Denmark
Tamara	Flege-Andersen	Aarhus University	Denmark
Andrea	Florence	Terre des Hommes	Switzerland
Peter	Forsberg	Play the Game/Danish Institute for Sports Studies	Denmark
Anna Alsing	Friberg	Gentofte Municipality	Denmark
Camilla	Friberg	Play the Game/Danish Institute for Sports Studies	Denmark
Matthias	Friebe	Deutschlandfunk	Germany
Stanislas	Frossard	Council of Europe	France

Jaimie	Fuller	SKINS	Switzerland
Jakob	Færch	Danish Foundation for Culture and Sports Facilities	Denmark
Christopher	Gaffney	University of Zürich	Switzerland
Simon	Gardiner	Leeds Beckett University	United Kingdom
Vibhav	Gautam	Northwestern University in Qatar	Qatar
Nicolas	Geay	France Television	France
Arnout	Geeraert	Play the Game/University of Leuven	Belgium
Pâquerette	Girard Zappelli	International Olympic Committee	Switzerland
Kolë	Gjeloshaj	FISU	Belgium
Trond	Glasser	Norwegian Ministry of Culture	Norway
Thomas	Glud	Aarhus Motion	Denmark
Nikita	Goloshchapov	Moscow State university	Russian Federation
Kate	Gregan	AUT	New Zealand
Jürgen	Griesbeck	Streetfootballworld	Germany
Anders	Halling	VIA University College	Denmark
Mark	Hann	University of Amsterdam, AiSSR	The Netherlands
Joseph	Harris	The Outer Line (www.theouterline.com)	USA
Nick	Harris	Mail on Sunday	United Kingdom
Spencer	Harris	University of Colorado Colorado Springs	USA
Mette	Hartlev	Anti Doping Danmark	Denmark
Martin	Hedal	Play the Game/Danish Institute for Sports Studies	Denmark
Christian	Heide-Jørgensen	Politiken	Denmark
Thomas Bruhn	Helleberg	Thisted Municipality	Denmark
Mikkel	Hemmer-Hansen	Jyllands-Posten	Denmark
Isild	Heurtin	Parliamentary Assembly of the Council of Europe	France
Declan	Hill	www.declanhill.com	Canada
Mattias	Hjelmberg	Swedish Sports Confederation	Sweden
Jonas Rovsing	Hjortdal	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Martin	Holzweg	EUPEA/ICSSPE	Germany
Brian	Homewood	Reuters	Switzerland
Szabolcs	Horvath	European Commission	Belgium
Marcus	Hoy	Play the Game/Danish Institute for Sports Studies	Denmark
Desislva	Hranova	Ministry of Youth and Sports	Bulgaria
Andreas	Høj	Danish Football Association	Denmark
Bertel	Haarder	Danish Ministry of Culture	Denmark
Alex	Inglot	Sportradar	United Kingdom
Evald Bundgaard	Iversen	University of Southern Denmark	Denmark
Rikke Smed	Iversen	Aarhus University	Denmark
Rowland	Jack	I Trust Sport	United Kingdom
Katharina	Jakob	Institute of Criminological Research, Ham-	Germany

		burg University	
Scott	Jedlicka	Washington State University	USA
Jan	Jensen	Ekstra Bladet	Denmark
Marie Egebjerg	Jensen	Aarhus University	Denmark
Morten Kragh	Jensen	Aarhus University	Denmark
Christina Friis	Johansen	Anti Doping Danmark	Denmark
Lisa	Jones	The Sports Integrity Initiative Limited	United Kingdom
Bent	Juhler	Odense Municipality	Denmark
Kirsten	Jørgensen	City of Aarhus	Denmark
Martin	Kainz	Vienna Institute for International Dialogue and Cooperation - VIDC	Austria
Guenther	Kaltenbrunner	Play Fair Code	Austria
Katrina	Karkazis	Stanford University	USA
Lene	Karsbæk	Sportsfaciliteter.dk/Kultur Valby	Denmark
Ole	Keldorf	ESAA - Elite Sports Aarhus	Denmark
Robert	Kempe	ARD German TV	Germany
Janneke Oude	Kempers	HU	The Netherlands
Bruce	Kidd	University of Toronto Scarborough	Canada
Mogens	Kirkeby	International Sport and Culture Association - ISCA	Denmark
Kasper Lund	Kirkegaard	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Andreas	Kjeldsen	EA Lillebælt	Denmark
Ove	Korsgaard	Aarhus University	Denmark
Uroš	Kovač	University of Amsterdam	The Netherlands
Sebastian	Krause	Bayerischer Rundfunk ARD	Germany
Murali	Krishnan	Freelance	India
Alexander	Krüger	The Swedish Sports Confederation	Sweden
Wendela	Kuper	Council of Europe	The Netherlands
Sarah	Lacarrière	Global Lottery Monitoring System (GLMS)	Switzerland
Grzegorz	Lagowski	University of Warsaw	Poland
Caroline	Larghi	Council of Europe	France
Jesper Frigast	Larsen	Anti Doping Danmark	Denmark
Steffan	Larsen	Danish School of Media and Journalism	Denmark
Josanne	Leonard	Assitant to David Nakhid	Trinidad and Tobago
Jochen	Leufgens	ARD German TV	Germany
Sarah	Lewis	International Ski Federation (FIS)	Switzerland
Simon	Licen	Washington State University	USA
Jens	Littorin	Dagens Nyheter	Sweden
Laura Aznar	Lucià	Universitat Pompeu Fabra	Spain
Andreas	Lund-Gregersen	Play the Game/Danish Institute for Sports Studies	Denmark
Finn	Lyck	Aarhus Events	Denmark

Lasse	Lyck	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Ilham	Madatov	Ministry of Youth and Sport	Azerbaijan
Frederik Thorkild Bjerglund	Madirazza	Play the Game/Danish Institute for Sports Studies	Denmark
Bo Busk	Madsen	Ollerup International Academy of Physical Education	Denmark
Mikkel Nørtoft	Magelund	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Carsten Kraushaar	Martensen	Aarhus University	Denmark
Elizabeth	Martin	Brazil Police Watch	USA
Taisuke	Matsumoto	Field-R Law Offices	Japan
Steve	Maxwell	The Outer Line (www.theouterline.com)	USA
Jean Claude	Mbvoumin	Foot Solidare	France
Emanuel	Medeiros	ICSS Europe & Latin America	United Kingdom
Steve	Menary	Freelance	United Kingdom
Jessica	Mercer	Edinburgh Napier University	Ireland
Bonita	Mersiades		Australia
Mikkel	Minor	Danish Football Association	Denmark
Payoshni	Mitra	Jadavpur University	India
Ana	Mitric	Freelance	USA
Elin	Mogensen	Aarhus University	Denmark
Andrew	Moger	News Media Coalition	Belgium
Ezequiel Fernández	Moore	La Nación	Denmark
Severin	Moritzer	Play Fair Code	Austria
Lars	Mortsiefer	National Anti Doping Agency Germany	Germany
Jørgen	Mosbæk		Denmark
Louis	Moustakas	German Sports University Cologne	Germany
Frederik	Munk	Sport Event Denmark	Denmark
Karsten	Munkvad	Danish Athletic Federation	Denmark
Bob	Munro	MYSA/Mathare United FC	Kenya
Till	Müller-Schoell	German Sports University Cologne	Germany
Philipp	Müller-Wirth	UNESCO	France
Jesper	Møller	Danish Football Association	Denmark
Rasmus	Møller	Section for Sport Science, Aarhus University	Denmark
Søren	Møller	Danish Gymnastics and Sports Associations	Denmark
Hiroshi	Nakamura	Japan Sport Council	United Kingdom
David	Nakhid	FIFA Presidential Candidate	Trinidad and Tobago
Peter	Nicholson	International Cricket Council (ICC)	Australia
Christian Gjersing	Nielsen	Play the Game/Danish Institute for Sports Studies	Denmark
Johnny Morberg	Nielsen	EA Lillebælt	Denmark
Inger	Nilsson	Västerbottens-Kuriren	Sweden
Johan R.	Norberg	Malmö University	Sweden

Per	Nylykke	Danish Ministry of Culture	Denmark
Andreas Høed	Nørlev		Denmark
Morten Brammer	Olesen	Play the Game/Danish Institute for Sports Studies	Denmark
Frans	Oosterwijk	Sport & Strategie	The Netherlands
Catherine	Ordway	La Trobe University	Australia
Marie	Overbye	Anti Doping Danmark	Denmark
Joachim	Parbo	JP Consult & Communication	Denmark
George	Paterson	European Commission	Belgium
Dennis	Pauschinger	University of Kent/University of Hamburg	Germany
Rachel	Payne	Play the Game/Danish Institute for Sports Studies	Denmark
Preben Kærsgaard	Philipson	Rødovre Gymnasium	Denmark
Roger	Pielke	University of Colorado	USA
Maja	Pilgaard	Play the Game/Danish Institute for Sports Studies	Denmark
Johs.	Poulsen	Play the Game/Danish Institute for Sports Studies	Denmark
Richard W.	Pound	International Olympic Committee	Canada
Anne	Pøhl	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Herman	Ram	Anti Doping Authority the Netherlands	The Netherlands
Yoav	Ram	Israel Sport Authority	Israel
Kaspars	Randohs	Ministry of Education and Science of the Republic of Latvia	Latvia
Niels	Rask	City of Aarhus	Denmark
Steffen	Rask	Play the Game/Danish Institute for Sports Studies	Denmark
Wilhelm	Rauch	Swiss Federal Office of Sports	Switzerland
Kim Højgaard	Ravn	Anti Doping Danmark	Denmark
Kenneth	Reeh	Danish Football Association	Denmark
Mathieu	Renier	France Television	France
Rose-Marie	Repond	Bern University of Applied Sciences	Switzerland
B. David	Ridpath	Ohio University	USA
Laura	Robinson	Freelance	Canada
Edoardo	Rosso	University of South Australia	Australia
Mikkel	Rugaard	Street Movement	Denmark
Knud	Ryom	Copenhagen University	Denmark
Jesper	Ræbild	Dansk Firmaidrætsforbund	Denmark
Elchin	Safarov	BEGOC/Baku 2015	Azerbaijan
Mireia Rom	Salvador	Universitat Pompeu Fabra	Spain
Kresimir	Samija	Ministry of Science, Education and Sport	Croatia
Claudia	Sanen	Institute of Criminological Research, Hamburg University	Germany
Sonia Daniela	Sarha	Napier	Finland
Morten	Saxild-Hansen	Rødovre Gymnasium	Denmark

Marcel	Scharf	German Sports University Cologne	Germany
Kim	Schimmel	Kent State University	USA
Myles	Schrag	Human Kinetics Publishers	USA
Madita	Schröder	Play the Game/Danish Institute for Sports Studies	Denmark
Brendan Hughes	Schwab	UNI Global Union	Switzerland
Andreas	Selliaas	Independent	Norway
Hajo	Seppelt	ARD TV	Germany
Zenon	Severis	European Commission	Belgium
Leandro	Shara	MatchVision	Chile
Affy	Sheikh	Starlizard Consulting Ltd	United Kingdom
Katie	Simmonds	ICSS Europe	United Kingdom
Kurt	Simonsen	Sports-web	Denmark
Sari	Sirkkia-Jarva	Freelance	Finland
Petra	Sjouwerman	Danish School of Media and Journalism	Denmark
Øyvind Mehus	Sjursen	Norwegian Ministry of Culture	Norway
Hans Bernhard	Skaset	Independent	Norway
Berit	Skirstad	Norwegian School of sport Sciences	Norway
Johann	Skocek	Freelance	Austria
Harry Arne	Solberg	Sør-Trøndelag University College	Norway
Henrik H.	Stampe	Aarhus Sports Council	Denmark
Urszula	Starakiewicz	Warsaw University	Poland
Rob	Steen	University of Brighton	United Kingdom
Jan	Steffensen	Danish Federation for Company Sport	Denmark
Olga	Sterzer	Katholische Universität Eichstätt-Ingolstadt	Germany
Andy	Stevens	University of East London	United Kingdom
Rasmus	Storm	Play the Game/Danish Institute for Sports Studies	Denmark
Maria	Suurballe	Play the Game/Danish Institute for Sports Studies	Denmark
Gareth	Sweeney	Transparency International	USA
Thomas	Søndergaard	Periskop	Denmark
Lasse	Sørensen	Play the Game/Danish Institute for Sports Studies	Denmark
Thomas Baden	Sørensen	Jyske Medier A/S	Denmark
Kumiko	Takasu	Japan Anti-Doping Agency	Japan
Mathias	Teglbjærg	Danish Gymnastics and Sports Associations	Denmark
Tine	Teilmann	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
Lise	Ter-Borch	Rødovre Gymnasium	Denmark
Nikolaos	Theodorou	K.E.A. Hellas - National Sports Integrity Platform	Greece
Jesper	Therkildsen	Rudersdal Municipality	Denmark
Frederik	Thomsen	Play the Game/Danish Institute for Sports Studies	Denmark
Troels Bager	Thøgersen	Tipsbladet	Denmark

Ditte	Toft	Play the Game/Danish Institute for Sports Studies	Denmark
Paulina	Tomczyk	EU Athletes	Belgium
Michael	Trinker	Council of Europe	France
Eileen	Ullrich	SRH University Heidelberg	Germany
Deborah	Unger	Transparency International	Germany
Christian	Ungruhe	Bayreuth University	Germany
Aline	van Bedaf	Play the Game/Danish Institute for Sports Studies	Denmark
Menno	van Dongen	De Volkskrant	The Netherlands
Guus	Van Holland	NRC Handelsblad/Sport&Strategie	The Netherlands
Cas	van Lier	HU	The Netherlands
Wil	van Megen	FIFPro	The Netherlands
Holger	Vestergaard	Play the Game/Danish Institute for Sports Studies	Denmark
Rebecca	Vincent	Sport for Rights campaign	United Kingdom
Mariann	Vinding	Aarhus Events	Denmark
Damian	Voltz	National Integrity of Sport Unit	Australia
Annette	Wachter	European Gay and Lesbian Sport Federation	Germany
Timothy	Walters	Okanagan College	Canada
Umaid	Wasim	Dawn	Pakistan
Jens	Weinreich	www.jensweinreich.de	Germany
Lars	Werge	Danish Union of Journalists	Denmark
Naomi	Westland	Sport and Rights Alliance/Amnesty international	United Kingdom
Daniel	Westmattmann	University of Münster	Germany
Lisa	Whitaker	Leeds Beckett University	United Kingdom
Steffen	Wich	ESAA - Elite Sports Aarhus	Denmark
Stephen	Willacy	Municipality of Aarhus	Denmark
Frederique	Winia	FIFPro	The Netherlands
Anna Rex	Wittig	Play the Game/Danish Institute for Sports Studies	Denmark
Christoph	Wolf	n-tv.de / Nachrichtenmanufaktur	Germany
Yaya Mayumi	Yamamoto	Japan Anti-Doping Agency	Japan
Sergey	Yurlov	Russian National Union of Sport Lawyers	Russian Federation
Salomeja	Zaksaitė	Investigator, Freelance	Lithuania
Anna	Zdunek	Ministry of Sport and Tourism	Poland
Andrew	Zimbalist	Smith College	USA
Nils	Zurawski	Institute of Criminological Research, Hamburg University	Germany
Hande	Öztürk	Çağa & Çağa Law Firm	Turkey

Appendix 2: Program

Sunday 25 October - Opening Day					
11.00-12.00	Pre-opening workshop	The real world of match-fixing (I)			Room 8A (Marselis Hotel)
	Road Map to the Anti-Match-Fixing Industry	Declan Hill	PhD, Author	Freelance	Canada
	<i>The first of three open workshops for journalists and others interested in matchfixing research</i>				
14.00-18.00	Opening session at the Aarhus Town Hall	Global sport: Reform or revolution?			Aarhus Town Hall
Chair: Henrik H. Brandt	Welcome to Play the Game 2015	Johs. Poulsen	Chairman	Play the Game/Idan	Denmark
	Welcome to Aarhus	Jacob Bundsgaard	Lord Mayor	Aarhus City	Denmark
	Official opening speech	Bertel Haarder	Minister	Ministry of Culture	Denmark
	Presentation title to be confirmed	Anne Brasseur	President	Parliamentary Assembly of the Council of Europe	Luxembourg
	Blowing the whistle: What Play the Game is about	Jens Sejer Andersen	International director	Play the Game/Idan	Denmark
	<i>Musical intervention by the Maestra Choir</i>				
	Whistleblowers - the Fifth Estate of Democracy	Bonita Mersiades	Football reform activist & Co-Founder	#NewFIFANow	Australia
15.30-16.00	Coffee break				
Chair: Roger Pielke	Global Sport – a SWOT Assessment	Richard W. Pound	Member, Doyen	International Olympic Committee	Canada
	Criminal Threats to the Global Sporting Industry	Nicholas I. Cheviron	Supervisory Special Agent	Federal Bureau of Investigation	USA
	Investigating FIFA	Jonathan Calvert	Editor of the Insight Team	Sunday Times	United Kingdom
	Exploiting the connection: sporting rule violations and criminality	Peter Nicholson	Ethics Officer	International Cricket Council	Australia
	Sports Governance Observer - highlights from a survey into 35 international Olympic federations	Arnout Geeraert	PhD, Post-doctoral Fellow, Governance Analyst	KU Leuven/Play the Game	Belgium
	Panel debate, Q&A				
	Panelist also	Michael Ask	CEO	Anti-Doping Danmark	Denmark
	Panelist also	Bonita Mersiades	Football reform activist & Co-Founder	#NewFIFANow	Australia
18.00-19.30	Welcome reception at Aarhus Concert Hall (Musikhuset)				

Sunday 25 October - Opening Day					
19.30-21.30	Plenary session	A new World Code against doping: Who is willing to comply?			Musikhuset
Chair: Andreas Selliaas	Doping must be tackled at the source; the rest is appearance	Sandro Donati	Investigator	Freelance	Italy
	Russia and the IAAF - Doping in athletics	Hajo Seppelt	Freelance journalist	ARD/WRD	Germany
	Report on doping in Danish Cycling 1998-2015	Michael Ask	CEO	Anti-Doping Danmark	Denmark
	How WADA plans to monitor sport and country compliance with the 2015 Code	Frédéric Donzé	Director of European Office and IF Relations	World Anti-Doping Agency	Switzerland
	Panel debate, Q&A				
21.45	Busses return to Hotel Marselis				

Monday 26 October					
7.00-8.00	Explore new trends in running shoes: The Royal Palace and Great Facilities Tour (6 km, slow pace)	A beautiful morning run in the park. See the Marselisborg Palace and some great facilities for sport and outdoor recreation as we run. Tour guide: Henrik H. Brandt, Play the Game			
9.00-11.40	Plenary session	Good governance in sport: Setting standards, raising bars			Marselisalen
Chair: Roger Pielke	Corruption cases in international sports organisations - a brief summary	Jens Weinreich	Journalist and author	www.jensweinreich.de	Germany
	Sports Governance Observer - more highlights from a survey into 35 international Olympic federations	Arnout Geeraert	PhD, Post-doctoral Fellow, Governance Analyst	KU Leuven/Play the Game	Belgium
	Ethics and Good Governance, Olympic Agenda 2020	Pâquerette Girard Zappelli	Chief Ethics and Compliance Officer	International Olympic Committee	Switzerland
	Limits to autonomy? The Olympic family under Swiss legislation	Wilhelm Rauch	Head of legal services	Federal Office for Sport	Switzerland
	Results of EPAS survey among governments	Stanislas Frossard	Executive Secretary	Council of Europe	France
10.15-10.35	Coffee break				
	How the EU works for better governance in sport	Szabolcs Horváth	Member of cabinet	Cabinet of Commissioner Tibor Navracsics	Belgium
	Sport should work for more sustainability rather than governance	Poul Broberg	Director of Public Affairs	NOC of Denmark	Denmark
	Panel debate, Q&A				
11.45-13.00	Partner session	The battle for integrity in sport: Governments vs. sports organisations			Marselisalen
Chair: Michael Ask	Session organised by Anti Doping Danmark				
	Introduction	Michael Ask	CEO	Anti-Doping Danmark	Denmark
	Stuck in the mud or moving fast forward? The status of anti-doping at the global level	Herman Ram	Director	Dopingautoriteit	Netherlands
	The role of sports organisations in the fight for integrity in sport (tbc)	Richard W. Pound	Member, Doyen	International Olympic Committee	Canada
	Fighting doping and matchfixing together - a unified approach	Jesper Frigast Larsen & Christina Friis Johansen	Legal Manager & Senior Consultant	Anti-Doping Danmark	Denmark
	Panel debate, Q&A				

Monday 26 October					
11.45-13.00	Parallel session	Focus on journalism: Baku 2015 - Sportswashing or nation building?			Bøgesalen
Chair: James M. Dorsey	Baku 2015: A failed attempt at "sportswashing" Azerbaijan's image	Gulnara Akhundova & Rebecca Vincent	Programme Manager & Coordinator	International Media Support & Sport for Rights campaign	Denmark & United Kingdom
	The impact of the European Games on Azerbaijan	Rasim Adjalov	Former Head Supervisor for the 2015 European Games	Young Business Factory (CEO & Founder)	Azerbaijan
	Unmasking a ruling family	David Bloss	Director	Organized Crime and Corruption Reporting Project	Georgia
	Discussion, Q&A				
11.45-13.00	Parallel session	Sports Governance Observer: The role of athletes in good governance			Spejlsalen
Chair: Arnout Geeraert	Sports Governance Observer - the full report with more details	Arnout Geeraert	PhD, Post-doctoral Fellow, Governance Analyst	KU Leuven/Play the Game	Belgium
	The role of athletes in delivering good governance	Brendan Schwab	Head of UNI World Athletes	UNI Global Union	Switzerland
	Discussion, Q&A				
11.45-13.00	Parallel session	When sports researchers come in from the cold			Room 8A
Chair: Rasmus K. Storm	International research by Idan's own research team				
	The concept of "sport light" – myth or evidence?	Maja Pilgaard	Head of research	Danish Institute for Sports Studies	Denmark
	Stadiums for professional sport. Business or philanthropy?	Jens Alm	Analyst	Danish Institute for Sports Studies	Denmark
	Arctic challenges: How to develop sport in Greenland?	Trygve Laub Asserhøj	Analyst	Danish Institute for Sports Studies	Denmark
	<i>More speakers to be confirmed</i>				
11.45-13.00	Workshop	The real world of match-fixing (II)			Room 8B
	Building Blocks of Match-Fixing Analysis	Declan Hill	PhD, Author	Freelance	Canada
	<i>The second of three open workshops for journalists and others interested in matchfixing research</i>				
13-14.15	Lunch break				Restaurant

Monday 26 October					
14.15-16.00	Partner session	What national governments can do for sports governance			Marselissalen
Chair: Stanislas Frossard	Session organised by EPAS/The Council of Europe				
	Australia's response to improving governance in the national sports system	James Ceely	Lead – Governance and Business Development	Australian Sports Commission	Australia
	The Japanese guidelines for good governance in sport	Taisuke Matsumoto	Attorney-in-Law	Field-R Law Offices	Japan
	Compliance of the National Sport Federations within Legal System in Montenegro	Marko Begovic		Directorate for Youth and Sports	Serbia and Montenegro
	Norway's approach to good governance in sport	Øyvind Mehus Sjursen	Senior Adviser	Norwegian Ministry of Culture	Norway
	For a good governance in sport, the situation in Albania	Elvira Baze	Head of Sport of Educational Institutions	Ministry of Education and Sport	Albania
	<i>More speakers to be confirmed</i>				
14.15-16.00	Parallel session	Rethink sports philosophy: Towards a democratic body culture			Bøgesalen
Chair: Maja Pilgaard	Building democracy with bodies in movement				
	Play, game, sport - and democratic self-determination	Ove Korsgaard	Professor emeritus	Danish School of Education	Denmark
	Football in the Twenty-First Century: A Manifesto	Henning Eichberg	Professor emeritus	University of Southern Denmark	Denmark
	Deconstructing Olympism	Tim Walters	College professor	Okanagan College	Canada
	The International Sport Regime: A Reconsideration of International Sport's Political Status	Johan Ekberg	Master's student	Malmö University	Sweden
	Discussion, Q&A	Scott Jedlicka	Clinical Assistant Professor	Washington State University	United States
14.15-16.00	Parallel session	Brazil: The permeable fortress and the road to Rio			Spejlsalen
Chair: Kim Schimmel	Favelas in Pre-Olympic Rio de Janeiro: Renewal or Removal?				
	The Permeable Fortress	Juliana Barbassa	Journalist, author	Freelance	Switzerland
	Protests, Policing and the Visibility of Security at the World Cup in Rio de Janeiro	Dennis Pauschinger	EU Erasmus+ Research Fellow/PhD Candidate	University of Kent/University of Hamburg	Germany
	Sport mega-events and the attitude towards government. The perception of Rio de Janeiro's forced evicted	Claudia Sanen	Sociologist	Institute for Criminological Research, University of Hamburg	Germany
	Spectator no more: a call to action for spectators when the stakes are so high	Elizabeth Martin	President	Brazil Police Watch	United States
	FIFA: How Havelange got it	Aníbal Chaim	PhD candidate	University of São Paulo	Brazil
	Discussion, Q&A				

Monday 26 October					
14.15-16.00	Parallel session	Anti-doping as the athletes see it			Room 8A
Chair: Trygve Laub Asserhøj	Fairness in Sport and the Factors that Influence Athletes in Sport and Life: Case of Japan	YaYa Mayumi Yamamoto	Senior Manager	Japan Anti-Doping Agency	Japan
	A qualitative examination of athletes' willingness to dope: a choice or imperative?	Lisa Whitaker	Research Officer	Leeds Beckett University	United Kingdom
	Sport as a way of life! A thick description of athletes' everyday lives, sports, performance enhancement and the assessment of doping.	Nils Zurawski	Senior researcher	University of Hamburg	Germany
	Trustworthiness of high-performance sports and the fight against doping from the athlete's point of view	Daniel Westmattelmann	Research Assistant	University of Münster	Germany
	University sport: An inhibitor or facilitator of doping prevention?	Kelsey Erickson	PhD student	Leeds Beckett University	United Kingdom
	Discussion, Q&A				
14.15-16.00	Parallel session	Professional sport: Battles on and off the pitch			Room 8B
Chair: Peter Forsberg	Mega Sporting Events and Children Rights: The Variety of Media Coverage in 2014 in 22 countries	Till Müller-Scholl & Louis Moustakas	Research Associate & Research Assistant	German Sport University Cologne	Germany
	Beitar (working title) directed by Maya Zinshtein	Geoff Arbourne	Documentary Producer	Duckin' & Divin' Films	United Kingdom
	Football tournaments - the battle for the revenues	Harry Arne Solberg	Professor	Sør-Trøndelag University College	Norway
	Football's Wild West - the commercialisation and corruption of the pre-season friendly	Steve Menary	Freelance journalist	Independent	United Kingdom
	No Contest: The Human Right of Access to Effective Remedy Supersedes FIFA's Ban on 'Recourse to Ordinary Courts'	Gigi Alford	Special Advisor	U.S. Department of State, Bureau of Democracy, Human Rights, and Labor	United States
	<i>More speakers to be confirmed</i>				
16.00-16.15	Busses depart	Bring clothing also for outdoor use (not trekking)			
16.15-18.00	Excursion	Visit to Den Gamle By - "The Old Town" - hosted by Aarhus Events.			

Monday 26 October					
18.00-20.30	Plenary session at the Elsinore Theatre in "The Old Town"	Reforming football: To be or not to be... a FIFA President			
Chair: Roger Pielke	Presentation title to be confirmed	Jerome Champagne	Consultant	Freelance	France
	Presentation title to be confirmed	David Nakhid	Presidential candidate, former football player	FIFA	Trinidad & Tobago
	A national federation viewpoint	Jesper Møller	President	Dansk Boldspil-Union (Danish FA)	Denmark
	FIFA Confidential	Jens Weinreich	Journalist and author	www.jensweinreich.de	Germany
	New FIFA Now - how do we get there?	Jaimie Fuller	Chairman	Skins International Trading	Switzerland
	Panel debate, Q&A				
	A few words before the dinner	Rabih Azad-Ahmad	Mayor of Culture and Citizens Services	City of Aarhus	Denmark
20.30-22.30	Dinner in "The Old Town"				
22.30	Busses return to Hotel Marselis				

Tuesday 27 October					
7.00-8.00	Explore new trends in running shoes: Aarhus Trail Builders Tour (5 km, slow pace)	Explore for yourself how an informal crew of committed trail builders have converted the Marselisborg Forests into a paradise for mountain bikers at very low costs. Tour guide: Thomas Kofoed, Aarhus Trail Builders			
9.00-11.40	Main session	Match-fixing: Governments versus gangsters - what are the odds?			Marselissalen
Chair: Michael Ask	The Convention on the Manipulation of Sports Competitions - how can it become effective?	Stanislas Frossard	Executive Secretary	Council of Europe (EPAS)	France
	Match-Fixing's decade: Understanding the last ten years and what it means for the next ten	Alex Inglot	Director of Communications and Public Affairs	Sportradar	United Kingdom
	The FBI's Approach to combat match-fixing: A glimpse into illegal gambling investigations	Nicholas I. Cheviron	Supervisory Special Agent	Federal Bureau of Investigation	USA
	Forget the Mafia coming into sport	Declan Hill	PhD, Author	Freelance	Canada
10.15-10.35	Coffee break				
	How can the format revolution eradicate "strategic" and reduce bet-related matchfixing?	Leandro Shara	CEO	MatchVision	Chile
	Panel debate, Q&A				
	Panelist also	Sarah Lacarrière	Secretary General	Global Lottery Monitoring System (GLMS)	Switzerland
9.00-11.40	Partner session	Physical activity in Europe: Cause for concern?			Spejlsalen
Chair: Richard Bailey	Session organised by the International Council for Sport Science and Physical Education (ICSSPE)				
	The financial costs of inactivity	Marvin Radford	External Relations Manager	International Sport and Culture Association (ISCA)	Denmark
	Teenage girls and sport – have a break or have a problem?	Maja Pilgaard	Head of research	Danish Institute for Sports Studies	Denmark
	Changing the school	Martin Holzweg	Scientific Adviser	European Physical Education Association (EUPEA)	Luxembourg
	Presentation title to be confirmed	Rose-Marie Repond	Scientific Adviser	Bern University of Applied Sciences, Federal Institute of sport, Magglingen	Switzerland
10.15-10.35	Coffee break				
	Physical activity at the workplace – a beneficial cause	Michael Filtenborg	Health Consultant	Danish Federation for Company Sport	Denmark
	10 Steps to Reversing the Physical Inactivity Epidemic	Richard Bailey	PhD, Senior Researcher	International Council of Sport Science and Physical Education (ICSSPE)	Germany
	Panel debate, Q&A				

Tuesday 27 October					
11.45-13.00	Parallel session	Sports Governance Observer: Benchmarking sports governance in the future (II)			Marselissalen
Chair: Arnout Geeraert	The Sports Governance Report in a European perspective	Arnout Geeraert	PhD, Post-doctoral Fellow, Governance Analyst	KU Leuven/Play the Game	Belgium
	Panelist	Stanislas Frossard	Executive Secretary	Council of Europe	France
	Panelist	George Paterson		EU - Sports Unit	Belgium
	Discussion, Q&A				
11.45-13.00	Parallel session	Focus on journalism: How to raise standards in times of twittering?			Bøgesalen
Chair: Ditte Toft	Critical Sports Journalism? Reporting Sports Governing Bodies In The English Press	John Doyle	Dr.	University of Roehampton	United Kingdom
	FIFA scandal: The failure of sports journalism.	Andreas Selliaas	Researcher and blogger	Independent	Norway
	Journalistic quality - how can we raise it? (tbc)	Andrew Moger	Executive Director	News Media Coalition	Abu Dhabi
	Discussion, Q&A				
11.45-13.00	Idan Development Forum	The power of data and analysis for sport for all strategies (I)			Spejsalen
Chair: Henrik H. Brandt	Measuring sport. Can solid data contribute to better governance in sports for all?	Koen Breedveld	Director	Mulier Institute	Netherlands
	The biggest revolution in world sport? How the power balance of sport is rapidly changing without media and politicians paying attention.	Henrik H. Brandt	Director	Danish Institute for Sports Studies/Play the Game	Denmark
	Monitoring sports governing bodies. Are they up for the task in delivering sport to society?	Johan Norberg	Associate Professor	University of Malmö	Sweden
	Discussion, Q&A				
11.45-13.00	Parallel session	Mega-events: Rights and risks of children			Room 8A
Chair: Tine Rindum Teilmann	Children's Rights and Major Sports Events: Opportunities and Risks	Suzanne Dowse	Programme Director, Sport and Leisure Management BSc	Canterbury Christ Church University	United Kingdom
	A task force for human rights in mega-events	Andrea Florence	Strategic Alliance Officer	Terre des Hommes	Switzerland
	Sport Cares: Humanity, Sustainability and Human Rights in Sport	Jonas Burgheim	CEO and Founder	Sport Cares - Consultants for Sport Policy	Germany
	Discussion, Q&A				

Tuesday 27 October					
11.45-13.00	Closed session	EPAS Consultative Committee			Room 8B
	Extraordinary meeting of the Consultative Committee of the Enlarged Partial Agreement on Sport under the Council of Europe				
13.00-14.15	Lunch break				Restaurant
14.15-16.00	Parallel session	Playing with credibility: The corruption of international sports			Marselissalen
Chair: Mogens Kirkeby	The work of Transparency International on corruption in sport	Deborah Unger & Bob Munro	Manager, Rapid Response Unit & Chairman	Transparency International & Mathare United	United Kingdom & Kenya
	India's missed chances and dismal sporting culture	Murali Krishnan	Journalist	Freelance	India
	Creating Of An Effective Sports Governing Body In The Russian Federation	Sergey Yurlov	Lawyer, sports law researcher	Russian National Union of Sport Lawyers	Russia
	IHF – the corruption spreads from the meeting rooms to the playing field	Christer Ahl	Journalist, former IHF official	teamhandballnews.com	Sweden/USA
	Pakistan's FF: More FIFA than football	Umaid Wasim	Journalist	Dawn	Pakistan
	Discussion, Q&A				
14.15-16.00	Parallel session	Integrity in practice: How to fight the fixers			Bøgesalen
Chair: Jesper Frigast Larsen	Athletic Arena, Sisyphus drama: Endless and unavailing fight against Greek sports corruption	Nikolaos Theodorou	General Secretary	K.E.A. Hellas - National Sports Integrity Platform	Greece
	Understanding the threat to the integrity of sport in Australia - how Australia developed a comprehensive understanding of the threats to the integrity of Australian Sport	Damian Voltz	Senior Intelligence Analyst	National Integrity of Sport Unit	Australia
	The Austrian approach: How to combat match-fixing and promote integrity in sport	Severin Moritzer	CEO	Play Fair Code	Austria
	The Actions of Lotteries to Safeguard the Integrity of Sports	Sarah Lacarrière & Evangelos Alexandrakis	Secretary General & Sport Executive Secretary	Global Lottery Monitoring System (GLMS) & European Lotteries	Switzerland
	Presentation title to be confirmed	Peter Nicholson	Ethics Officer	International Cricket Council	Australia
	Fighting Corruption in Sport: does the Sports Integrity Industry have an 'integrity deficit'?	Simon Gardiner	Professor	Leeds Beckett University	United Kingdom
	Discussion, Q&A				

Tuesday 27 October					
14.15-16.00	Idan Development Forum	The power of data and analysis for sport for all strategies (II)			Spejlsalen
Chair: Henrik H. Brandt	Providing governments and federations real time intelligence on participation, activity programmes, facility investment and social return	Matthew Eames & Alex Burrows	Head of Practice, Sports Planning Consultancy & Director, Sports Intelligence	4 global London	United Kingdom
	Delivering on sports participation. How Vision 25-50-75 challenges Danish sports organisations to develop their clubs and create new partnerships	Anne Pøhl	Head of Development	National Olympic Committee and Sports Confederation of Denmark (DIF)	Denmark
	Creating healthy work places: Company sport works for you	Guy de Grauwe	Vice-President	European Federation for Company Sport	Belgium
	Alternative sports organisations. How a new platform for street sport is challenging established Danish sports	Søs Bondo	Project Coordinator	National Platform for Street Sport	Denmark
	Discussion, Q&A with Idan Forum speakers of the day				
14.15-16.00	Parallel session	Anti-doping: Rethinking the system			Room 8A
Chair: Søren Bang	Professional Certification: An Innovative Approach to Anti-Doping	Steve Maxwell & Joseph Harris	Co-editor & Editor	The Outer Line	United States
	Doper's Purgatory: What is a race director's responsibility when convicted drug cheats return to run?	Myles Schrag	Senior Acquisitions Editor	Human Kinetics Publishers	United States
	Criminalizing athletes: Can criminal law help to ban doping from sport?	Lars Mortsiefer	Head of legal matters	National Anti Doping Agency Germany	Germany
	A moral reform with an appetite for destruction	Rasmus Møller	Assistant Professor, PhD	Aarhus University	Denmark
	Creating an anti-doping industry	Carsten Kraushaar Martensen	Cand. sports science	Aarhus University	Denmark
	Gender testing in sport	Georg Facius	Independent investigator	Freelance	Denmark
	Discussion, Q&A				
Tuesday 27 October					

14.15-16.00	Parallel session				One for the money, two for the show? Events in search of legacy	Room 8B
Chair: Rasmus K. Storm	Denmark's efforts to ensure sustainable events	Frederik Munk	Event Manager	Sport Event Denmark	Denmark	
	London 2012 and the mass participation legacy: Examining the reasons for policy failure	Spencer Harris	Assistant Professor of Sport Management	University of Colorado, Colorado Springs	United States	
	Does the FIFA World Cup boost the economy?	Matthias Fett	Master of Science	Independent	Germany	
	Maximising the revenues in elite sport - the moral challenges: a comparative study on cycling, cross-country skiing and athletics	Lin Olderøien	PhD in philosophy	Sør-Trøndelag University College	Norway	
	Arctic Winter Games: Sportification of culture?	Jens Brinch	President	Arctic Winter Games	Denmark	
	Discussion, Q&A					
16.00-16.30	Coffee break					
16.30-18.30	Plenary session				Mega-events 1. The public revolts: A perfect storm for sport?	Marselissalen
Chair: Koen Breedveld	Circus Maximus: The Economic Gamble Behind Hosting the Olympics and World Cup	Andrew Zimbalist	Professor	Smith College	USA	
	How Agenda 2020 will affect future sports events	Sarah Lewis	Secretary General	Fédération Internationale du Ski (FIS)	Switzerland	
	The legacy of the 2015 European Games in Baku	Elchin Safarov	Corporate Director	BEGOC	Azerbaijan	
	Global sports: time for a changing climate, in times of climate change	Hans Bruyninckx	Executive Director	European Environment Agency	Denmark	
	Panel debate, Q&A					
18.30-20.00	Dinner					Restaurant
20.00-21.45	Main session				Mega-events 2. Can Agenda 2020 inspire sustainability in sport?	Marselissalen
Chair: Christopher Gaffney	UNODC strategy for safeguarding against corruption in major public events	Chadia Afkir	Associate Crime Prevention and Criminal Justice Officer	UNODC	Austria	
	Beyond the PR fluff: Will mega sports events ever be a force for good?	Naomi Westland	Media Manager, Sport and Human Rights	Amnesty International UK/ The Sport and Rights Alliance	United Kingdom	
	Time to unleash the potential of football	Jürgen Griesbeck	CEO and Founder	streetfootballworld	Germany	
	The dubious promises of Agenda 2020	Andreas Selliaas	Researcher and blogger	Independent	Norway	
	Panel debate, Q&A					
	Panelist also	Sarah Lewis	Secretary General	Fédération Internationale du Ski (FIS)	Switzerland	
Tuesday 27 October						

20.00-21.45	Main session	FIFA's confederations: At the heart of football's challenges			Spejlsalen
Chair: James Corbett	CAF and its role in the FIFA breakdown	Aderonke Bello	Journalist	Naij.com	Nigeria
	AFC and its role in the FIFA breakdown	James M. Dorsey	Academic, Journalist, Syndicated Columnist, Blogger /Co-director	S. Rajaratnam School of International Studies /Institute of Fan Culture, University of Wuerzburg	Singapore
	CONMEBOL: Yankees come home	Ezequiel Fernandez Moores	Journalist	La Nación	Argentina
	UEFA and its role in the FIFA breakdown	Jochen Leufgens & Robert Kempe	Coordinator Sport and Politics & Freelance Journalist	ARD German TV	Germany
	Panel debate, Q&A				
Wednesday 28 October					

7.00-8.00	Explore new trends in running shoes: The 'Find your way' concept: Making orienteering accessible for all, 5 km	You won't lose you way. Our three tour guides Ida Bobach, Søren Bobach and Maja Alm are all reigning world champions in orienteering. Join them in their daily training environment			
9.00-11.40	Main session	Transfers and trafficking: The human cost of broken dreams			Marselissalen
Chair: Sine Agergaard	Locating Sport Migrants in Structures of Kinship and Indebtedness	Niko Besnier	Professor of Cultural Anthropology	University of Amsterdam	Netherlands
	Which protection for minors in the 21st century football?	Jean-Claude Mbvoumin	Founder	Association Internationale Foot Solidaire	France
	Presentation title to be confirmed	Emanuel Macedo de Medeiros	CEO	ICSS Europe	London
	Why the transfer system should be abolished (tbc)	Wil van Megen	Legal Director	FIFPro	Netherlands
10.15-10.35	Coffee break				
	Presentation title to be confirmed	Zenon Severis	Policy officer	EU - Sports Unit	Belgium
	Panel debate, Q&A				
10.15-10.35	Coffee break				
9.00-11.40	Main session	U.S. college sport: Unprotected amateurs in a billion-dollar business			Spejlsalen
Chair: Kim Schimmel	Alternative Models of Sport Development in America Outside of the Educational System--Can it work to Prevent an Educational Crisis?	B. Dave Ridpath	Associate Professor and Kahandas Nandola Professor of Sports Administration	Ohio University	USA
	Making Sense of the NCAA as a Governance Problem	Roger Pielke	Professor	University of Colorado, Boulder	USA
	Crisis and Reform of Intercollegiate Athletics in the U.S	Andrew Zimbalist	Professor	Smith College	USA
	A European Perspective on the Current Issues of Intercollegiate Athletics (NCAA)	Benjamin Bendrich	Scientist, scholar	Georg-August-University Göttingen	Germany
10.15-10.35	Coffee break				
	A fair share? Collective bargaining in baseball	Rob Steen	Senior Lecturer, journalist and author	University of Brighton	United Kingdom
	Panel debate, Q&A				

	Panelist also	Christer Ahl	Journalist, former IHF official	teamhandballnews.com	Sweden/USA
Wednesday 28 October					
11.45-13.00	Parallel session	Qatar and the soft diplomacy of sport			Marselisalen
Chair: Christopher Gaffney	The use of global sport events as a soft power resource	Andy Stevens	Senior Lecturer	University of East London	United Kingdom
	Game On: Can Qatar Deliver a Winning 2022 FIFA World Cup Hosting Performance?	Susan Dun	Dr.	Northwestern university in Qatar	Qatar
	Secrets and Lies: Qatar 2022, the media & the Gulf's migrant labour problem	James Corbett	Journalist	Freelance	Ireland
	Discussion, Q&A				
11.45-13.00	Parallel session	The future of journalism: Round table on investigative research			Bøgesalen
Chair: Andreas Selliaas	Presentation title to be confirmed	Lars Werge	President	Danish Union of Journalists	Denmark
	Uncovering football secrets for 20 years: What now?	Jens Weinreich	Journalist and author	www.jensweinreich.de	Germany
	Presentation title to be confirmed	Laura Robinson	Journalist	Freelance	Canada
	Round table on investigative journalism				
	Panelist also	Umaid Wasim	Journalist	Dawn	Pakistan
	<i>Other investigative journalists to join in</i>				
11.45-13.00	Parallel session	The arbitrary power of the medical commissions: The case of Dutee			Room 8A
Chair: Bruce Kidd	Checking the Arbitrary Power of the Medical Commissions: The lessons from Dutee Chand	Bruce Kidd, Katrina Karkazis & Payoshni Mitra	Professor, Senior Research Scientist & Project Director	University of Toronto Scarborough, Stanford University & Jadavpur University	Canada, USA & India
	Discussion, Q&A				
11.45-13.00	Workshop	The real world of match-fixing (III)			Room 8B
	Why Some Leagues and Not Others?	Declan Hill	PhD, Author	Freelance	Canada

	<i>The last of three open workshops for journalists and others interested in matchfixing research</i>				
Wednesday 28 October					
11.45-16.00	Idan Development Forum	Session and excursion - Movement facilities on the water front			Spejlsalen
Chair: Henrik H. Brandt	Rethinking sports facilities. What kind of facilities do people actually want, and how can we make better use of what we have got.	Peter Forsberg	Analyst	Danish Institute for Sports Studies/Play the Game	Denmark
	Reclaiming the blue element. Converting the water to the best arena for sports and recreation in town.	Jakob Færch	Development consultant	The Danish Foundation for Culture and Sports Facilities	Denmark
	Aarhus East: Creating a brand new hub for living, sport and recreation through careful urban development.	Stephen Willacy	City Architect	Municipality of Aarhus	Denmark
	The Blue Rambla: Using community sport and events to make a new part of town spring into life.	Henrik Stampe	General manager	Aarhus Sports Council	Denmark
	Bus departure at 13h. Trip to the Aarhus East urban development at the former container terminal. Iconic buildings, existing and new hubs for sport, events and recreation at the water side. How to make one of the largest building sites in Denmark live during and after construction. Tour guides: Stephen Willacy, City Architect, and Finn Lyck, Event Manager, Aarhus Events. The tour ends with a drink in the new Dokk1 city library and citizen's service at the harbor front.				
	<i>Instead of lunch, participants on this tour will get a sandwich package for the road.</i>				
13.00-14.15	Lunch break				Restaurant
14.15-16.00	Parallel session	Sports politics and governance: A global outlook			Marselisalen
Chair: Jens Alm	Sports Corruption: Justice and accountability through international legislation	Catherine Ordway	Professor of sports management	La Trobe University	Australia
	Developments in International Sport Policy and Human Rights	Jonas Burgheim	Founder and director	Sport Cares - Consultants for Sport Policy	Germany
	Olympic Agenda 20 + 20: Will the reforms increase women's participation?	Peter Donnelly	Professor	University of Toronto	Canada
	Women's Involvement in Sports as A Cure to Match-fixing and Corruption	Hande Öztürk	Attorney at Law	Çaga & Çaga Law Firm	Turkey
	Transparency of Polish sports federations - from a journalistic perspective	Urszula Starakiewicz	Lecturer, PhD	University of Warsaw	Poland
	The saga of the artificial turf fields in the women's World Cup	Gigi Alford	Special Advisor	U.S. Department of State, Bureau of Democracy, Human Rights, and Labor	United States
	Discussion, Q&A				

Wednesday 28 October					
14.15-16.00	Parallel session	The migrant athlete in Europe: Risks and opportunities			Bøgesalen
Chair: Ditte Toft	Does European dual career policies include migrating athletes?	Sine Agergaard	Associate Professor	Aarhus University, Section for Sports Science	Denmark
	Subjective experiences of aspiring football migrants in West and Central Africa	Mark Hann & Uroš Kovačv	PhD Candidate	University of Amsterdam	Netherlands
	Playing the other. African footballers, racism and self-charismatization in German professional football	Christian Ungruhe	M.A.	Bayreuth University	Germany
	The operating and embedment of European football academies in West Africa - Using the example of Red Bull Ghana	Martin Kainz	Project Coordinator	Vienna Institute for international Dialoge and Cooperation (VIDC)	Austria
	Discussion, Q&A				
14.15-16.00	Parallel session	A fair share? Aspects of sport in the USA			Spejlsalen
	<i>Session cancelled due to travel changes and apologies.</i>				
	<i>Remaining speakers appear in morning session</i>				
14.15-16.00	Open Forum				Room 8A
Chair: Aline Bedaf	Limitations while transforming a football club into a fan-owned organisation	Greg Lagowski	Sponsorship coordinator /Student of management	Warsaw Marathon Foundation /University of Warsaw	Poland
	Served his Time? The Ched Evans Dilemma	Marcus Hoy	Freelance journalist	Independent	Denmark
	Sport, play and exercise for all? Increasing physical activity of adolescents with Autism Spectrum Disorder (ASD).	Edoardo Rosso	Research Fellow: Sport and Development	University of South Australia	Australia
	Viktor Troicki vs the International Tennis Federation: Mental Health, Disability Rights, and Anti-Doping Efforts	Ana Mitric	Independent scholar & journalist	Freelance	USA
	Discussion, Q&A				
16.00-16.30	Coffee break				Lobby

Wednesday 28 October					
16.30-18.30	Closing Plenary session	The new UNESCO Charter: Wonderful intentions, but how can they come true?			Marselissalen
Chair: Henrik H. Brandt	The revised International Charter of Physical Education, Physical Activity and Sport: Activating global quality and ethical standards for sport	Philipp Müller-Wirth	Executive Officer for Sport	UNESCO	France
	Presentation title to be confirmed	Bob Munro	Chairman	Mathare United	Kenya
	Simple facilities create a major impact	Esben Danielsen (tbc)	Director	The Danish Foundation for Culture and Sports Facilities	Denmark
	Why strengthen women's access in sports and sports leadership	Hande Öztürk	Attorney at Law	Çaga & Çaga Law Firm	Turkey
	Presentation title to be confirmed	Mogens Kirkeby	President	International Sport and Culture Association (ISCA)	Denmark
	Presentation title to be confirmed	Richard Bailey	Consultant	ICSSPE	Germany
	Panel debate, Q&A				
20.00	Aperitif in the lobby of Hotel Marselis				Lobby
20.30-01.00	Dinner and party				
	Conference dinner and farewell party				
	Play the Game Award 2015				

Appendix 3: Evaluation survey 2005-2015

	2005 (%)		2007 (%)	Word change	2009 (%)	Word change	2011 (%)	Word change	2013 (%)		2015 (%)
<i>What is your overall impression of the conference?</i>											
Very good	62		59		41		46		55,5		59,9
Good	35		35		39		48		41,2		37,0
Either-or	3		1	<i>Satisfactory</i>	17	<i>Either-or</i>	6		2,2		2,5
Poor	0		1		1		0	<i>Bad</i>	1,1		0,6
Very poor	0		0		0		0	<i>Very Bad</i>			0,0
Total	100		96		96		100		100		100,0
<i>Where did you learn about the Play the Game conference?</i>											
Newsletter	25		12		14		21	<i>Play the Game newsletter</i>	31		25,3
						<i>Other newsletter</i>	1		4		3,1
Play the Game's website	22		18		15		25		26		19,8
From a friend/colleague	46		38		36		44		43		63,0
PR at another conference	9		2		4		5		4		3,1
Telemarketing	0		2	<i>Facebook or Twitter</i>	0		3	<i>Facebook or Twitter</i>	4		1,9
Other	22		27		24		30		23		28,4
I do not know/cannot remember	2		2		4		3		4		3,7
Total	100		101		97		132		140		148,1

<i>To what degree did the conference succeed in offering new insight to journalists, academics and sport leaders in world sport?</i>											
To a very high degree	37		44		26		30			28	
To a high degree	55		42		46		48		52		
Either-or	7		7	<i>To a satisfactory degree</i>	21	<i>Either-or</i>	17		13		
To a limited degree	1		1		6		5		7		
Not at all	0		0		0		0		0		
Total	100		94		99		100		100		
<i>To what degree did the conference stimulate and qualify the public debate about world sport?</i>											
To a very high degree	26		22		22		17		28		36,1
To a high degree	42		45		40		45		48		49,7
Either-or	24		19	<i>To a satisfactory degree</i>	21	<i>Either-or</i>	23		18		6,5
To a limited degree	8		9		14		15		7		4,5
Not at all	0		0		0		0		0		0,0
										<i>Do not know</i>	3,2
Total	100		95		97		100		100		100,0

<i>To what extent did Play the Game facilitate network between journalists, academics and sport leaders in world sport?</i>											
To a very high degree	25		29		23		28		28		34,8
To a high degree	51		48		36		49		48		44,5
Either-or	19		14	<i>To a satisfactory degree</i>	29	<i>Either-or</i>	18		18		14,2
To a limited degree	5		3		8		6		7		3,2
Not at all	0		0		2		0		0		0,0
										<i>Do not know</i>	3,2
Total	100		94		98		100		100		100
<hr/>											
<i>Do you agree with the following statement: The number of presentations was suitable</i>				<i>What do you think about the number of presentations</i>		<i>What do you think about the number of presentations</i>				<i>What do you think about the overall number of presentations at the conference</i>	
I agree	39		38	<i>Much too few</i>	0	<i>Much too few</i>	1		1	<i>Much too few</i>	0,0
partly agree	30		34	<i>Too few</i>	2	<i>Too few</i>	3		0	<i>Too few</i>	2,6
Either-or	7		5	<i>The number was suitable</i>	56	<i>The number was suitable</i>	45		59	<i>The number was suitable</i>	50,0
I partly disagree	18		10	<i>Too many</i>	30	<i>Too many</i>	41		29	<i>Too many</i>	37,7
I disagree	6		1	<i>Much too many</i>	5	<i>Much too many</i>	9		10	<i>Much too many</i>	7,8
I do not know	1		2	<i>I do not know</i>	2	<i>I do not know</i>	1		1	<i>I do not know</i>	1,9
Total	100		90		95		100		100		100

<i>What do you think about the length of the presentations in the plenary sessions</i>										
Generally too long	9		10		5		8		5	5,8
Suitable	77		84	<i>Generally satisfactory</i>	88		84		81	84,4
Generally too short	14		3		5		8		14	7,8
									<i>Do not know</i>	1,9
Total	100		97		98		100		100	100
<i>What do you think about the general standard of the presentations during plenary sessions?</i>										
Very good	24		33		25		13		26	26,0
Good	65		54		43		64		56	59,7
Either-or	9		9	<i>Satisfactory</i>	26	<i>Either-or</i>	22		18	13,6
Poor	2		0		3		1		1	0,6
Very poor	0		0		0		0		1	0,0
Total	100		96		97		100		100	100
<i>Did you find there was time enough to debate during plenary sessions</i>										
Yes	51		53		30		36		51	56,5
Either-or	28		26	<i>Sometimes</i>	47	<i>Either-or</i>	37		30	24,0
No	21		18		23		27		20	19,5
Total	100		97		100		100		100	100

<i>What do you think about the length of the presentations in the parallel sessions</i>										
Generally too long	3		5		6		6		3	7,8
Suitable	84		82		80		79		82	74,7
Generally too short	13		9		10		15		15	13,0
									<i>Do not know</i>	4,5
Total	100		96		96		100		100	100
<i>What do you think about the general standard of the presentations during parallel sessions?</i>										
Very good	18		20		15		10		18	18,2
Good	57		59		39		58		60	59,1
Either-or	23		19	<i>Satisfactory</i>	39	<i>Either-or</i>	29		21	21,4
Poor	2		0		4		3		1	1,3
Very poor	0		0		0		0		1	0,0
Total	100		98		97		100		100	100
<i>Did you find there was time enough to debate during parallel sessions</i>										
Yes	60		50		23		34		53	49,4
Either-or	22		31	<i>Sometimes</i>	52	<i>Either-or</i>	38		30	31,8
No	18		18		23		28		18	18,8
Total	100		99		98		100		100	100

<i>Time to network with the other participants at the conference</i>											
Plenty	11		13	<i>Too much</i>	0	<i>Plenty</i>	19		14		14,4
Enough	52		50	<i>Plenty</i>	27	<i>Enough</i>	52		59		50,3
Either-or	16		16	<i>Enough</i>	49	<i>Either-or</i>	18		18		16,3
Too little	19		17	<i>Too little</i>	22	<i>Too little</i>	12		8		18,3
Far too little	2		2	<i>Far too little</i>	1	<i>Far too little</i>	0		1		0,7
Total	100		98		99		101		100		100
<i>What do you think about the quality of the food</i>								<i>What do you think about the quality of the food at Helnan Marselis Hotel?</i>			
Very good	52		35		13	<i>Very good</i>	30		48		47,1
Good	34		36		36	<i>Good</i>	45		39		39,2
Either-or	9		16	<i>Satisfactory</i>	27	<i>Either-or</i>	15		10		11,1
Less Satisfactory	4		5	<i>Poor</i>	17	<i>Less Satisfactory</i>	9		2		2,0
Unsatisfactory	2		2	<i>Very poor</i>	4	<i>Unsatisfactory</i>	2		0		0,7
Total	100		94		97		101		100		100

<i>Conference venue</i>								<i>How did you find Helnan Marselis Hotel as a conference venue?</i>			
Very good	57		48		22		59		50		47,7
Good	32		35		24		32		40		39,2
Either-or	8		7	<i>Satisfactory</i>	16	<i>Either-or</i>	6		9		7,2
Less Satisfactory	3		3		17		3		2		5,9
Unsatisfactory	0		0		19		0		0		0,0
Total	100		93		98		100		100		100
<i>Service from the conference secretariat</i>								<i>Service from the hospitality desk in the conference lobby?</i>			
Very good	66		36	<i>Very good</i>	36		55		63		60,8
Good	28		46	<i>Good</i>	37		35		31		34,6
Either-or	3		15	<i>Satisfactory</i>	19	<i>Either-or</i>	8		6		3,9
Less Satisfactory	3		1	<i>Poor</i>	4		1		0		0,7
Unsatisfactory	0		0	<i>Very poor</i>	1		0		0		0,0
Total	100		98		97		99		100		100

<i>Been to earlier conferences?</i>											
<i>Yes</i>	47		32								
1997	32		7		3		1	1997	4	1997	1,3
2000	66		16		7		4	2000	4	2000	3,3
2002	83		27		10		9	2002	10	2002	4,6
		2005	49	2005	15	2005	13	2005	12	2005	12,6
				2007	19	2007	16	2007	12	2007	7,9
						2009	23	2009	14	2009	12,6
								2011	30	2011	16,6
										2013	31,1
<i>No</i>	100		68		45	<i>None of above</i>	70	<i>No</i>	59	<i>No</i>	61,6
Total	100				99		136		145		151,7
<i>Does Play the Game develop in a positive or negative direction</i>											
<i>Positive</i>	76		87		54		54		65		59,6
										<i>Either-or</i>	11,3
<i>Negative</i>	0		0		3		3		1		0,7
<i>Don't know</i>	24		8		40		42		34		28,5
Total	100		95		97		99		100		100

<i>What do you think is the ideal frequency for a conference like Play the Game?</i>										
Every year	15		25		20		26		20	27,8
Every other year	66		58		66		64		71	64,9
Every third year	15		7		7		4		4	2,0
Every fourth year	0		1		1		1		2	0,0
Don't know	4		5		4		5		4	5,3
Total	100		96		98		100		100	100
<i>To which extent do you expect Play the Game to give value to your daily work?</i>										
To a high extent	33		36		27		27		32	37,1
To some extent	50		49		47		47		54	49,0
Either-or	7		5				14		6	8,6
To a small extent	9		5		19		12		6	5,3
To no extent	2		1		1		0		2	0,0
				<i>not applicable</i>	7					
Total	100		96		101		100		100	100
<i>Gender</i>										
Woman	28		24		24		32		25	29,8
Man	72		76		76		68		75	69,5
									<i>Other</i>	0,7
Total	100		100		100		100		100	100

<i>Profession</i>										
Academic	24		26		24		31		35	34,4
Business	3		4		7		3		5	4,0
Journalist	42		41		34		24		25	21,2
Organization	12		13		16		12		22	22,5
Public administration	5		2		3		2		4	16,6
Student	12		10		13		22		4	5,3
Other	3		6		4		4		6	9,3
Total	100		102		101		98		100	113,2

Appendix 4: Selected comments from the 2015 evaluation

"Right balance of information pre-event (not overloaded but good, informative stuff about where to go, how to get there, etc). Excellent organization of event itself. Probably the most impressive of any event I have attended in the past 10 years."

"One of the most intense, informative and professionally managed conferences I've ever attended"

"So many interesting workshops/sessions happening at the same time - only wish I could be in more than one place at the same time!"

"A place for the homeless questions in sport and for those who often feel homeless in the sporting world"

"Schedule was again bit too tight - too many interesting things happening at the same minute."

"Its a fantastic conference where you can interact with the biggest opinion-makers in world sport."

"Both the strong and the weak aspects of previous conferences were accentuated; a large number of excellent speakers and topics; but also some more mediocre speakers on topics that seemed interesting but were not covered well; all in all, a program that was too compact, too ambitious; long days and too little time for networking with other participants;"

"I like the attempt to give attention to a broader range of governance issues - not just governance of ISFs (but also topics such as mass sports participation, physical activity and international development)."

"Mainstream media still does not recognize the issues PTG discusses so there is virtually no coverage there but obviously social media is taking up the slack."

"It is a hope that the conference contributes to the public debate, but there is still a missing link between the conference, the sport organizations and the media at large."

"It would be good to include more speakers and panelists from organizations that are not part of Play The Game's critical, independent approach to sport's difficult questions. One gets the feeling that PlayTheGame ends up preaching to the converted - whilst the decisionmakers and influencers in the conservative world of sports aren't present at the conference."

"The conference already has a fine reputation. You can do "more" but with "less." Consider shortening the format to focus on quality, not quantity."

"Slightly too many, although I appreciate Play the Game's commitment to giving as many people the opportunity to speak as possible. I also appreciate the (very) long conference days rather than running even more simultaneous sessions."

"You have record numbers of panelists in the plenary sessions--would it hurt the quality of the discussion if you cut down on the number? It would enable more focus. On the other hand, it's nice to see such a wide range of perspectives--that's one of the great strengths of Play the Game."

"12 minutes is tight for an academic presentation, things get hectic that way. And not all presenters did follow those rules, i.e. in other panels with other presentations. So that could be dealt with in a more flexible fashion. "

"good idea with the morning run - also for networking"

"A lot of the participants were journalists, government officials and "old" professors from universities. Wonder how representative the conference was according to people working in the sports industry + at educational institutions. How to reach out to these people ?"

"Without Maria this event is in trouble "

"My second home"

"The political diversity of participants has to be held, no matter which is the political position of who speaks. I believe PtG is one rare arena where the debate can happen without limits, and this wealth must be kept to the future."

"As mentioned earlier, the conference needs to enlarge its impacts. Or else it will just be the same group of people speaking over and over again on the same issues. It wouldn't have any real impacts on real sports if it keeps on this way - it has to go into mainstream media and attract attention worldwide."

"Denmark is great, but taking the conference around the world could open up interesting possibilities. However, having a fixed site would be a good example for FIFA and the IOC!"

"I'm not sure the Open Forum is worth having. A group of unrelated presentations held on the final afternoon of the conference, particularly when there are other (thematically coherent) panels to attend, is unlikely to draw much, if any, of an audience. The idea is a fine one in theory, but I don't know that it works well in practice."

“During over four decades, I've participated in several hundred international conferences. Sadly, most were questionable in terms of time invested vs value added. PTG is a rare and outstanding exception ...”

