

	PEKING 08	TURIN 06	SALT LAKE CITY 02	SYDNEY 00	PYEONGCHANG 18
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 Foessler (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	
11.00-12.00	The Olympic Games of the Future Chair: Schu 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 economy	Communication Chair: Delgado 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	Winter Games Chair: Kaspar 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	Ethics and Integrity Chair: Candeeo Meneses (BEL) Implementing Ethics and Integrity in Olympic Sports: An Analysis of Ethics Codes Lopes da Silva Candeeo (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	Workshop I: Sustainability of Paris 2024 Olympic and Paralympic Games Chair: Lepetit 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).
	Poster Session Markina (RUS) Internal Sports event-tourism as the new destination for resort-city: the case of Sochi 2014 Olympic legacy Mukanova (FRA) The study of FIBA Women's Eurobasket 2021 alliance: the effect of event delivery model of FIBA Europe on organizational learning outcomes Bai (USA) Promotion Sustainable Impact of Winter Olympic Games on Host Cities: The Case of Beijing 2022 Nicolletto (ITA) Internal Sports event-tourism as the new destination for resort-city: the case of Sochi 2014 Olympic legacy Doustaly (FRA) Sustainable Games - Paris 2024: Lessons Learned?	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 Chair: Brittain & Königstorfer Chaired by Ian Brittain (Partner University EventRights, UK) & Jörg Königstorfer (Head of Project EventRights, GER)
12.45-13.30	Lunch Break			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	
15.15-16.40	The politics behind the Olympic Games Chair: Maennig 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	Sustainability of Olympic Games Chair: Girginov 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	Participation, Inclusion & careers in the Olympic Games Chair: Rose 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	Looking forward to Paris 2024 Chair: Fritz Hara (JPN) Representation of the Refugee Olympic Team in IOC, UNHCR Press Releases and Japanese Media Gignon (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	Panel Discussion: Future of the Games and Legacy: 8 years to Brisbane Chair: Riot 1. Stephanie Brantz, Sport and Major Events MC, Presenter, Commentator, Reporter, Non-Executive Director 2. Baklal Temengli, IOC Member, Vice-President Oceania NOC 3. GS Palau NOC 4. Emma Thomas, CEO Australian Olympic Committee 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
	16.40-17.00	Coffee Break			Coffee 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 Chair: Yilmaz 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	The IOC and the Olympic Movement Chair: Jakob Kantartzl (CAN) Exploring Corporate Social Advocacy (CSA) practices within the International Olympic Committee (IOC) Delpy (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	The Legacy of Olympic Games Chair: Kempf 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	Global issues Chair: Kurscheidt 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	11th International Sport Business Symposium Future of the Games Paris August 08, 2024
	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 Foessler				
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				

Full University Partners of the Symposium



Academic Main and Hosting Partner

