

10th world communication conference on  
sport and society

# ● Play the Game 2017

Riding waves of change

Conference guide

26-30 November  
Eindhoven,  
The Netherlands





**Johs Poulsen**  
*Chairman,  
Danish Institute for  
Sports Studies  
and Play the Game*

## Dear Play the Game delegates

It is with great pleasure, but also with mixed emotions, that I welcome you to this 10<sup>th</sup> edition of the Play the Game conference. My adverse feelings are inspired by the fact that Play the Game in many ways owes its unquestionable success to the deplorable situation in international sport.

If we lived in a much better world, there would not be the same need for you and for us to undertake all the efforts that come with this kind of conference. But wishful thinking will not help us against the realities such as they are uncovered all too frequently by whistle-blowers, journalists, researchers and legal authorities.

Fortunately, Play the Game has proven that its progress is not only based on the failure of sport, but also on its great potential in human life. Play the Game is deeply

rooted in a conviction that we must defend democracy in a sector with so much importance for people's everyday lives, so that each individual is empowered to shape his or her physical activity and sports life.

We are most thankful to the Dutch government for having shown its democratic commitment in sport by giving the generous financial support that has enabled us to bring the conference to the Netherlands. We owe our thanks also to the City of Eindhoven and the local and national sports community that has committed to creating an exciting programme.

Last, but not least, my thanks go to all of you who have decided to support sports democracy by engaging in it yourself at Play the Game 2017.



**Jens Sejer Andersen**  
*International director,  
Play the Game*

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## Freedom of expression is a right to be earned

20 years have passed since I had the privilege of giving my first welcome address to an international conference. The event was called 'Sport, Media and Civil Society' and the occasion was the 100<sup>th</sup> anniversary of the weekly 'Youth & Sport', owned by the Danish Gymnastics and Sports Associations (DGI).

The weekly was edited under full editorial independence. Inspired by this long tradition, we gathered 109 journalists, researchers and sports officials from all over the world to discuss if world sport could do better in ensuring freedom of speech.

In my welcome, I told delegates how the gymnastics leaders that founded the magazine wanted it to criticise its own executive board, if necessary. "Dialogue, debate, contradiction, and even confrontation became key words of the new weekly – in the belief that this would develop rather than destroy their association."

During the preparations, we learned that this was the first international media

event ever, where multiple stakeholders were invited to discuss sensitive issues in sport, including doping, corruption, discrimination, abuse – and the ambivalent role of sports journalism itself.

The first of its kind, yes, but in our view also the last. It was with a sigh of relief we could wind up the conference, knowing we would never have to make such effort again, because very soon the international sports world would have listened and learned.

Were we wrong!

Many things have changed since 1997. The digital age has taken 'Youth & Sport', our conference and campaigning became 'Play the Game', and the sensitive issues are now all over the international agenda.

But freedom of expression in sport is still a right we have to earn. It has been ensured by your active commitment to "dialogue, debate, contradiction, and even confrontation" over the past 20 years, and for that support we are immensely grateful.



**Bruno Bruins**  
Minister  
for Medical Care  
and Sports

## A welcome from the Dutch government

Sport is a source of pride and joy, and sport heroes are a role model for our children. That is why a lack of integrity in sports doesn't just affect fair play, it affects our whole culture.

That is why we have to be outspoken: doping, abuse, unfair play are no longer accepted as 'part of the game'.

This 'Play the Game' conference offers an excellent opportunity to join forces for fair sport. I am proud The Netherlands is hosting it.

Integrity is not only a responsibility for athletes, coaches and trainers. In sports organisations it starts with fair play in the boardroom: setting the right example and practicing good governance, transparency and sound financing.

We as governments should actively support sport organisations that set the right example. Actively support the prevention of doping, match-fixing and abuse, and have

legal measures in place whenever necessary. The recently appointed government of The Netherlands has made this one of her priorities.

The media and non-governmental organizations can contribute by addressing the missteps, the failings and the maltreatments. And at the same time, by applauding the positive developments. In other words, by providing the pillory and the pedestal.

I welcome all of you to use this conference to absorb knowledge on the variety of subjects concerning integrity. To debate and discuss these subjects with each other. To figure out how you can contribute to integrity in sports and take this home with you.

Together we can keep sports the source of joy and pride that it should be. For our athletes, for ourselves, and most of all for our children.

I wish you a great conference.





“Good governance enhances federations’ legitimacy, effectiveness, and resistance to unethical practices. This enables them to increase their autonomy by building trust with governments and stakeholders”

*Dr. Arnout Geeraert,  
KU Leuven*

## ● Governance in sport: Change or be changed?

“Change or be changed” was the warning the IOC President sent to the sports world when the ‘Agenda 2020’ reform package was adopted. Three years later it is time to ask: Did change actually happen?

Play the Game 2017 will be a festival for the sports governance debate, attracting sports leaders, critics, researchers and public officials to discuss how to make real progress in sport after years of unbelievable scandal.

Not many sports bodies have gone through the recent years without talks of reforms, but how are such reforms best implemented and carried out?

Having led the IOC through its first major scandal following the Salt Lake City Games, IOC member **Richard W. Pound** has made remarkable comments on the current state of the political culture at the IOC – perhaps it is time for a new thorough reform?

As one who has been part of an internal reform process, the former head of the adjudicative arm of the FIFA Ethical Committee, **Hans-Joachim Eckert**, will give his viewpoints on how independent committees could and should work as governmental guides.

The Council of Europe has been an active player in the fight against corruption in sport, and representing a governmental point of view, **Stanislas Frossard**, EPAS director, will join the discussion about whether sport should accept external monitoring of its governance and about how to define global



*Hans-Joachim Eckert*



*Stanislas Frossard*

### How is the state of governance in national sports federations?

As a tool for both sports leaders, researchers and officials to measure, discuss and amend governance standards and practices, the ongoing project National Sports Governance Observer aims to benchmark the state of governance in national sports federations.

Play the Game 2017 delegates can expect to be presented with the very first preliminary results of the data collected by the eight partners who have reviewed at least eight federations in their respective countries.

The final report is expected to be launched in November 2018 but at Play the Game 2017, a smaller report describing which indicators have been used will be available.



Arnout Geeraert



Jane Purdon

standards. Frossard will be sided by president of the Danish NOC, **Niels Nygaard**, who will give the sports movement's point of view.

Play the Game's own contribution to the governance debate will be served by **Arnout Geeraert** who will walk delegates through some of the various types of governance reform work that is currently going on all over the globe. As a project leader of the National Sports Governance Observer, he will also let delegates in on the first preliminary results of this project benchmarking the state of governance in national sports federations (see box).

In another move to improve sports governance internationally, the UNESCO Kazan action plan was endorsed by 166 member states earlier this year. Will this plan significantly improve how sports is governed and how to go from words to action? This will be discussed in a session that includes Permanent Secretary of Fiji's Department of Youth and Sport, **Alison Burchell** among others.

### Case stories and concrete ideas

Play the Game 2017 will also bring the latest case stories of corruption and mismanagement, pairing them with sessions providing ideas on tools for better leadership. **Jane Purdon** from UK Sport will present experiences from the recently implemented Code for Sports Governance.

Furthermore, a partner session set up by **The Outer Line** will discuss the role and the responsibility of sponsors in sports governance, while the president of anti-racism network FARE, **Piara Powar**, will present in another partner session recent findings on ethnic and gender diversity in sports governance.

## Sessions with a focus on governance

*The following list may have been altered since printing. Please check out the full programme attached to the conference guide or the conference app for updated information on speakers and scheduled sessions.*

### Sunday 14:00-18:00

**OPENING SESSION: RIDING WAVES OF CHANGE.** Meet Sir Craig Reedie, Richard W. Pound, Travis Tygart, Silke Kassner and more

### Sunday 20:00-21:45

**MAIN SESSION: NATIONAL SPORTS GOVERNANCE OBSERVER – THE FIRST RESULTS AND FUTURE PERSPECTIVE.** Meet Arnout Geeraert, Aleksandra Goldys, Frank van Eekeren and more

### Monday 11:50-13:00

**PARALLEL SESSION: SPORTS GOVERNANCE: REMEDIES IN THE REMIT OF SPORT.** Meet Els De Waegeneer, Antoine Duval and more

### Monday 14:15-16:00

**PARALLEL SESSION: SPORTS GOVERNANCE: ROADS TO GOVERNMENT ACTION.** Meet Jane Purdon, George Paterson, Ivi Odrats-Triin and more

### Monday 14:15-16:00

**PARALLEL SESSION: WINDOW UNDRRESSING: STORIES FROM INTERNATIONAL SPORT.** Meet Pål Ødegaard, Declan Hill, Lúcio Castro and more

### Monday 14:15-16:00

**PARTNER SESSION: MARTIAL ARTS: THE NEED FOR JOINT REGULATION.** Meet Marianne Dortants, Jikkemien Verthongen, Michal Buchel and more

### Monday 16:30-18:30

**PLENARY SESSION: REFORM IN SPORT: AN INSIDE JOB OR AN OUTSIDE INTERVENTION?** Meet Hans-Joachim Eckert, Richard W. Pound, Stanislas Frossard, Niels Nygaard and more

### Tuesday 11:50-13:00

**PARTNER SESSION: TRANSFORMING THE BUSINESS OF PRO CYCLING.** Meet The Outer Line, James Fairbank, Michael Carcaise and more

### Tuesday 11:50-13:00

**PARALLEL SESSION: SPORT'S AUTONOMY: FACTS AND FICTIONS.** Meet Alessandro Oliverio and more

### Tuesday 14:15-16:00

**PARALLEL SESSION: CULTURE MATTERS: GOVERNANCE AROUND THE GLOBE.** Meet Stefan Löffler, Murali Krishnan and more

### Wednesday 9:00-11:45

**MAIN SESSION: KAZAN ACTION PLAN: REAL ACTION OR WORDS ON PAPER?** Meet Alison Burchell, Bob Munro, Mogens Kirkeby and more

### Wednesday 11:50-13:00

**PARTNER SESSION: DIVERSITY IN SPORT COACHING AND LEADERSHIP.** Meet FARE, Jacco van Sterkenburg and more

### Wednesday 14:15-16:00

**PARALLEL SESSION: FEDERATIONS ON THE INSIDE: PROBLEMS AND PROGRESS.** Meet Johann Skocek, Poul Broberg, Akaash Maharaj and more

### Wednesday 14:15-16:00

**PARALLEL SESSION: REBUILDING THE PYRAMIDS: GOVERNANCE IN NATIONAL SPORT.** Meet Roger Pielke Jr., Louise Bezerra and more



Photo: Colourbox

"For clean athletes and fair play to win, principles must prevail over politics and it starts with true independence."

Travis T. Tygart,  
CEO,  
USADA

## ● The global fight against doping: Facing a breakthrough or a breakdown?

Recent years have featured some of the most ground-shaking revelations in anti-doping history. The IOC decision of Russian athletes' participation in the Rio 2016 Olympics following revelations of state-supported doping, caused worldwide outrage and visible rifts in the international alliances in the fight against doping. The conspiracy of state actors and international sports leaders blackmailing athletics stars was another eye-opener.

Turning the spotlight on some of the many challenges facing the existing anti-doping system, Play the Game 2017 introduces some of the most prominent voices within the field to discuss its current state and future developments with a number of sessions.

### WADA and the future for anti-doping

The scandal involving state-sponsored doping of Russian athletes highlighted the need for efficient and credible anti-doping measures. The decision not to ban Russian athletes from participating in the 2016 Rio Summer Olympic raised questions over the World Anti-Doping Agency's (WADA) impact in a field that has become increasingly politicised. How can trust in doping control be restored and how does the future look for the international anti-doping system?

In the Opening Session of the conference, **Sir Craig Reedie**, president of WADA and member of the International Olympic Committee (IOC) will give a keynote address and take questions on WADA's efforts in the fight against doping in the backwash of the Russian doping scandal and explain how the agency is preparing itself to meet future challenges.

Later in the Opening Session a panel will gather outspoken voices in the doping debate. They will include USADA's CEO, **Travis Tygart**. He has become widely known not only for taking on American sports heroes like Marion Jones and Lance Armstrong, but also as one of the most active voices demanding tough sanctions against Russia and WADA reform.



Sir Craig Reedie



Richard W. Pound



Silke Kassner



Travis Tygart

The panel will feature IOC member and former WADA president, **Richard W. Pound**, who in 2015 led the first WADA commission reporting on Russian doping.

Last, but not least, **Silke Kassner** will join the panel as co-founder of a brand new break-out organisation for athletes. Together with colleagues from the Athletes' Committee in the German NOC, where she is the vice-chair, Kassner recently decided to form a fully independent athletes' association. Moreover, she has solid knowledge of anti-doping through her function as vice-chair of the National Anti-Doping Agency of Germany.

At Play the Game 2015, German journalist, **Hajo Seppelt**, told the story about the corrupt practices in Russian and international athletics. He was also the reporter behind a revealing TV documentary accusing the IAAF of blackmailing and cover-up of dopers. At this year's conference Seppelt will question "The duplicitous agenda in global anti-doping".

Another prominent figure in this context, CAS arbitrator, sports law scholar and former head of the WADA-commissioned investigation into the Russian doping scandal **Richard H. McLaren** will discuss the results of the independent investigations and lessons WADA should learn.

### National anti-doping organisations and doping policies

The role of the national anti-doping organisations (NADOs) will also be debated when iNADO, the increasingly vocal umbrella organisation of NADOs, sets up its own session. There will be proposals for further improvement of methods and strategies in the future anti-doping efforts.

Anti-doping policies will be further discussed at a symposium organised by **LEGIT Project Consortium**. At this session, a number of scholars will present their research on a series of issues related to the legitimacy of anti-doping policies as seen by the athletes.

In another symposium, a research group led by professor **Andrea Petroczi** presents evidence of doping prevalence and also discusses why the actual use of doping is so hard to determine.



Richard H. McLaren



Andrea Petroczi

## Sessions with focus on doping in sport

*The following list may have been altered since printing. Please check out the full programme attached to the conference guide or the conference app for updated information on speakers and scheduled sessions.*

### Sunday 14:00-18:00

**OPENING SESSION: RIDING WAVES OF CHANGE.** Meet: Craig Reedie, keynote speech followed by Q&A, Richard W. Pound, Travis Tygart, Silke Kassner, and more

### Monday 11:50-13:00

**PARTNER SESSION: CLEAN ATHLETES' BELIEFS ABOUT ANTI-DOPING POLICY LEGITIMACY AND SUPPORT.** Meet: Vassilis Barkoukis, Dmitry Bondarev, Nenad Dikic and more

### Monday 14:15-16:00

**PARALLEL SESSION: ANTI-DOPING POLICIES: PERCEPTION AND EFFECTIVENESS.** Meet: Olivier de Hon, Joe Harris, Gerhard Treutlein and more

### Tuesday 14:15-16:00

**PARALLEL SESSION: ATHLETES AND ANTI-DOPING: PRIVACY AND PARTICIPATION.** Meet: Paulina Tomczyk, Daniel Westmattmann, Benjamin Bendrich and more

### Tuesday 16:30-18:30

**PLENARY SESSION: WHICH FUTURE FOR ANTI-DOPING – IF ANY?** Meet: Richard H. McLaren, Benjamin Cohen, Hajo Seppelt, Michele Verroken and more

### Wednesday 11:50-13:00

**PARTNER SESSION: THE ELEPHANT IN THE ROOM: PREVALENCE OF DOPING IN ELITE SPORT.** Meet: Andrea Petroczi, Olivier de Hon, Nenad Dikic and more

### Wednesday 14:15-16:00

**PARTNER SESSION: ANTI-DOPING REFORM: PROPOSALS FROM THE COAL FACE.** Meet: Joseph de Pencier, Lars Mortsiefer, Markus Seyfried and more



Photo: Colourbox

“The huge cost of hosting mega-sporting events definitely is a big issue – though much less than these costs always running over.”

*Wladimir Andreff,  
Professor emeritus,  
Sorbonne University*

## ● Mega-events and public rights: An intensifying battle

Few of the Play the Game 2017 conference themes touch on such a wide range of stakeholders as mega-events: From the individual sports federation to the international umbrella organisation to the national governments of bidding countries to the locals in the chosen host country.

And nowhere is the political battle over sport as visible as when it comes to global sports events: From the anti-establishment grassroots over middle-class taxpayers up to the world’s most powerful heads of state. Because of this broad scope, mega-events discussions cover geopolitics, economics, human rights, sustainability, and much more.

The upcoming FIFA World Cups in Russia and Qatar are bound to stir up political debate on human rights issues. From the Qatar Supreme Committee, **Hassan Al Thawadi** will appear in the Opening Session. From him, conference delegates can expect an in-depth review of the controversial upcoming event currently deep in political tensions.

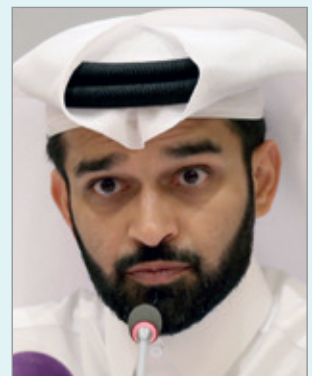
As an introduction to Al Thawadi’s presentation, **James M. Dorsey** will provide an overview of the current geopolitical situation and the consequences that this might have on the realisation of the World Cup in Qatar, while journalist **James Corbett** will guide delegates through a Q&A with Al Thawadi.

### Focus on human rights

A growing number of activist movements and athlete groups advocating human, workers and athlete rights in relation to mega-events have entered the political stage and their presence is being increasingly acknowledged by the official sports organisations.

Human Rights Watch has been one of the major critics of the lack of respect for human rights included in the organisation of mega-events, and **Minky Worden**, HRW Director of Global Initiatives, will join the panel and bring forward ideas on how to secure the inclusion of these rights.

Civic action in Boston, Hamburg, Rome and Budapest left the IOC with only two contenders for the 2024 Olympics. FIFA and the IOC have opened dialogue with human rights groups, promising more focus on societal sustainability, but the results on the ground are yet to be seen.



*Hassan Al Thawadi*



*Federico Addiechi*





Rai Oliveira

FIFA included human rights in the statutes last year and FIFA's Head of Sustainability and Diversity, **Federico Addiechi**, will let conference participants in on how the body's commitment to respect human rights is currently being implemented across the organisation's activities.

**Jules Boykoff** from Pacific University, USA, will give an overview of the growing activist movement and to present the athletes' stand, while former Brazilian footballer **Rai Oliveira** will speak about what legacy the Brazilian athletes are left with after the Rio Games.

### The Rio Legacy

Any legacy of the Rio Olympics seems acutely endangered by political and financial mismanagement on top of a deep societal crisis and the repercussions will be thoroughly debated at the conference.



Juliana Barbassa

With an outset in her recent book, 'Dancing with the Devil in the City of God', **Juliana Barbassa** will take delegates through the societal effects the Games have had on Rio in a session that examines the aftermath of the events from various perspectives.

A line of academic approaches to the mega-event debate will also be presented during Play the Game 2017. Mega-events are notorious for exorbitant cost overruns and Sorbonne professor **Wladimir Andreff** will be providing an expert look into the economical dynamics of mega-events.

**Harry Arne Solberg** will talk about why these big sporting events often entail such big problems, **Christopher Gaffney** examines specific ways in which sports mega-events function to extract monopoly rents from their hosts, while **Dennis Pauschinger** looks into mega-events' 'politics of camouflage' and into what consequences hosting a major sporting event can have for a city.



Wladimir Andreff

The mega-events sessions will also touch upon questions like whether mega-events are drifting towards authoritarian regimes where voices and votes of taxpayers are ignored or suppressed, whether nationalistic trends offer a rescue belt for a movement built on internationalism, and if the IOC's 'Agenda 2020' will be able to ensure tangible improvement of the environmental and social legacy of future Olympic Games.

Key stakeholders will meet at Play the Game 2017 and exchange visions and experiences from what is still a massively successful entertainment industry, but with a high price tag paid by public coffers.

## Sessions with a focus on mega-events

*The following list may have been altered since printing. Please check out the full programme attached to the conference guide or the conference app for updated information on speakers and scheduled sessions.*

**Sunday 14:00-18:00**

**OPENING SESSION: RIDING WAVES OF CHANGE.**

Meet: Hassan Al Thawadi, James M. Dorsey and more

**Monday 11:50-13:00**

**PARALLEL SESSION: STATE OF EXCEPTION: THE MECHANISMS OF MEGA-EVENTS.** Meet: Christopher Gaffney, Tim Walters and more

**Monday 14:15-16:00**

**PARALLEL SESSION: RIO REVISITED: THE TROUBLED LEGACY OF THE 2016 OLYMPICS.** Meet: Juliana Barbassa, Paul Hover, Dennis Pauschinger and more

**Tuesday 9:00-11:45**

**PLENARY SESSION: SUSTAINABLE MEGA-EVENTS: A DISTANT DREAM?** Meet: Wladimir Andreff, Federico Addiechi, Minky Worden, Rai Oliveira and more

**Tuesday 14:15-16:00**

**PARALLEL SESSION: BIG GAMES IN SMALL PLACES: WHAT IS THE IMPACT?** Meet: Harry Arne Solberg, Scott Jedlicka, Per Ståle Knardal and more



"Is esports a sport?  
Does it matter?  
Either way, it's the  
future and the most  
direct route to the  
heart of those  
elusive millennials."

*Ian Smith,  
Integrity Commissioner,  
eSports Integrity  
Coalition*

## Disrupting sport: Winners and losers in the era of technology

The daily sports practice, the local clubs and teams, the facilities, the events, the leagues and tournaments, the peak performance: The digital and technological revolution is changing all aspects of sport and physical activity as you read these lines.

As the newest player on the international sports scene, esports not only distinguishes itself by playing its matches on the virtual field. Lecturer and sports philosopher **Ivo van Hilvoorde** will provide delegates with an overview of the cultural and ethical differences between traditional sports and esports in a presentation aimed at defining a research agenda for esports.

The International eSports Federation is advocating the inclusion of esports in the IOC, and **Alex Lim**, the federation's secretary general, will lay forward the arguments and motives behind the wish to be part of the Olympic sports movement.

Integrity issues are no stranger to esports either and to be abreast of ethical discussions, the eSports Integrity Coalition wants to be the 'guardian of the integrity of sport' and the coalition's integrity commissioner **Ian Smith** will speak about the most pressing threats and how to address them.

As a lawyer working with focus on esports players' rights, **Anna Baumann** will add to the discussion by giving an overview of the legal challenges the emergence of esports can entail.



*Alex Lim*



*Ian Smith*



Innovation centre Strijp-S

## Meet Eindhoven's innovative centres

Technology in sport is not only something that takes place in virtual worlds on screen. Technology has become an integral part of how we do sports and how we use our surroundings when we do sport.

At Play the Game 2017, we will look into how technology can facilitate a wide range of activities in and around sport – and Eindhoven is the perfect place to do so.

After years of targeted planning, Eindhoven and the region of Noord Brabant has become a vibrant centre for inventors, innovators and entrepreneurs in sport. Through conference sessions and tours of the city's innovative centres, built on high-tech, design and knowledge-sharing – such as the SX Building in the Strijp-S area – delegates will meet some of the most interesting and successful entrepreneurs with a potential to change the sporting landscape for good.



Declan Hill

## Knowledge Café

On Tuesday night, the Knowledge Center for Sports Netherlands invites Play the Game delegates to join their Knowledge Café.

This salon-style format will be chaired by Declan Hill who will steer the audience through a couple of hours of entertaining debates, musical performances and presentations giving possible answers to the question: "Who owns the future: The battle over new trends in sport?"

The Knowledge Café will take place in the field hockey clubhouse across the street from the conference hotel.

A Dutch version of the Knowledge Café will take place on Wednesday afternoon.

## Sessions with focus on innovation

*The following list may have been altered since printing. Please check out the full programme attached to the conference guide or the conference app for updated information on speakers and scheduled sessions.*

### Monday 18:45-22:00

#### SOCIAL EVENT: INNOVATION TOUR OF EINDHOVEN

See Strijp-S, SX building, Urban Park and more

### Tuesday 16:30-18:30

#### MAIN SESSION: EXPERIENCE EINDHOVEN: INNOVATION AND VALUE CREATION FOR SPORTS AND VITALITY

Meet René Wijlens, Harmen Blijsterbosch and more from the Eindhoven environment

### Tuesday 19:00-22:00

#### SOCIAL EVENT: INNOVATION ACTIVITIES IN GENNEPER PARK

An evening with sports activities at the Pieter van den Hoogenband Swimming Centre, Fontys University, and other places in the park next to the conference venue.

### Tuesday 19:00-22:00

#### PARTNER SESSION: KNOWLEDGE CAFÉ: "WHO OWN THE FUTURE: THE BATTLE OVER NEW TRENDS IN SPORT?"

### Wednesday 11:50-13:00

#### PARALLEL SESSION: SPORT OBSERVATORIES – HOW TO BUILD A NATIONAL 'PLAY THE GAME'

Meet Henrik H. Brandt, Charlie Raeburn and more

### Wednesday 14:15-16:00

#### PARALLEL SESSION: SWEATING THE ASSET: MAKING SPORTS FACILITIES WORK BETTER

Meet Jakob Færch, Rasmus Storm and more

### Wednesday 16:30-18:00

#### CLOSING SESSION: E-SPORT: COMING TO STAY – AND TO STEAL THE PICTURE?

Meet Alex Lim, Ivo van Hilvoorde, Anna Baumann, Ian Smith and more

## PROGRAMME OVERVIEW

Sunday 26 November	
9:00-14:00	ARRIVALS AND REGISTRATION
14:00-15:15	<b>OPENING SESSION:</b> Riding waves of change – official speeches
15:15-15:45	COFFEE BREAK
15:45-18:00	<b>OPENING SESSION:</b> Keynotes and panel debate  Focus on anti-doping and good governance  With WADA President Craig Reedie, Hassan Al Thawadi, Richard W. Pound and others
18:15-20:00	<b>WELCOME RECEPTION:</b> – offered by the City of Eindhoven
20:00-21:45	<b>MAIN SESSION:</b> Sexual abuse and how to prevent it
20:00-21:45	<b>MAIN SESSION:</b> National Sports Governance Observer – the first results and future perspectives

Monday 27 November	
9:00-10:15	<b>PLENARY SESSION:</b> International sport on trial: Which case for the prosecution?
10:15-10:35	COFFEE BREAK
10:35-11:45	[PLENARY CONT.]
11:50-13:00	<b>PARALLEL SESSION:</b> Athletes' rights and monopoly powers
11:50-13:00	<b>PARTNER SESSION BY LEGIT PROJECT CONSORTIUM:</b> Clean athletes' beliefs about anti-doping policy legitimacy and support
11:50-13:00	<b>PARALLEL SESSION:</b> States of exception: The mechanisms of mega-events
11:50-13:00	<b>PARALLEL SESSION:</b> Picture & sound: Perfection and reality
11:50-13:00	<b>PARALLEL SESSION:</b> Sports governance: Remedies in the remit of sport
13:00-14:15	LUNCH
14:15-16:00	<b>PARALLEL SESSION:</b> Sports governance: Roads to government action
14:15-16:00	<b>PARALLEL SESSION:</b> Anti-doping policies: Perception and effectiveness
14:15-16:00	<b>PARALLEL SESSION:</b> Rio revisited: The troubled legacy of the 2016 Olympics
14:15-16:00	<b>PARTNER SESSION BY SPORT&amp;SOCIETY THE NETHERLANDS AND SPORT&amp;SOCIETY BELGIUM:</b> Martial Arts: The need for joint regulation
14:15-16:00	<b>PARALLEL SESSION:</b> Window undressing: Stories from international sport
16:00-16:30	COFFEE BREAK
16:30-18:30	<b>PLENARY SESSION:</b> Reform in sport: An inside job or an outside intervention?
18:30-18:45	BUS TRANSFER TO EINDHOVEN CITY CENTRE
18:45-22:00	<b>EXCURSION:</b> Innovation Tour of Eindhoven including dinner

## Tuesday 28 November

9:00-10:15	<b>PLENARY SESSION:</b> Sustainable mega-events: A distant dream?
10:15-10:35	COFFEE BREAK
10:35-11:45	[PLENARY CONT.]
11:50-13:00	<b>PARALLEL SESSION:</b> 10 years after the White Paper: What has the EU achieved in sport?
11:50-13:00	<b>PARTNER SESSION BY THE OUTER LINE:</b> Transforming the business of pro cycling
11:50-13:00	<b>PARALLEL SESSION:</b> Big data: A tool for crime prevention and research
11:50-13:00	<b>PARALLEL SESSION:</b> Kristen Worley's case and what it means for sport & human diversity
11:50-13:00	<b>PARALLEL SESSION:</b> Sport's autonomy: Facts and fictions
13:00-14:15	LUNCH
14:15-16:00	<b>PARALLEL SESSION:</b> Big games in small places: What is the impact?
14:15-16:00	<b>PARALLEL SESSION:</b> Athletes and antidoping: Privacy and participation
14:15-16:00	<b>PARALLEL SESSION:</b> Culture Matters: Governance around the globe
14:15-16:00	<b>PARALLEL SESSION:</b> Professional sport: Fair game for profiteers
14:15-16:00	[EPAS session on martial arts – closed]
16:00-16:30	COFFEE BREAK
16:30-18:30	<b>PLENARY SESSION:</b> Which future for anti-doping – if any?
16:30-18:30	<b>MAIN SESSION:</b> Experience Eindhoven: Innovation and value creation for sports and vitality
18:30-19:00	SANDWICH & FRUIT
19:00-22:00	<b>INNOVATION ACTIVITIES</b> in Genneper Park
19:00-22:00	<b>PARTNER SESSION:</b> Governance Café organised by Sport Knowledge Centre Netherlands – English spoken
19:30-21:30	[EPAS on GG in sport – closed]
21:30-23:00	GOODNIGHT SOUP

## Wednesday 29 November

9:00-11:45	<b>MAIN SESSION:</b> White-collar crime in professional sport
10:15-10:35	COFFEE BREAK
9:00-11:45	<b>MAIN SESSION:</b> Kazan Action Plan: Real action or words on paper?
11:50-13:00	<b>PARALLEL SESSION:</b> Whistleblowers and journalists: The dangers of speaking up
11:50-13:00	<b>PARALLEL SESSION:</b> Sport in the global marketplace
11:50-13:00	<b>PARTNER SESSION BY RESEARCH GROUP ON DOPING PREVALENCE:</b> The elephant in the room: Prevalence of doping in elite sport
11:50-13:00	<b>PARTNER SESSION BY FARE:</b> Diversity in sport coaching and leadership
11:50-13:00	<b>PARALLEL SESSION:</b> Sport observatories – how to build a national 'Play the Game'
13:00-14:15	LUNCH
14:15-16:00	<b>PARALLEL SESSION:</b> Federations on the inside: Problems and progress
14:15-16:00	<b>PARTNER SESSION BY INADO:</b> Anti-doping reform: Proposals from the coal face
14:15-16:00	<b>PARALLEL SESSION:</b> Sweating the asset: Making sports facilities work better
14:15-16:00	<b>PARALLEL SESSION:</b> Rebuilding the pyramids: Governance in national sport
14:15-16:30	<b>PARALLEL SESSION:</b> Match-fixing: Are there remedies to fix it?
16:00-16:30	COFFEE BREAK
16:00-19:30	<b>PARTNER SESSION:</b> Governance Café organised by Sport Knowledge Centre Netherlands – Dutch spoken
16:30-18:30	<b>PLENARY SESSION:</b> Esports: Coming to stay – and to steal the picture?
19:30-20:00	RECEPTION AND DRINK
20:00-01:30	<b>FAREWELL DINNER</b> Play the Game Award and party



Photo: Colourbox

“As the size of transfer fees increases, so does the need to improve regulation of this shadowy market in every corner of the football world.”

*Alex Duff,  
Journalist and author*

## ● The sports market: A crime scene with impunity?

Professional sports has proven an attractive scene for criminals and other shady figures with ambitions of tax evasion, money laundering, human exploitation, betting fraud, match-fixing and other forms of crime.

In spite of international justice being increasingly aware of sports as an arena for criminal actions, top sport seems to be a place where money and reputations can be whitewashed without punishment, thanks to its autonomy, its global structure and its spell over fans, media and politics.

At Play the Game 2017, delegates will hear about the experiences of the federal prosecutors in charge of two cases currently leading to criminal charges and arrests of sports leaders all over the world.

**Fabiana Schneider**, federal prosecutor from Brazil will speak about her efforts in exposing financial mismanagement in relation to the Rio Games leading to the arrest of the Brazilian NOC president and IOC member, Carlos Nuzman.

From another part of the world, **Jean-Yves Lourgouilloux**, Deputy Financial Prosecutor at the National Finances Prosecution Office in France, will share insights on his work that led to the fall of the then leadership of International Athletics.

As head of the IAAF Integrity Unit, set up in the wake of the French investigation, **David Howman** will speak about what steps federations can take confronted with organised crime, while president of ASOIF, **Francesco Ricci Bitti**, will discuss to what extend federations are able to regulate themselves.

### White-collar crime in jerseys

As the most profitable sport in the world, football is often in play in talks of sport and crime. UEFA ex-co member and head of Dutch football **Michael van Praag** will discuss how measures like Financial Fair Play can help regulate a market that deals with exorbitant sums.

In a recent book, “Football’s Secret Trade”, journalists **Alex Duff** and Tariq Panja followed the money trail of football transfers, and at Play the Game 2017, Duff will share some of the surprising terminuses.



*Fabiana Schneider*



*Jean-Yves Lourgouilloux*



Francesco Ricci Bitti



Alex Duff

At the heart of the matter are the players themselves and on their behalf, player union FIFPro's legal director, **Wil van Megen**, will speak on how they navigate in a market dominated by big money and sporting ambitions.

### Journalism and big data

Giant leaks of documents have exposed tax evasion and money laundering by sport's actors both on and off the field. The cases exposed through the 'Football Leaks' were a result of a cross-national investigative cooperation between journalists.

**Rafael Buschmann** and **Michael Wulzinger**, who were initially contacted by the source of the leak, will let delegates in on ways to make heads and tails in such large amounts of data.

The compilation and analysis of big data is a well-known way of detecting suspicious patterns and professor of sports law **Marjan Olfers** will join the Football Leaks journalists in a session discussing how to compile, decipher and report on data revealing crime in sports.

Sports betting and match-fixing are other areas in which crime seems to thrive in sports. Why are players willing to sacrifice ethics for money when agreeing to fix a match and what sorts of monitoring will be able to see through corrupt betting systems? These are some of the questions that will be discussed in a session looking at various ways to take on the problem.

Play the Game 2017 will also look into stories about the many ways sport is being used as a money machine, about a huge industry that fails to pay its workers proper wages, about black-market ticket sales and about what impact Brexit has had on the Premier League.

In short; Play the Game 2017 will shed light on the darkest sides of sport, highlighting the most prominent cases, analysing the political efforts to combat crime and discuss if professional sport will ever be able to live up to the noble ideas of fair play, respect and community building.

## Sessions with focus on crime in sport

*The following list may have been altered since printing. Please check out the full programme attached to the conference guide or the conference app for updated information on speakers and scheduled sessions.*

### Monday 9:00-11:45

#### PLENARY SESSION: INTERNATIONAL SPORT ON TRIAL: WHICH CASE FOR THE PROSECUTION?

Meet Jean-Yves Lourgouilloux, Fabiana Schneider, David Howman, Francesco Ricci Bitti and more

### Tuesday 11:50-13:00

#### PARALLEL SESSION: BIG DATA: A TOOL FOR CRIME PREVENTION AND RESEARCH

Meet Marjan Olfers, Rafael Buschmann, Michael Wulzinger

### Tuesday 14:15-16:00

#### PARALLEL SESSION: PROFESSIONAL SPORT: FAIR GAME FOR PROFITEERS

Meet Steve Menary, Peter Prowse, Alessandro Moretti and more

### Wednesday 9:00-11:45

#### MAIN SESSION: WHITE-COLLAR CRIME IN PROFESSIONAL SPORT

Meet Michael van Praag, Alex Duff, Wil van Megen and more

### Wednesday 11:50-13:00

#### PARALLEL SESSION: SPORT IN THE GLOBAL MARKETPLACE

Meet Lars Andersson, Gijsbert Oonk and B. Dave Ridpath

### Wednesday 14:15-16:00

#### PARALLEL SESSION: MATCH-FIXING: ARE THERE ANY REMEDIES TO FIX IT?

Meet Marius Sprenger, Marjan Olfers, Nikolaos Theodorou, Declan Hill and more



"Every child has a right to their childhood and to be safe in their sport."

*Karen Leach,  
VOICE Ambassador*

## ● Sexual abuse: How to prevent it

Sexual violence against children and young athletes in sport is a problem that has only in recent years started to be published broadly. Yet, a number of brave victims have now started to stand up to tell their stories publicly, and it is obvious that the problem has existed for way too long.

The increased focus on prevention of abuse in sport resulting from major scandals in American, British and Dutch sport has raised the question of how sport turn to action to protect future athletes from suffering the painful consequences of abuse.

At Play the Game 2017, delegates will get an insight into the problem of sexual abuse in sport and the challenges facing sport organisations in the area of prevention and management of cases. They will hear personal stories from victims of abuse and from sports organisations that have conducted investigations and dealt with cases, as well as from experts in prevention research.

While sport is often considered to be a safe, healthy environment that contributes to the positive development of young people, it is also an area where abuse of power and harassment can manifest itself in various ways and in worst cases as sexual abuse. Young athletes in sports that depend heavily on a close relationship between athletes, coaches, and medical personnel can be particularly vulnerable.

### Victim experiences

At Play the Game 2017, **Karen Leach**, a former Irish swimmer, will tell her disheartening personal story and how she learned to survive the pain and hurt from her experience. Leach is currently an ambassador of the VOICE project funded by the Erasmus+ Program of the European Union, which aims at combatting sexualised violence through the voices of those affected.

The VOICE project itself will be presented by **Bettina Rulofs**, a senior lecturer at the German Sport University, Institute of Sociology & Gender Studies.

### Independent investigations

A recent report written by the former American federal prosecutor Deborah J. Daniels on the sport of gymnastics reviewed alleged sexual abuse of 365 American gymnasts over a 20-year period that suggests a long-standing cultural problem in the sport. Similarly, stories of widespread abuse have



*Karen Leach*



*Bettina Rulofs*





Geert Slot

emerged from American swimming and British and Dutch football where similar patterns of abuse have been persistent over a long period of time without effective measures to stop it.

The Dutch journalist **Willem Feenstra** has conducted an investigation into abuse in Dutch football and will present the methods and results from that investigation. This will be followed up by **Sander Roeye** who will speak about how PSV Eindhoven has tackled some of the cases arising from that same investigation.

**Geert Slot**, spokesman for the Dutch NOC and sports confederation (NOC\*NSF), will speak about the importance of independent research. Finally, **George Nikolaidis** will contribute with his experience from a public authority working with cases of child abuse in sport and also touch on recent initiatives and the role of Council of Europe in the area of protection and prevention.

The Dutch lawyer **Marjan Olfers** will lead the session and facilitate the subsequent panel debate.

### Sessions with a focus on sexual abuse in sport:

*The following list may have been altered since printing. Please check out the full programme attached to the conference guide or the conference app for updated information on speakers and scheduled sessions.*

Sunday 20:00-21:45:

**PARALLEL SESSION: SEXUAL ABUSE IN SPORT AND HOW TO PREVENT IT**  
Meet Karen Leach, Bettina Rulofs, Willem Feenstra, Sander Roeye, Geert Slot and George Nikolaidis.

## European Company Sport Games at the Top of Denmark

### Frederikshavn – Denmark – Candidate City

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"As a retired athlete it is my responsibility to speak out and speak up for voices not heard in sporting debates."

*Nikki Dryden,  
lawyer and former  
Olympian*

## ● Rights and responsibility in sport: Who fights for your rights?

Amidst all the talk about reform and structural changes in sport, are policy makers paying enough attention to rights of the athletes without whom there would be no sport?

In a series of sessions during Play the Game 2017, athlete, labour and human rights in sport will be thoroughly discussed.

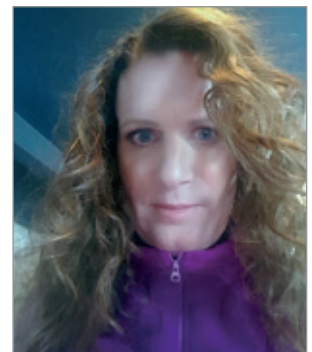
Gender classification is a recurring theme when talking about rights in sport. In a session also touching upon how these classifications are made, cyclist **Kristen Worley** and journalist **Andy Brown** will take delegates through what they call "the biggest and longest-running injustice in sport". The case resulted in sporting bodies promising to alter and revise their policies on gender classification and the so-called 'Therapeutic Use Exemption' (TUEs) in doping prevention – something that could make precedence for other athletes.

Athlete unions are fighting hard to secure proper working conditions for athletes in a monopolised system working under the 'lex sportiva'. According to **Brandan Schwab** from athlete union World Players Association, this legal system does not adequately protect athletes. At Play the Game 2017, Schwab will present suggestions for an improvement, which will also contribute to restore lost credibility in international sports organisations.

**Jürgen Mittag** from the German Sports University Cologne will provide an overview of labour relations and conditions in sport while **Maximillian Seltmann**, also from Cologne, will look into sport's monopoly status as an employer of professional athletes.

In a presentation looking into the difficulties international sports organisations have had implementing human rights in relation to mega-events, lawyer and former Olympian **Nikki Dryden** will argue that a change in leadership is necessary before global sport embraces legal norms.

Yet another look at human rights in sport comes from journalist **Laura Robinson** who will speak about violations of Canadian first nations' rights when opposing a powerful sports official.



*Kristen Worley*



*Nikki Dryden*

### Sessions with a focus on rights in sport

*The following list may have been altered since printing. Please check out the full programme attached to the conference guide or the conference app for updated information on speakers and scheduled sessions.*

**Monday 11:50-13:00**

**PARALLEL SESSION: ATHLETES' RIGHTS AND MONOPOLY POWERS.** Meet Brendan Schwab, Nikki Dryden, Laura Robinson and Jürgen Mittag

**Tuesday 11.50-13:00**

**PARALLEL SESSION: KRISTEN WORLEY'S HUMAN RIGHTS CASE AND WHAT IT MEANS FOR SPORT AND HUMAN DIVERSITY.** Meet Kristen Worley and Andy Brown



**#FOOTBALLFOREVERYONE**

**EN DEL AF NOGET STØRRE**



**Enlarged Partial Agreement on Sport (EPAS)**  
Making sport more ethical, more inclusive and healthier

# Whistleblowers in sport need more support

By Christina Friis Johansen,  
International Policy Adviser, Play the Game

Today, it may seem obvious that a safe and functional whistleblowing regime is of utmost importance to sports integrity.

During the past years, we have seen enough examples of major revelations of doping, fraud and corruption in sport to know that information from brave women and men inside sport can be effective in disclosing organised cheating, malpractice and corrupt systems that would not have been noted otherwise by relevant authorities, be it the IOC, sports organisations, WADA or national anti-doping organisations.

For many scourges of sport such as match-fixing and corruption no test can be performed. And where testing is the prevailing tool, like in the fight against doping, not even the most complex analytical methods managed to detect the biggest doping scam witnessed to date: the comprehensive doping scheme in Russia.

It is only through determined investigative journalists and their close cooperation with whistleblowers that the world started realising the variety of challenges inherent to the modern sport world.

And in those cases where the legal authorities picked up the threads and continued the investigations, the magnitude of the problems has often come as a surprise even to the most critical observers. When for instance the FBI launched their dramatic action against 40 top officials and business partners in FIFA, based on evidence delivered by Andrew Jennings and other reporters, no one in the public had heard about the substance of the FBI case: corruption practices in the Americas worth around 200 million US-dollars.

Today, Olympic leaders are holding their breath to see what will be disclosed from the unprecedented co-operation between state prosecutors in Brazil, France and Switzerland – a cooperation that will be presented in more detail during Play the Game 2017.

## A change in attitude

For 20 years, Play the Game has worked to highlight the dark sides of sport by encouraging freedom of speech in sports journalism and discussions on doping, corruption, harassment, discrimination etc.

When Play the Game first gathered investigative journalists, experts, whistleblowers, and sports officials to discuss these issues, there was no broad recognition of the relevance.

On the contrary: Sports leaders would dismiss Play the Game and our speakers as hostile sensation-makers that tried to make a living by scandalising honest sports leaders who had selflessly committed their lives to the noble cause of the youth.

Today, the integrity issues are all over the public agenda and the global political discussions, and the need for better governance is recognised by even the most problematic organisation – at least in their declarations.

This fundamental change in public perception of sport would not have come about without determined men and women who put their careers, their reputations and their safety at risk in order to tell the truth.

## Whistleblowers need better protection

While the intrinsic value of whistleblowers in sport is generally recognised by now, it goes without saying that policies and procedures must be in place to regulate the use of whistleblower information and protect whistleblowers from retaliation.

Whistleblower hotlines, policies and procedures are increasingly being implemented in various sports organisations and other authorities in the area of anti-doping, match-fixing and athlete harassment.

Yet, the protection of whistleblowers in sport is by and large vested in the hands of private sports organisations and/or public or semi-public authorities. They may have all the best intentions to support and protect any forthcoming whistleblower, but they are unlikely to have enough strength in cases where lives and livelihood of whistleblowers are threatened.

Legal assistance and media guidance may be provided by sports or via independent initiatives like Fair Sport, but the powers and means necessary to provide long-term financial support and physical security are only available to governments and their law enforcement entities. For now, they only act to a very limited extent and only in very rare cases.

## Whistleblowers telling their stories at Play the Game conferences:

### Governments must play an active role

This is an area where governments must up their game. Sport organisations and anti-doping agencies cannot develop effective whistleblowing programmes in isolation. Law enforcement agencies should be involved and a united approach to manage endangered whistleblowers should be dealt with.

Governments need to play an active role. Collaboration with sports organisations and anti-doping and integrity agencies is a fundamental necessity if protection of whistleblowers is to be credible and effective.

Governments should take measures to guarantee that whistleblowers do not need to flee or in worst cases to change their identities in return for telling the truth and take measures to provide financial support at least temporarily until they are able to support themselves again. That is the least we can do if we want whistleblowers to do the right thing.

Whistleblowers considering speaking up must be professionally advised to make informed decisions: Will it be worth it? What are the risks? How will life look on the other side? This is also a responsibility that should rest with law enforcement and where sport and anti-doping organisations must realise they need a helping hand.

### The lack of will to protect informants

Naturally, this will only work in situations where governments can be trusted. Often, they cannot. Or they lack the will to protect people giving compromising information. You only have to look at Yulia and Vitaly Stepanov to see the impact whistleblowing can have and where neither the governing body, IAAF, nor the Russian government succeeded in providing security.

Still, closer cooperation between sport and the world's governments seems more relevant than ever. We are very far from convincing solutions, but there are signs that interest is growing. WADA has implemented a programme to protect informants, called 'Speak Up'. The IOC says it has established a whistleblower programme a few years ago, but no information on its policies, protection measures and results are shared with the public.

Governments have taken a first look at how to better protect whistleblowers as this was one of the recommendations in the 'Kazan Action Plan' endorsed by UNESCO in July 2017. It remains to be seen how many countries will follow the recommendations to the necessary degree.

*Christina Friis Johansen is an international policy adviser at Play the Game. She took up the position in September 2017 following 12 years in senior positions at Anti-Doping Denmark, specialising in international cooperation and compliance.*



*From the top: Mario Gojman in 2011, Mario Čizmek in 2013, Vitaly and Yuliya Stepanov (on a video link behind Jens Sejer Andersen) in 2015, Bonita Mersiades in 2015.*

## WELCOME RECEPTION

The City of Eindhoven will host a welcome reception at the Van der Valk Hotel.



## GET AN ACTIVE START

### MORNING RUN

Monday, Tuesday and Wednesday 07:00-07:30  
Join us for a leisurely morning run from the Van der Valk Hotel every morning at 7:00. We will meet outside the hotel reception.

### MORNING YOGA

Start the day off feeling energised by joining our morning yoga classes every morning at 7:00. Instructor Irina Paraschiv will guide us through the exercises at the Van der Valk Toucan Sport & Wellness Center.

- Monday 27 November 07:00-08:00  
Mind-in-balance flow. Routine that combines elements of tai chi, yoga, breathing and meditation.
- Tuesday 28 November 07:00-08:00  
Easy flow. Routine with several standing and seated poses.
- Wednesday 29 November 07:00-08:00  
Yin yoga flow. Total body stretch to activate the muscles, the joints and the connective tissue.

### FIELD HOCKEY

Tuesday 28 November 06:50-08:00  
Begin your day with a game of field hockey, one of the most popular sports in the Netherlands. The training will take place nearby the hotel. We will meet outside the hotel reception at 6:50.

**WHEN:** Sunday 26 November, 18:00-20:00  
**WHERE:** Van der Valk Hotel Eindhoven  
**DRESS CODE:** Casual

## INNOVATION TOUR OF EINDHOVEN

On the Innovation Tour of Eindhoven, buses will take us through the high-tech campus in Gennep Park, past the Evoluon, Philips Stadium, Witte Dame and other highlights in the city to Strijp-S, where we will have dinner at the restaurant Radio Royaal in a former Philips power plant.

After dinner, choose between two walks in the former Philips factory district Strijp-S. One visiting the SX Building, a ground-breaking innovation cluster of sport, media and marketing. Another tour option goes to the vibrant Eindhoven environment of urban sports centres in the area.

### PROGRAMME:

18:30 Go to buses  
18:45-19:15 Bus transfer including Innovation tour of Eindhoven  
19:15-20:45 Dinner at Radio Royaal  
20:50-22:00 Choose between two Strijp-S tours (see above)  
22:00 Buses return to the Van der Valk Hotel

**WHEN:** Monday 27 November 18:45-22:00  
**WHERE:** Eindhoven  
**DRESS CODE:** Casual  
**TRANSPORT:** Bus transfer

*SX building*



## INNOVATION AND SPORTS ACTIVITIES IN GENNEPER PARK

Genneper Park, next to the conference venue, is a city park that offers a wide variety of sports activities. On Tuesday evening, many of them will be open for Play the Game conference delegates. The park is also home to the Fontys Sports University where guests can experience ways to link sports and technology.

### PROGRAMME:

19:30-22:00

Delegates will be able to see and/or take part in a number of activities in the Genneper Park including:

- Free use of sports facilities at Van der Valk Hotel
- Swimming in the Tongelreep Swimming Center
- Recreational ice skating in the Ice Skating Center (Voucher entrance and skates rental from 20:00)
- Visit the Fontys Sports University where guests can also experience the link between Sport and Technology
- Governance Café by Knowledge Center for Sport Netherlands at Oranje Rood (field hockey clubhouse)



Swimming Centre/ Genneper Park



**WHEN:** Tuesday 28 November, 19:30-22:00  
**WHERE:** Genneper Park  
**DRESS CODE:** Casual or clothes suitable for the activities you may wish to join  
**TRANSPORT:** Walking

Strijp-S



## FAREWELL DINNER AND PARTY



This evening, we will relax after four days of conference and enjoy a nice dinner and a glass of wine. During the evening, the winner of the prestigious Play the Game award will be presented. After dinner the bar will be open (at your own expense) and a band will invite you to the dance floor.

**WHEN:** Wednesday 29 November 19:30-01:30  
**WHERE:** Van der Valk Hotel Eindhoven  
**DRESS CODE:** Smart casual

## CONFERENCE VENUE

Conference sessions will take place at:

### VAN DER VALK HOTEL EINDHOVEN

Aalsterweg 322, 5644 rl, Eindhoven

+31 40 211 60 33

## OTHER CONFERENCE HOTELS

### BEST WESTERN EINDHOVEN

Leenderweg 80, 5615 AB, Eindhoven

+31 40 212 10 12

### HAMPSHIRE HOTEL CROWN EINDHOVEN

Vestdijk 14-16 - 5611 CC, Eindhoven

+31 40 844 40 00

## REGISTRATION AND INFORMATION DESK

The Play the Game conference information and registration desk is located in the hall on the 1. floor outside the conference rooms.

**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

## GETTING AROUND

### BUS:

There is a well-established network of public buses in Eindhoven. Tickets can be purchased on the bus (cash or credit card with chip.) One-way ticket is EUR 3.75 and one-day ticket is EUR 6. From the city centre and the Eindhoven Central Station to the conference venue you can take public bus 318 (direction Luyksgestel). Plan your bus trip here: <https://9292.nl/en>.

### TAXI:

Taxis are easily found (more expensive than public transportation). Taxis accept cash (only local currency) and the most common credit cards.

### BIKES:

At the conference venue, a number of bikes will be available for rent, either by the hour or on a daily basis. You can rent a bike at the hotel for EUR 8 per day.

## VOLUNTEERS

Volunteers will be easily recognizable wearing grey t-shirts with a Play the Game logo.

## REPORTING FROM THE CONFERENCE

Play the Game will be documenting the events at the conference. Live streaming from the main sessions and video on-demand from some of the parallel sessions will be published on the conference website: [www.playthegame.org/2017](http://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.

We would be pleased to get a copy of any article/broad-casted programme related to the conference. Please send it to [maria@playthegame.org](mailto:maria@playthegame.org). The articles you make available to us will be used as documentation of the conference and its effects. Please credit Play the Game in your reports from the conference.

The Danish School of Media and Journalism will have a team of international students reporting from the conference. Please welcome them at the conference.

## OTHER MEDIA

Download the free **Play the Game 2017 conference app** (search for 'PTG 2017' in App Store) and keep yourself up to speed with the latest news, tweets, programme changes and speaker profiles from the conference. The app will also give you easy access to general conference information. For tweets about the conference, follow [@playthegame\\_org](https://twitter.com/playthegame_org) on Twitter and use the hashtag #PTG2017.

## CONTACT

Should you need assistance during your stay in Eindhoven please contact:

Conference Manager, Maria Suurballe by cell phone: +45 20 20 68 38, or e-mail: [maria@playthegame.org](mailto:maria@playthegame.org).

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**Photo credits:** Unless otherwise credited, the photos in this conference guide are provided by speakers, venues/hotels, Flickr/Doha Stadium Plus, and Play the Game conference photographers Jens Astrup, Tine Harden and Thomas Søndergaard. Front page photo by William Matthews.



A woman with long blonde hair, wearing a red athletic shirt and black shorts, is sitting on a concrete ledge. She is looking off to the side with a thoughtful expression. The background is a dark, industrial-looking interior.

TEAM DANMARK

DEVELOPING  
DANISH ELITE  
SPORT

FOLLOW OUR WORK

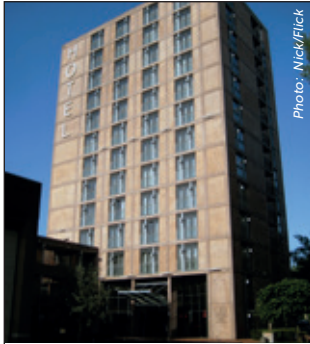


Photo: Niek/Flickr

Sunday 26 November  
Welcome reception at the Van der Valk Hotel

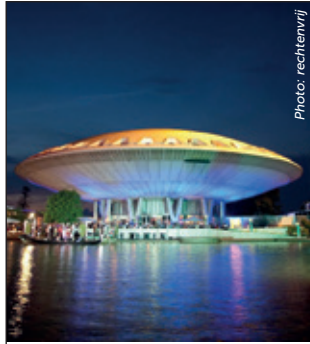
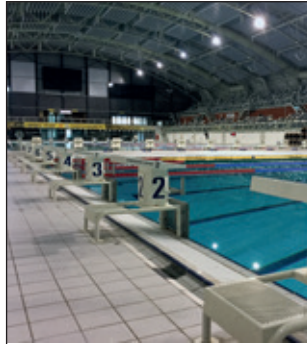


Photo: rechtenwij

Monday 27 November  
Innovation tour of Eindhoven



Tuesday 28 November  
Innovation activities in Genneper Park

SOCIAL EVENTS

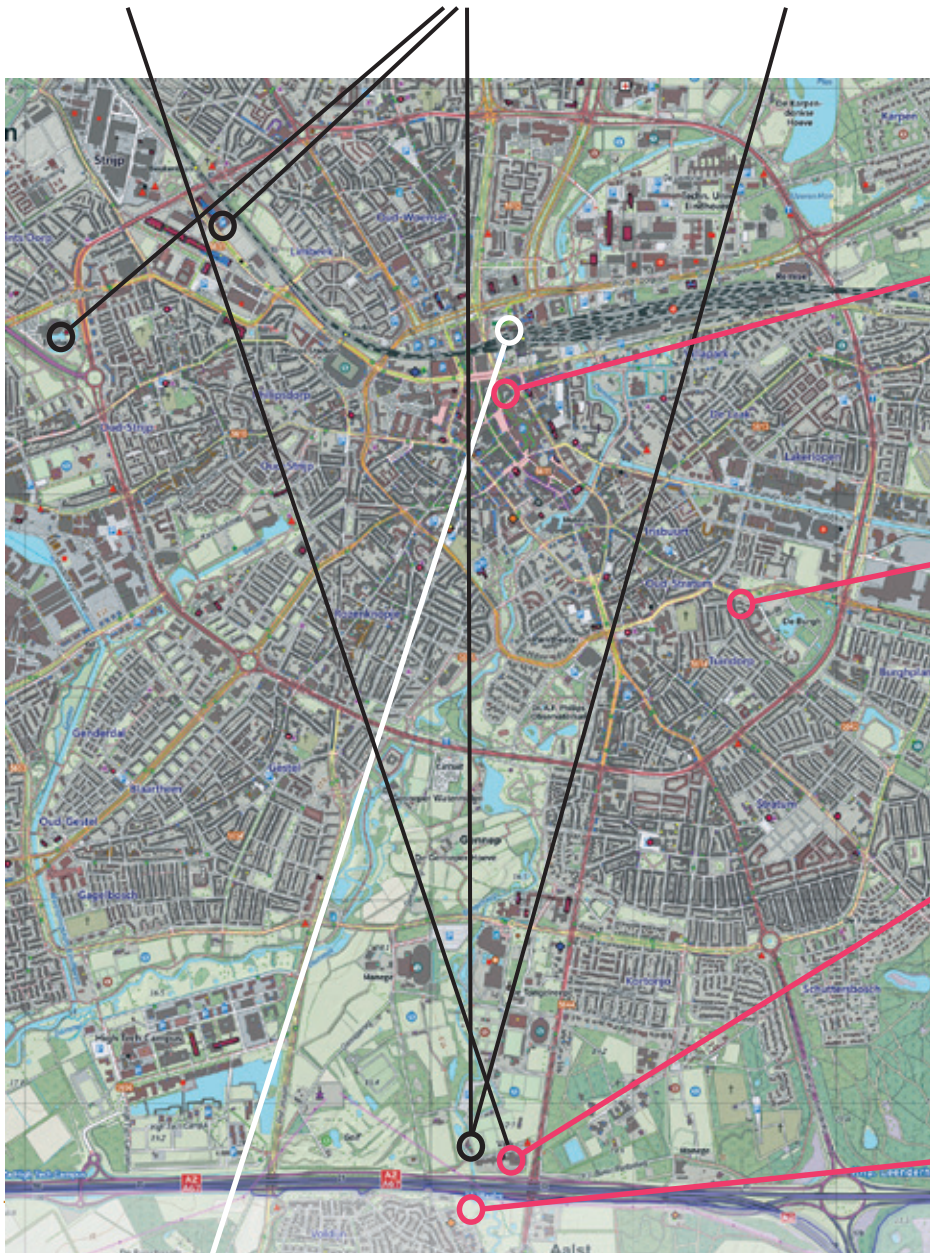


Photo: Wikimedia Commons

ACCOMMODATION



HAMPSHIRE HOTEL CROWN EINDHOVEN  
Vestdijk 14-16 - 5611 CC, Eindhoven



BEST WESTERN EINDHOVEN  
Leenderweg 80, 5615 AB, Eindhoven



CONFERENCE VENUE  
VAN DER VALK HOTEL EINDHOVEN  
Aalsterweg 322, 5644 rt, Eindhoven



BASTION HOTEL EINDHOVEN  
Laan van Diepenvoorde 43, 5582 LA Eindhoven

TRANSPORTATION

Eindhoven train station and bus station

Bus 318 (direction Luyksgestel) passes both Hampshire Crown Hotel and Best Western Hotel on its way to the conference venue at Van der Valk Hotel (bus stop 'Hotel Eindhoven').

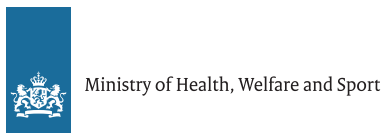
Conference organisers:



Co-founder:



Conference partners:



Programme partners



LEGIT Project Consortium

Local partners

