5th INTERNATIONAL SPORT BUSINESS SYMPOSIUM

PROGRAM

Time	Room: CLO B01 Theatre		Room CLO B01		Room CLO 101		
9:30-10.00	Welcome & Check in						
10.00-10.25	 Opening Welcome: Holger Preuss & Sean Hamil Master of the College, Prof. Dr. David Latchman (Birkbeck College, University of London), Dr. Linda Trenberth, Chair of the Management Department President of the Union International Pentathlon Moderne (UIPM), Dr. h.c. Klaus Schormann 						
10.25-10.55	Key Note I Sam Ramsamy (IOC Executive Board member): The Youth Olympic Games						
10.55-11.00	Short Break to change rooms						
11.00-12.30	Ichair:	erezuela & Kennett (ESP): The value of knowledge egacy for Olympic host cities Verkmann & Preuss & Dannewald (GER): ntangible Value of the Olympic Winter Games in	Event visitors Chair:	Knott, Swart & Bob (RSA) & Turco (USA): Mega- Events and the Football Sport Tourist - From Beijing 2008 to South Africa 2010 Neirotti (USA): Understanding Olympic Visitor	Urban Transformation Chair:	Gouguet & Lepetit (FRA): Barcelona Games 1992-2012. Which teachings for urban planning? Haag (GER): Development of a Social	
	2 • H	Munich 2018 for German Citizens from 2009 to 011 Iiller (CAN): Micro Interaction and Public Opinion: he Olympics and Host City Residents Discussion (30 min.)	M. Schnitzer	Ticket Purchasing Behavior and Associated Factors Schütte & Kurscheidt (GER): The visitors of the 2011 FIFA Women Football World Cup in Germany Discussion (30 min.)	G. Bielons	Sustainability Index for Mega Sport Events • Kambolov, Romanova & Belosluttseva (RUS): Social and Economic Transformations in Olympic City Sochi 2014 Discussion (30 min.)	
12:30-14:00	Lunch						
14:00-14:30	Key Note II Gerhard Heiberg (Chair IOC Marketing Commission): Brands and Sponsorship						
14.30-14.35	Short Break to change rooms						
14:35-15:35	Chair: co N. Schütte e S	Asspar, Kogler (AUT) & Beech (GBR): The Youth Olympic Games as a Role Model for the Integration of Culture and Education into a Sports Mega Event chnitzer & Fischer (AUT): Success drivers of lelivering the Winter Youth Olympic Games ansbruck 2012 – a spectator's perspective	Media Chair: S. Hamil	Miah (GBR): The Socialympics: The Social Media Impact of the London 2012 Olympic & Paralympic Games Lyberger & McCarthy (USA): Sport and Social Media Platforms: An assessment of metrics	Mixed Chair: K. Swart	Kuper & Sterken (NED): Who is going to win in London? Kocholl (AUT): Olympic values, Olympic media and arbitration - awards in Olympic sailing events and to safeguard IF's sport formats Comparison (20 min.)	
		Discussion (20 min.)		Discussion (20 min.)		Discussion (20 min.)	
15:35-15:55	Coffee Break						
15:55-17:25	Chair: G. Bielons • K	Raim, Misch & Goukasian (USA): The Effect of Dlympic Sponsorship on Stock Price and Trading activity Gönecke & Schunk (GER): Understanding Sport- Heroism in Commercials: An Analysis of Communication Involving Olympic Athletes alfs & Preuss (GER): The Market for the Core Dlympic Sports Athletics and Swimming in Germany Size, Structure and Characteristics Discussion (30 min.)	Impact Chair: J.J. Gouguet	Herrington (GBR): Perceptions of the likely impact of the London 2012 Olympics Swart & Bob (RSA) & Turco (USA): Durban – Africa's first Olympic Host City? The impacts from hosting the FIFA WC and other aspects MacRury (GBR): Framing legacies: experience and social common capital Discussion (30 min.)	Culture Chair: H. Hiller	Psimopoulos & Lyras (USA): Olympism Enacted. The Socio-Cultural Dimension of London 2012 Olympic Games Gargalianos & Asimakopoulos (GRE) & Chelladurai (USA): Complexity and Simplicity of Organizing Olympic Games: The Role of Bureaucracy Ho (HKG): Olympic Culture Shock - When Equestrianism Gallops to Hong Kong Discussion (30 min.)	
17:25-17:40	Coffee Break	offee Break					
17:40-18:10		ey Note III Richard Pound (1983-2001 Chair TV-Rights negotiations): The Olympic TV rights – challenges of new media					
18:10-18:15							
18:30	Symposium Dinner	Symposium Dinner					
21:00	•	Reception by UIPM for all speakers					