

Time	Auditorium C (130)	Auditorium E (75)	Auditorium D (68)	
09:30-10:00	<i>Check in</i>			
10:00-10:20	Opening Holger Preuss (Professor Mainz, Molde, Ottawa) Dag Vidar Hanstad (Professor Lillehammer, Oslo) Kathrine Skretting (Rector Høgskolen Lillehammer)			
10:20-10:50	Key Note I Gerhard Heiberg (NOR) (IOC member, member of the commissions: TV Rights and New Media (2002-2014), Marketing (2014-), Olympic Programme (2015-) (introduced by Dag Vidar Hanstad)			
10:50-10:55	<i>Short Break to change rooms</i>			
10:55-11:40	Bidding (Parent) Kaspar (AUT) The Olympic Winter Games as a cross-national mobile event? From the Lillehammer 1994 Olympic Winter Games towards a multi-country future Olympic bid scenario Deniz, Rebeggiani, Rebeggiani (TUR) Istanbul's Bids for Sports Mega Events between Rationality and Irrationality	Event spectators (Kristiansen) dos Santos, Eckert-Lindhammer, Hodeck (GER) Profiles of German Tourists visiting the Olympic Summer Games 2012 in London Fritz (GER) Traveling to mega-events - an example of the 2014 FIFA World Cup Brazil	Olympic Sport Program (Skirstad) Batuev (GBR) Will skateboarding ever become Olympic sport? An Institutional Perspective Gomez (FRA) Youth Olympic Games: Games of the future?	
	<i>Coffee Break</i>			
11:40-11:55	Key Note II Tomas Holmestad (NOR) CEO of LYOGOC: Youth Olympic Legacy; Five Legacy Commitments by Lillehammer 2016 (introduced by Holger Preuss)			
11:55-12:20	Key Note III Philippe Furrer (SUI) Head of YOG Engagement, Learn & Share, International Olympic Committee (introduced by Holger Preuss)			
12:20-12:45	Round Table Tomas Holmestad & Philippe Furrer in talk (discussion lead by Holger Preuss)			
12:45-13:05	<i>Lunch</i>			
14:05-15:35	Olympic Legacy I (Hanstad) Leopkey, Ellis (USA) Understanding the Evolution of the Atlanta 1996 Olympic Games Legacy: A Retrospective Investigation Schnitzer, Scheiber, Nagiller (AUT) The legacies of the Innsbruck 2012 Winter Youth Olympic Games perceived by the local youth Scheu (GER) Local residents' perceptions of the legacies of the Olympic Games 2024 in Hamburg Klos (GER), Shrink or share? A data-based model for future Olympic Winter Games cities.	Impact & Image (Fritz) Kexel, Pfeffer, Lee, Imschweiler (GER) Image Effects on Sports Associations Through Junior Sports Baim, Goukasian, Misch (USA) The Impact of Olympic Sponsorship on Domestic vs. Foreign Sponsoring Firms Schütte, Preuss (GER) The Economic Impact of FIFA Football World Cup 2014 in Brazil Gammelsaetter (NOR) Sport Branding Place Lillehammer	Education & Leadership (Houlihan) Kristiansen (NOR) Walking the line: How young athletes balance academic studies and sport in international competition Bodemar, Strittmatter (NOR) Young Leadership: a comparative study of 2012 Innsbruck YOG & 2012 Oslo World Snowboarding Championships Preuss, Königstorfer, DaCosta, Schütte (GER, BRA) Olympic Values perceived by the young population in BRA, GER, USA and UK Practitioner Spazier, Scheiber (AUT) The legacies of Innsbruck 2012 YOWG - a practitioners perspective (introduced by Berit Skirstad)	
	<i>Short Break to change rooms</i>			
	15:35-15:40	Key Note IV Jens Andersen (DEN) Sports Governance Observer: World sport in urgent need of reform (introduced by Norbert Schütte)		
	<i>Coffee Break</i>			
16:20-17:30	Olympic Legacy II (Scheu) Lechner (NOR) How is legacy created and measured? An interpretive inquiry on the event legacy measurement Sanchez (BRA) Olympic Games in Rio 2016: a discussion about its legacy Hanstad (NOR) Planned and unplanned legacies of the 1994 Olympic Winter Games	Youth perception of the Games (Schütte) Yoon, Kim, Pedersen (USA) A Network Approach to the Use of Social Media during the Youth Olympic Games Prüschenk, Kurscheidt (GER) Do Youth Games have the potential to shift perceptions on Olympism? Implications from young people's views on Olympic values and the Sochi Games Parent, Naraine (CAN) The evolution of Twitter communication by Youth Olympic Games organizing committees	Developing Youth Olympic Games (Gammelsaeter) Nordhagen (NOR) The creation of the Youth Olympic Games – why and how did it come into existence? Kristiansen, Strittmatter, Skirstad (NOR) Stakeholders, Challenges and Issues at a Co-hosted Youth Olympic Event Strittmatter, Skille (NOR) Boosting Youth Sport? Implementation of Norwegian Youth Sport Policy through the 2016 Lillehammer Winter Youth Olympic Games	
	<i>Short Break to change rooms</i>			
	17:35-17:45	Closing Holger Preuss & Dag Vidar Hanstad		
18:00	<i>Symposium Dinner</i>			

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