

	BARCELONE	MONTREAL	SALT LAKE CITY	MEXICO CITY	PLENARY ROOM	
8.30-9.30	Check in - University opens at 8:30 for those that need to place a poster			Check in - University opens at 8:30 for those that need to place a poster		
9.30-10.00	Opening Holger Preuss (Professor Mainz, Ottawa) Mathilde Foesser (AMOS Sport Business School) Dr. Thomas Bach (IOC president - remote)					
10.00-10.30	Key Note I Ivo Ferriani (President International Bobsleigh & Skeleton Federation, IOC Executive Board member)					
10.30-11.00	Coffee Break		Coffee Break		Coffee Break	
11.00-12.00	The Olympic Games of the Future Garcia (ESP) Do we need a Cultural Olympiad? The future of art & culture at the Olympic Games Schu (GER) The process of Olympization: Organizational Change in the German Dance Sport Federation due to the Inclusion of Breaking in the Olympic Games Paris 2024 Nassif (LEB) Olympic Program 2050 – Retaining the universality of the Olympic Games under a shifting global demography Chair: Schu	Communication Delgado del Rio (GER) Crisis Communication in Social Media and the Olympic Games: Why, When, and How? Schöttl (GER) New followers through the Olympic attention - Help or hurdle for developing the digital brand? Koenecke (BEL) How Internationalism fails locally: Insights from the media coverage of failed Olympic referenda in Germany, Austria and Switzerland Chair: Delgado	Winter Games Bai (CHN) Evaluating the Impact of Beijing 2022 Winter Olympic Games on Ski Tourism in China: Implications for Continued Development Sterken (NED) Participation and performance at the Olympic Summer and Winter Games: 1896-2022 Kaspar (AUT) An Alpine Winter Games as one of the permanent host locations for the Olympic Winter Games in the future Chair: Kaspar	Ethics and Integrity Meneses (BEL) Implementing Ethics and Integrity in (Olympic) Sports: An Analysis of Ethics Codes Lopes da Silva Candeo (GER) Governance and integrity challenges in esports: A scoping review Reyes (SUI) A Taxonomy of Fraud in Esports: Safeguarding Game Integrity Through Digital Forensic Science Chair: Candeo	Workshop I: Sustainability of Paris 2024 Olympic and Paralympic Games Chaired by Christoph Lepetit (CDES, FRA) in cooperation with Paris 2025, Marie Barsacq (Director of Impact and Legacy for OCOG Paris 2024, FRA) and Holger Preuss (Chairman Evaluation Commission for Sustainability of Paris 2024, GER). Chair: Lepetit	
	Poster Session (authors explain their research)			Bogner (SUI), Preuß (GER) - The ultimate teaching experience - 4th edition of the International Olympic Case Study Competition	Pena (BRA) Book Launch: "Data strategies for artificial intelligence management and research in physical education, sports and leisure" by L. DaCosta (BRA)	Workshop II: Eventrights Chaired by Ian Brittain (Partner University EventRights, UK) & Jörg Königstorfer (Head of Project EventRights, GER) Chair: Brittain & Königstorfer
	Lunch Break					
12.45-13.30	Lunch Break					
13.30-14.00	Key Note II Fiona Bull (Head of the WHO's Physical Activity Unit)					
14.00-14.30	Key Note III Marie Barsacq (Director of Impact and Legacy for OCOG Paris 2024)					
14.30-14.45	Round Table Question and Answer from Audience					
14.45-15.15	Coffee Break		Coffee Break		Coffee Break	
15.15-16.40	The politics behind the Olympic Games Smirnova (RUS) Typology of the Threats to the Sporting Autonomy Dubinsky (USA) Olympic Games, Geopolitics, and Judo Diplomacy: Lessons from Tokyo 2020 Gosebrink (GER) An Ethico-Political Evaluation of the Necessity for a Referendum over any Future German Olympic Bid Maennig (GER) News and Noise in Anti-Doping Politics: The Role of Announcements and Risk Attitudes Chair: Maennig	Sustainability of Olympic Games Kim (KOR) Investigating the Legacy Governance Process of YOG OC for Building a Sustainable YOG Legacy Van Waes (BEL) Understanding Social Sustainability Indicators: A Systematic Literature Review Towards Developing a Framework for Staging Future Mega Sport Events Girginov (GBR) Is sustainable Olympic sport possible? Alkayal (GER) Olympic Agenda 2020+5 and Paris 2024: Assessing Impacts and Setting Standards for Future Games Chair: Girginov	Participation, Inclusion & careers in the Olympic Games Egoavil (PER) Olympic Legacy Career Development: Insights from Europe and South America Hannawacker (GER) From Enthusiasm to Continuity? - A quantitative analysis of the volunteer history of the Special Olympics World Games 2023 Pena (BRA) Experience of Equity, Diversity and Inclusion Using Digital Technologies in a Olympic Studies Project, Rio de Janeiro-based, Brazil Anderlan (AUT) Decades after the Winter Olympic Games Innsbruck 1964 and 1976 - Analyzing potential long-term effects on sports participation Chair: Rose	Looking forward to Paris 2024 Hara (JPN) Representation of the Refugee Olympic Team in IOC, NHCR Press Releases and Japanese Media Gignion (FRA) Paris 2024 Olympic Games and Image of Host Territories: the Case of Paris, Seine et Marne et Seine-Saint-Denis Departments Moussi-Beylie (FRA) Olympic heritage and Sports Practice: The Impact of National Olympic Labels for Paris 2024 Spalding (USA) Paris 2024's Potential Anti-Corruption Legacy Chair: Fritz	Panel Discussion: Future of the Games and Legacy: 8 years to Brisbane 1. Stephanie Brantz, Sport and Major Events MC, Presenter, Commentator, Reporter, Non-Executive Director 2. Bašai Temengil, IOC Member, Vice-President Oceania NOC, GS Palau NOC 3. Matt Carroll AM, CEO Australian Olympic Committee 4. Emma Thomas, CEO Games Venues & Legacy Delivery Authority 5. Tim Baker, CEO City of Gold Coast 6. Kerry Peterson, Chief Impact Officer, Brisbane 2032 Olympic and Paralympic Games 7. Caroline Riot, Director Games Engagement and Partnerships, Griffith University Chair: Riot	
	Lunch Break					
	16.40-17.00	Lunch Break				
17.00-17.30	Key Note IV Richard Pound (honorary IOC Member)					
17.30-18.30	The Olympic Games as a business platform / Future Weber (SUI) The power of Stakeholder within the Olympic System Xiao (CHN) A Study on the Business Models of Olympic Sponsors: A Case of the Beijing 2022 Winter Olympics Yilmaz (TUR) "Will" or "Should" you watch the Olympics? Internal vs. external motivations of spectators to watch the Olympic Games Chair: Yilmaz	The IOC and the Olympic Movement Kantartzl (CAN) Exploring Corporate Social Advocacy (CSA) practices within the International Olympic Committee (IOC) Delgy (USA) Future Collaboration between Sport for Development and Development of Sport Jakob (GER) Between lex Olympica, lex publica and Public Finance: National Sports Agencies in France and Germany compared Chair: Jakob	The Legacy of Olympic Games Kempf (SUI) Legacy Framework for Switzerland 203X Alsina (ESP) Milking the 'Barcelona Model', a Study on Barcelona's Social and Political Legacy of the Olympics between 1993 and 2024 Sengouli (GRE) Large-scale Urban Development Projects: The Long-term Governance and Management of the Olympic Village in Athens Chair: Kempf	Global issues Fabre (AUS) Delivering a Climate-Positive Olympics: How can urban transport play its part? Kurscheidt (GER) Prospects of the Olympic idea as global social capital of the Olympic Games: A conceptualisation based on survey findings in Germany Morris (GBR) Assessing and augmenting the potential for global mega-events to support sustainable urban development: a study of the Olympic Games Chair: Kurscheidt	11th International Sport Business Symposium Future of the Games Paris August 08, 2024	
	Lunch Break					
	18.30-18.40	Key Note V Diane de Navacelle de Coubertin (family representative of Coubertin Family)				
18.40-18.45	Closing Holger Preuss & Mathilde Foesser					
From 19.30	Dinner Informal & self-paid - registration needed by e-mail to malkayal@uni-mainz.de					
From 21.00	Party Sport & Beer at "Titi Parisien" 92 Boulevard Magenta					

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