

● Play the Game 2017

Riding waves of change



Play the Game 2017 information letter, November 2017

DEAR DELEGATE AT PLAY THE GAME 2017

The 10th world communication conference on sport and society, Play the Game 2017, is moving closer.

We look forward to welcoming you all in Eindhoven, the Netherlands on 26-29 November, for an extremely intense programme with almost 200 speakers and more than 350 registered participants in total.

Useful information

Keep yourself updated on the latest [conference and programme changes on our website](#) and register for [our free newsletter](#).

You can also download our conference app **Play the Game 2017** via [App Store](#) (iPhone) (search for: [ptg 2017](#)) or [Google Play](#) (for Android phones) (search for: ["play the game 2017"](#)). The conference app contains the programme schedule, speaker information and other useful information for your participation in Play the Game 2017 as well as networking opportunities.

Arrival

Arriving at Amsterdam Schiphol Airport

If traveling via Amsterdam Schiphol Airport, you can continue your onward journey to Eindhoven either by domestic flights to Eindhoven Airport from the domestic airport terminal, or by train.

Trains leave directly from Amsterdam Schiphol Airport up to six times per hour. [Plan your journey](#).

Train tickets can be purchased at the airport (in vending machines or at the ticket office) or [online in advance \(print at home\)](#). The journey time to Eindhoven is approx. 1½ hours.

Arriving at Eindhoven Airport

From Eindhoven Airport you can either take a taxi to the conference venue Van der Valk Hotel Eindhoven (price approximately €35), or take one of the public buses to Eindhoven Train Station (bus 400 and 40) and onwards to the conference venue.

Arriving at Eindhoven Train Station

From Eindhoven Train Station you can either take a taxi (price approximately €20) or a public bus (bus 318 direction Luyksgestel) to the conference venue: bus stop is 'Hotel Eindhoven'.

Plan your bus trip on [9292.nl](#). For the conference venue, use either the address: 'Aalsterweg 322' or 'Hotel Eindhoven' in the search field 'to'. Tickets can be purchased on the bus (cash or credit card with chip). One-way tickets cost EUR 3.75, and one-day tickets cost EUR 6.

Conference venue and accommodation

Conference sessions take place at:

Van der Valk Hotel Eindhoven

Aalsterweg 322, 5644 rl, Eindhoven

+31 40 211 60 33

Check in from: 14.00

Check out before: 12.00

[Hotel website](#)

Other conference hotels in the city centre:

Best Western Eindhoven

Leenderweg 80, 5615 AB, Eindhoven

+31 40 212 10 12

Check in from: 14.00

Check out before: 12.00

[Hotel website](#)

Hampshire Hotel Crown Eindhoven

Vestdijk 14-16 - 5611 CC, Eindhoven

+31 40 844 40 00

Check in from: 15.00

Check out before: 12.00

[Hotel website](#)

Alternative accommodation:

Bastion Hotel Eindhoven

Laan van Diepenvoorde 30, 5582 LA Eindhoven Waalre

+31 40 20 92 055

Check in from: 14.00

Check out before: 12.00

[Hotel website](#)

Checking in

When arriving at Eindhoven, we advise you to check in at your hotel first (if you are not staying at Van der Valk Hotel Eindhoven). The conference venue can store your luggage if you cannot make it to your hotel before the sessions start.

Use of the telephone in your hotel room and extras (room service, minibar, etc.) in the hotel are at your own expense and should be paid at the hotel reception upon departure. Please remember to pay for the hotel accommodation.

Meals

All lunches, dinners and coffee breaks during the conference are included in the normal registration fee. (Monday night's dinner is only included when joining the excursion). Please inform the organisers if you have any special dietary needs.

The Van der Valk Hotel Eindhoven serves breakfast in the Live Cooking Restaurant Het Buffet between 06:30 am & 11:00 am. If you are in another hotel, please check breakfast times upon arrival at your hotel.

Information and registration desk

The Play the Game conference information and registration desk is located in the hall at the 1. floor outside the conference rooms. Conference staff and volunteers are available at the information desk to answer your questions and guide you throughout the conference.

The desk will be open during the following hours:

Sunday 26 November	09.00 - 11.00 & 13.00 - 22.00
Monday 27 November	08.00 - 18.00
Tuesday 28 November	08.00 - 19.00
Wednesday 29 November	08.00 - 18.30

Wi-Fi

There is free Wi-Fi access at all sessions and in all rooms of the Van der Valk Hotel. The network is: **Valk free wifi** - you will not need any code to log on.

Your presentation at Play the Game 2017

If you are scheduled to make a presentation based on slides or a written manuscript at the conference, please either bring it to Eindhoven on a USB key and hand it in at registration desk or e-mail it as soon as possible to aline@playthegame.org. We will then copy it and have it ready for your appearance at the conference.

All presentations will be published on www.playthegame.org unless you instruct us not to do so beforehand.

Play the Game will provide a table for your handouts, flyers or other forms of extra information.

Live streaming and media coverage

Play the Game will be documenting the events at the conference. Live streaming from the keynote sessions and video on-demand from some of the parallel sessions will be published on the conference website: www.playthegame.org/2017 as well as on Play the Game's YouTube channel. Please observe that all conference presentations may be quoted by the media. Because of the recording, it is not advisable to make off the record statements in most sessions and workshops.

For the media: Free photos, credits and links

Play the Game will also document the atmosphere and events at the conference with photographs taken by Danish photographer Thomas Søndergaard. Photos will be uploaded on [Play the Game's Flickr account](#) and website during and after the conference and will be made available for your editorial use. Please credit Play the Game and photographer Thomas Søndergaard. Please also remember to credit Play the Game in your reports from the conference.

We would furthermore be pleased to get a copy of any article/broadcasted programme related to the conference which you produce during and/or after the conference. If your articles are published on a website, we would like to make a link from [our conference website](#).

The articles you make available to us will be used as documentation of the conference and its effects. Send the relevant articles or clips to info@playthegame.org

Social media

You have several possibilities to network with other conference delegates and join the online discussion about the issues raised at Play the Game 2017. Follow Play the Game's Twitter account [@playthegame_org](#) and join the conversation by using the hashtag [#ptg2017](#). You can also follow the news stream and engage with other Play the Game followers on our [Facebook page](#).

International media students

As on previous conference we will have a group of eight international media students from the Danish School of Media and Journalism who will make their own parallel coverage of the conference. Please treat them nicely and be willing to speak with them for interviews etc.

Volunteers

Again this year we will have a corps of volunteers. They will be easily recognizable wearing grey t-shirts with a Play the Game logo.

Social events

Read more about the social events during the conference on www.playthegame.org/2017, in the conference magazine or in the conference app.

Sports activities

During the conference, you will have ample opportunity to engage in physical activities, as we offer both morning running sessions, hockey and yoga along with access to the facilities of the exclusive Van der Valk Toucan Sport & Wellness Center. Read more about the activities on www.playthegame.org/2017 or in the conference app.

More information about Eindhoven

An in-depth description of the area can be found at the websites holland.com and thisiseindhoven.com

In the case of unforeseen problems or issues, please contact the following telephone numbers:

Practical information:

Conference Manager, Maria Suurballe: +45 20 20 68 38, e-mail: maria@playthegame.org

Programme questions:

International Director, Jens Sejer Andersen: +45 20 71 07 01, e-mail: jens@playthegame.org

We look forward to welcoming you at Play the Game 2017 in Eindhoven - The Netherlands

On behalf of the Play the Game team - kind regards

Play the Game

info@playthegame.org

+45 70 27 55 77

