

## Conference programme

The conference will run from 28 October to 2 November and takes place at the Grand Hotel in Reykjavik. The Grand Hotel, Iceland's largest conference venue, has recently been refurbished and offers state-of-the-art conference and hotel facilities.

Conference participants will be able to participate in seminars, workshops, discussion panels, cultural events and speeches. The conference programme and schedule will be confirmed in mid-June, and will be available from our conference website.



## Prices

Conference prices vary according to when your conference package is booked; the earlier you book, the lower the price. Prices in Icelandic Kronur are as follows:

Date of booking:	until 30/6/2007	1/7/2007–31/8/2007	1/9/2007–2/11/2007
<b>Full</b>	49,800	55,600	61,900
<b>1 day</b>	15,600	16,900	18,700
<b>2 days</b>	31,200	33,800	37,400
<b>3 days</b>	46,800	50,700	56,100

*(As of 30 April 2007, 1 Euro equals approximately 87 Icelandic Kronur)*

Discounts are available for students, freelancers and conference speakers.

Prices include participation in the conference programme, social and cultural events, conference material, 4 lunches and 5 dinners. Prices do not include airfares or accommodation, but we have negotiated favourable rates at nearby hotels, which can be booked on our conference registration page. Our conference agent is also able to offer assistance with your travel arrangements.

Play the Game also offers a small number of grants to individuals from developing nations for participation at the conference. For more information, please visit our conference website.

[www.playthegame.org/2007](http://www.playthegame.org/2007)



Play the Game is a not-for-profit organisation, formed by the International Federation of Journalists (IFJ) and the three main sports organisations in Denmark: The National Olympic Committee and Sports Confederation of Denmark (DIF); Danish Gymnastics and Sports Associations (DGI); and the Danish Federation of Company Sports (DFIF). The secretariat is located in Aarhus at the Danish School of Journalism.

A total of 280,000 Euros for the running of Play the Game's office

and conference in 2007 has been donated by The Danish Ministry of Culture, Nykredits Fond, Team Danmark, DIF, DFIF and DGI.

Play the Game has established partnerships with the United Nations' Office in Geneva for Sport for Development and Peace, The International Council of Sports Science and Physical Education (ICSSPE) and Transparency International amongst others.

## Conference partners



The Icelandic Youth Association (UMFI) is the national association of local youth associations in Iceland. In recognition of their centenary year, UMFI have provided financial and logistical assistance worth 180,000 Euros to Play the Game.

Congress Reykjavik is the conference agent for Play the Game 2007. In addition to taking care of your booking, Congress Reykjavik can also arrange accommodation at the conference venue and nearby good value hotels. For more information, visit the registration page at [playthegame.org/2007](http://playthegame.org/2007) or [www.congress.is](http://www.congress.is)

**congress**  
REYKJAVIK

## Creating coalitions for good governance in sport

Play the Game, DJH · 11 Olof Palmes Allé · DK-8200, Aarhus N · Denmark  
Phone: +45 70 27 55 77 · [info@playthegame.org](mailto:info@playthegame.org) · [www.playthegame.org](http://www.playthegame.org)  
Conference website:

[www.playthegame.org/2007](http://www.playthegame.org/2007)

# Creating coalitions for good governance in sport

The fifth world communication conference  
on sport and society

Reykjavik, Iceland  
28 October – 2 November 2007

[www.playthegame.org](http://www.playthegame.org)



**Modern sport faces a number of challenges it cannot overcome on its own. Corruption, doping, political abuse, lifestyle changes and lack of sporting opportunities are among the global issues that require networking, dialogue and dedication from all stakeholders in sport.**

We welcome you to join Play the Game in Reykjavik, the capital of Iceland, between 28 October and 2 November 2007, for the fifth edition of the world conference.

As a Play the Game participant, you benefit from the learning and networking opportunities offered at this unique forum for free and

fact-based debate about international sport.

Through the open exchange of knowledge, experience and opinion, Play the Game aims to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport.



Among the 85 speakers at Play the Game 2005 were, from left to right, match-fixing expert, Declan Hill, former US sprinter, Kelli White, investigative sports journalist, Philippo Syrigos, and renowned anti-doping expert, Sandro Donati.

## Network with leading figures in world sport

Play the Game is the only conference of its kind. For five days, leading experts in sports and sports politics from academia, sports, politics, administration and journalism will come together to examine key issues in sport.

The variety of backgrounds of participants will allow for a broad range of views from stakeholders in world sport to be aired. Conference participants will have the opportunity to expand their professional networks into other spheres of the sporting world.



Play the Game will bring together global experts from many various fields of sports politics, giving participants a unique opportunity to strengthen their networks.

Marjo Gijman receives the 2005 Play the Game Award from Laura Robinson, the recipient of the 2002 Award, for his tireless battle against corruption in the International Volleyball Federation (FIVB).



## Play the Game 2007 conference themes

### ■ Children in sport: Love or labour?

Child labour in sport and sport manufacturing, talent development, child-adult relationships, sport versus play, etc.

### ■ The autonomy of sport: Threat or promise?

Corruption, match-fixing, trafficking of athletes, agent regulations, government interference etc.

### ■ Mega-events: Frontrunners for sports globalisation?

Risks and benefits, legacies: fact or fiction, emerging continent, political and cultural implication etc.

### ■ Chasing clients or providers: Anti-doping at a crossroad

Illegal doping trade, revision of the WADA code, leadership transition at WADA, the role of sports organisations, cycling, etc.

### ■ Fat chance: Can sport create a healthy society?

Effects on bodily and social health, public investment in elite vs. grassroots sport, sport and reconciliation, etc.

### ■ The digital battle:

#### Sport on demand versus the demands of sport

The challenge from computer games, digitalisation and rights protection, civil rights vs. commercial rights etc.

### ■ No sweat? Sport, environment and global warming

The carbon footprint of sport and sports events, the ability of sport to cope with climate change, the intrinsic sustainability of sport, etc.

If you feel that there is another topic that should be discussed at the conference, we will be holding an open forum where these issues may be discussed. For more information about how to submit a conference presentation, please visit:

[www.playthegame.org/2007](http://www.playthegame.org/2007)

## Why attend?

Play the Game 2007 will connect stakeholders in world sport with the intention of creating coalitions for good governance in sport. Your participation matters for world sport because

- Academics can play a key role by bringing comprehensive data, scientific methods and analytical skills into the process.
- Sports leaders and managers must balance a series of demands, some of which are crucial for the credibility of

sport. Not only are they expected to provide economic growth, increased membership and bigger audiences, they must also guarantee ethical governance, strict anti-doping measures and social responsibility.

- Journalists have a special responsibility, partly because the media are an integral part of the environment of sport, and partly because the media strongly influence which issues that are raised in public and which that are not.

## A warm welcome to Iceland

As the world's most corruption-free nation, Iceland is an apt venue for Play the Game 2007.

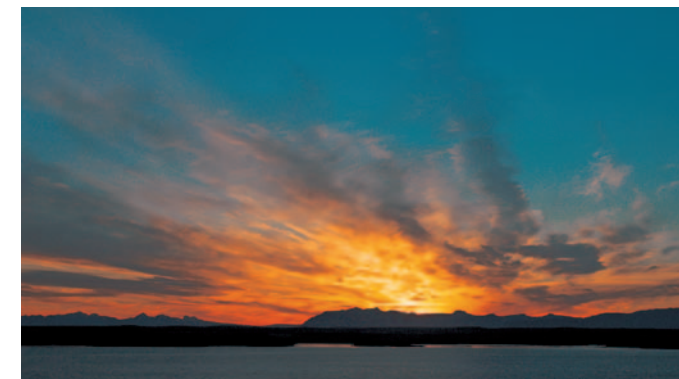
We have received excellent support from the Icelandic sporting and political communities, including the Icelandic President, Olafur Ragnar Grimsson, who has agreed to open this year's event.

Outside of conference hours, Iceland has a lot to offer visitors. Included in the conference price is a sightseeing trip to Iceland's Golden Circle, which

Aside from his presidential duties, President Grimsson (pictured) has also served on the Board of Directors at the Special Olympics.



takes in some of Iceland's most spectacular sights. Our conference agent, Congress Reykjavik, also offers additional sightseeing tours which can be booked on the online conference registration page.



The conference price includes a sightseeing tour of some of Iceland's spectacular scenery. Additional tours can also be booked on the conference registration page.