

Sport-/Media Economics & Governance

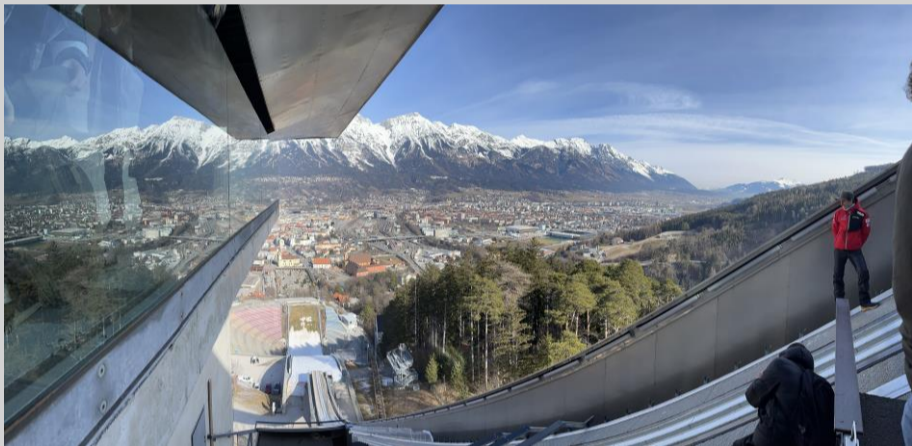
Alumni & Master (M10)



Stairs at IOC: IOC and world sports



Football: MEWA-Arena 1. FSV Mainz 05



Venue: Bergisel Innsbruck



Olympiapark Munich

15.08.22 (Mo) The current fight between PGA and LIV

Tom Bentley (UK) | Account Manager Performance54, formerly Director Communication and Events at Confederation of Professional Golf (CPG)
11:30-13:00

16.08.22 (Mo) Full Braking: Why the Super League failed after just two days. And how professional communication is a success factor for change issues in sports industry

Georg Faßbender (GER) | CEO FASSBENDER SportsCom, Strategische Kommunikationsberatung für emotionale Sportmarken
11:30-13:00 (live performance)

22.08.22 (Mo) Paris 2024 and its economic & social impact and legacy

Jean-Jacques Gouguet (FRA) | Professor University Limoges, researcher CDES
Christophe Lepetit (FRA) | Head of economic studies CDES, Limoges and UEFA MIP Director
11:30-13:00

23.08.22 (Di) Strategy development for National Football Federations

Oleksandr Kucheriavyi (UKR) | UEFA Strategic Development Manager National Associations Division
11:30-13:00

24.08.22 (Mi) Qatar FIFA WC 2022 – Workforce Management

Vugar Rustamli (AZB) | Consultant, formerly Project Workforce Planner at FIFA World Cup Qatar 2022 and Project Manager at Association of Football Federations of Azerbaijan
11:30-13:00

25.08.22 (Do) The Logistics of a UEFA Champions League Game (live)

David Godenschwege (GER) | Project & Event Manager, formerly Event Logistics Manager UEFA Events S.A.
11:30-13:00 (live performance)

26.08.22 (Fr) Governance - from Bidding to legacy - the future of the Olympic Games

Bill Morris (UK) | Senior Expert Advisor, IOC, Ex-Director of Culture, Ceremonies and Education, London 2012 & ex journalist at the BBC
11:30-13:00

29.08.22 (Mo) Invictus Games - a Media and Marketing Perspective (live)

Rudolf Ehrlich (GER) | Head of Marketing Invictus Games 2023
11:30-13:00 (live performance)

30.08.22 (Di) Futurous – The Games of the Future

Phillippe Blanchard (FRA) | CEO Futurous Games
11:30-13:00

31.08.22 (Mi) Formular One – Competitive Balance, TV Demand

Prof. Dr. Arne Feddersen (DEN) | Professor University of Southern Denmark, Esbjerg
11:30-13:00

Kontakt:
Prof. Dr. H. Preuß

To not only “meet the Expert” but to also get additional information, you can ask your questions after the session via the tool SLI.DO. Go with your mobile to www.sli.do and enter every lecture the event code **#Expert**.



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