



JOHANNES GUTENBERG
UNIVERSITÄT MAINZ

Third International Sport Business Symposium

Vancouver, British Columbia, Canada

Feb 19, 2010

Program / Schedule

Supported
by:





Timetable Hall 1

Opening	9:00 – 9:30 am	Holger Preuss (GER; JGU)& Robert Sparks (CAN; UBC) Philippe Blanchard (SUI; Olympic Studies Centre) Klaus Schormann (GER; President, UIPM)
Keynote I	9:30 – 10:15	Richard Pound (CAN; IOC): Challenges faced by VANOC in organizing the Olympic Winter Games
	10:15 – 10:40	Coffee Break
Session I (Chair Preuss)	10:40 – 11:00	Sterken, E (NED): Economic Impact of Organizing Large-Scale Sporting Events
	11:00 – 11:20	Neirotti, L (USA): Understanding the Olympic Spectator: A Key Stakeholder in the Olympic Games
		Discussion
	11:35 – 11:55	Coffee Break
Session II Winter Games (Chair Vanwynsberghe)	11:55 – 12:15	Parent, M. & Seguin, B. (CAN): Intergovernmental Coordination for the 2010 Winter Games: A Municipal Perspective
	12:15 – 12:35	Bradish, C. (CAN): Marketing the Games: An Examination of the Marketing and Sponsorship Legacy of the Vancouver 2010 Games
	12:35 – 12:55	Dickson, T., Edwards, D., Darcy, S., Benson, A. & Blackman, D. (AUS): Olympic and Paralympic Legacies: the 2010 Volunteers' Story...
		Discussion
	1:10 – 2:30 pm	Lunch
Keynote II	2:30 – 3:15	Klaus Schormann (GER; President ,UIPM): Governing an Olympic World Federation
	3:15 – 3:20	Short Break
Session III Communi- cations (Chair Parent)	3:20 – 3:40	Panagiotopoulou, R. (GRE) & Papa, F. (FRA): The Olympic Games and the new media platforms: Business Opportunities and Constraints in a networked Society
	3:40 – 4:00	Miah, A., Jones, J. & Adi, A. (GBR): The Olympic Games and Web 3.0: Monetizing the Olympic Movement's Digital Assets
		Discussion
	4:15 – 4:40	Coffee Break
Session IV Local Sport Development (Chair Hiller)	4:40 – 5:00	Lee, C. (KOR): The Impact of Hosting Big Sport Event for the Local Value Creation; Case of Gangwon Province, Korea.
	5:00 – 5:20	Klaus, S. (GER): Olympic Games and Sports Development – Impulse and Instrument for enhancing physical activity and urban development in Olympic Cities
	5:20 – 5:40	Kidd, B. (CAN): The Limitations of hosting Major Games as a Strategy of domestic Sports Development
		Discussion
Keynote III	6:00 – 6:45	Sam Ramsamy (RSA; IOC Executive Board Member): Olympic Games: Major Challenges after being awarded the Games
		Dinner (Invited Speakers)



Timetable Hall 2

		Keynote I in Hall 1
	10:15 – 10:40	Coffee Break
Session V Legal Issues (Chair Seguin)	10:40 – 11:00	Adi, A. & Miah, A. (GBR): The Olympic Games and the Legacy of Olympic Protests
	11:00 – 11:20	Bernardi, V. (GER): Olympic TV Rights and European Law
		Discussion
	11:35 – 11:55	Coffee Break
Session VI Legacy (Chair Ströbel)	11:55 – 12:15	Bondonio, P. & Guala, A. (ITA): Four Years Later: Olympic Effect on Turin's Regeneration
	12:15 – 12:35	Preuss, H. (GER) & Troelsen, T. (DEN): Place Branding through Mega Sport Events and the Impact on Stakeholder Communities
	12:35 – 12:55	Kaspar, R. (AUT): The Event Life Cycle 2.0. – Lessons Learnt from Olympic Infrastructure Errors for Olympic Bid and Host Cities
		Discussion
	1:10 – 2:30 pm	Lunch
		Keynote II in Hall 1
	3:15 – 3:20	Short Break
Session VII Medal Prognosis (Chair Troelsen)	3:20 – 3:40	Kuper, G. & Sterken, E. (NED): Who is going to Win in Vancouver?
	3:40 – 4:00	Kempf, H. & Belz, C. (SUI): What is an Olympic Medal worth – the Quantification of the Intensity of Competition in Olympic Winter Sports
		Discussion
	4:15 – 4:40	Coffee Break
Session VIII Youth Olympics (Chair Bietons)	4:40 – 5:00	Schnitzer, M. (AUT): Will Youth Olympic Games create Sporting Legacies?
	5:00 – 5:20	Redl, M. (AUT): Exercising Adaptive Leadership in Olympic Sport Organizations: The Case of the Youth Olympic Games
	5:20 – 5:40	Walzel, S. (GER): First Youth Olympic Games from the Sponsorship Perspective
		Discussion
		Keynote III in Hall 1



General Information

Location:

Liu Institute for Global Issues -The University of British Columbia
6476 NW Marine Drive
Vancouver, BC, Canada

Scientific Committee:

Prof. Dr. Harry Hiller, UCalgary, Canada
Prof. Dr. Benoit Seguin, UOttawa, Canada
Prof. Dr. Harry Arne Solberg, Trondheim Business School, Norway
Prof. Dr. Holger Preuß, Johannes Gutenberg University Mainz, Germany
Prof. Dr. Robert Lentell, University of East London, Great Britain
Dr. Norbert Schütte, Johannes Gutenberg University Mainz, Germany
Dr. Robert Vanwynsberghe, UBC, Canada
Assistant to the committee: Christian Alfs, Johannes Gutenberg University Mainz, Germany

Organized by:



Johannes Gutenberg University Mainz – Institute
for Sport Science



University of British Columbia - School of
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Union International de Pentathlon Moderne, Monaco



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