



JOHANNES GUTENBERG  
UNIVERSITÄT MAINZ

# Third International Sport Business Symposium

Vancouver, British Columbia, Canada

**Feb 19, 2010**

Program / Schedule

Supported  
by:





# Timetable Multipurpose Room 1

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



		Keynote I in Hall 1
	10:15 – 10:40	<b>Coffee Break</b>
Session V Legal Issues (Chair Seguin)	10:40 – 11:35	Adi, A. & Miah, A. (GBR): The Olympic Games and the legacy of Olympic protests
		Bernardi, V. (GER): Olympic TV Rights and European Law
		Discussion
	11:35 – 11:55	<b>Coffee Break</b>
Session VI Legacy (Chair Ströbel)	11:55 – 1:10 pm	Bondonio, P. & Guala, A. (ITA): Four Years Later: Olympic Effect on Turin's Regeneration
		Preuss, H. (GER) & Troelsen, T. (DEN): Place Branding through Mega Sport Events and the Impact on Stakeholder Communities
		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	<b>Lunch</b>
		Keynote II in Hall 1
	3:15 – 3:20	<b>Short Break</b>
Session VII Medal Prognosis (Chair Troelsen)	3:20 – 4:15	Kuper, G. & Sterken, E. (NED): Who is going to Win in Vancouver?
		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 – 4:45	<b>Coffee Break</b>
Session VIII Youth Olympics (Chair Bielons)	4:45 – 6:00	Schnitzer, M. (AUT): Will Youth Olympic Games create Sporting Legacies?
		Redl, M. (AUT): Exercising Adaptive Leadership in Olympic Sport Organizations: The Case of the Youth Olympic Games
		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  
Human Kinetics

## Supported by:



Union International de Pentathlon Moderne, Monaco



University of Calgary, Department of Sociology



University of Ottawa, School of Human Kinetics



University of East London, Royal Docks Business School



GB Consulting, Madrid



World Squash Federation, St Leonards on Sea, UK

Acknowledged by: Olympic Studies Centre, Lausanne