

# 9th International Sport Business Symposium - Pyeongchang | 21.02.2018

## "Olympic Winter Games & Legacy"

Time	ROOM 1	ROOM 2	ROOM 3	ROOM 4 (workshops)	
10.00-10.30	<i>Check in</i>				
10.30-10.50	<b>Opening</b> Dr Holger Preuss (Professor Mainz, Molde, Ottawa) Dr Seok-Pyo Hong (Professor, Kangwon National University) Dr Junhyung Cho (Vice President, Kangwon National University)				
10.50-11.20	<b>Key Note I</b> Richard Pound (CAN), IOC member, former President World Anti Doping Agency				
11.20-11.25	<i>Short Break to change rooms</i>				
11.25-12.20	<b>Legacy &amp; Bidding</b> Wuhrer (GER) Legacy effects of bidding for Olympic Winter Games Leopkey (USA), Salisbury (GBR) & Tinaz (TUR) Examining Legacies of Unsuccessful Olympic Bids: Evidence From a Cross-Case Analysis <i>Chair: Walzel</i> Open discussion on Legacy & Bidding	<b>Host Perspectives</b> Trotier (GER) The "Asian Olympics" through the lenses of the Southeast Asian press Kim (USA) Branding Korea through the 2018 Pyeongchang Winter Olympics: Objectives, Strategies and Challenges of the Bid and Organizing Committees Bonoli, Bouquet, Gozzoli & Imbrogno (ITA) The Italian emerging debate and practices about sports events sustainability and legacy on the background of Cortina (1956) and Torino (2006) Winter Olympics <i>Chair: Arai</i>	<b>Rio 2016</b> Sanchez (BRA) Rio 2016 – 18 months after the Games Hodeck, Eckert-Lindhammer & dos Santos (GER) Expectation and perceived experience of Rio 2016: The perspective of Latin American Stakeholders Delpy Neirotti (USA) Utilization of Resources at the 2016 Rio Summer Olympic Games <i>Chair: Y. Takahashi</i>	<b>Workshop "Legacy Portfolio Development"</b> discussion about identification of legacy coordinated by Prof. Dr. Joon-ho Kang (KOR)	
	<i>Lunch</i>				
	12.20-13.20	<b>Key Note II</b> Tania Braga (BRA), IOC, Head of Legacy <b>Key Note III</b> Aki Murasato (JPN), Tokyo 2020 OCOG, Vice President FIS & Sports Director Nagano 1998 <b>13.45-14.10</b> Round Table - Question and Answer from Audience <b>14.10-14.35</b> Round Table - Question and Answer from Audience			
14.35-15.00	<i>Coffee Break</i>				
15.00-16.10	<b>Legacy &amp; Governance</b> Spalding (USA) Toward an Olympic Governance Legacy Chen (GBR), Preuss (GER), Hu (CHN), Kenyon (GBR) & Liang (CHN) Domestic sport policy development [in China]: Legacies of Beijing's 2008 Summer Olympic Games and 2022 Winter Olympic Games Walzel (GER) Specific legacy of co-hosted sport events – Learnings for the Olympic Games Open discussion on Legacy & Governance <i>Chair: Sterken</i>	<b>Paralympic and Youth Olympic Festival Legacy</b> Legg (CAN) Legacy Framework Construction for Paralympic Games Jung (JPN), Legg (CAN), Chapelet (SUI) & Tajima (JPN) Theoretical framework for medical and health legacies in the Paralympic Movement Dickson (AUS) & Terwiel (CAN) Sochi 2014 Olympic and Paralympic Games – Volunteer Legacy Bedir, Önal, Bedir, Erhan, Gerek & Mizrak (TUR) Relationship between emotional labor behavior and communication skills of European Youth Olympic Winter Festival (EYOF) 2017 volunteers <i>Chair: Leopkey</i>	<b>(Social) Media &amp; Communication</b> Schubert & Seyffert (GER) Fan motives for interacting on social media: the ITTF Facebook page during Rio 2016 Arai & Takahashi (JPN) We are winter: Social network analysis of winter sport fan's mutual-assistance network Geurin (USA) An Examination of Social Media Education for Youth Olympic Games Athletes from National Governing Bodies of Sport Schöttli, Kainz & Binninger (GER) Rule 40 of the Olympic Charter – touched by the digitalization of sports communication <i>Chair: Hodeck</i>	<b>Workshop "Olympic Study Centres, NOAs &amp; IOA"</b> talk about Olympic Education & cooperation between NOAs and OSCs coordinated by Prof. Dr. B.J. Mihalik (USA)	
	<i>Short Break to change rooms</i>				
	16.10-16.15	<b>Key Note IV</b> Gudrun Doll-Tepper (GER), Vice-President of the German Olympic Sport Confederation (DOSB), IOC Commission member "Women and Sport"			
	16.45-17.00	<i>Coffee Break</i>			
17:00-17:55	<b>Workshop "Olympic Sponsorship Today: Rule 40 and the Future of TOP"</b> Corr (GBR) Using the Olympic Games as a Platform to Transform Your Brand Jensen (USA) Why do TOP sponsorships end? The influence of clutter, congruence, and economic conditions Open discussion on Olympic Sponsoring <i>Chair: Jensen</i>	<b>Performance</b> Sterken (NED) Gould's Law at the Olympic Games Weber, Kempf (CHE) & De Bosscher (BEL) Governing the growth of the Olympic winter programme: Analysing the IOC's impact on the competition between nations Shin & Welty Peachey (USA) Re-constructing the Olympic history and development: Critical discourse analysis of the International Olympic Committee's development ideology <i>Chair: Spalding</i>	<b>Education Legacy</b> di Cola (SUI) & Min (KOR) Developing new skills and competences in sporting value chains Vadiati (GER) The career mobilization of East Londoners through London Olympic Games 2012 Tsukamoto & Takahashi (JPN) Fostering international sports management human resources – A comparison of TIAS and European sports management educational institutions <i>Chair: Geurin</i>	<b>Workshop "Legacy Narratives of Seoul 1988"</b> talk and discussion of posters on narratives of the Olympic Games in Seoul 1988 coordinated by Tania Braga, IOC (BRA)	
	<i>Short Break to change rooms</i>				
	17.55-18.00	<b>Closing</b> Dr Holger Preuss & Dr Seok-Pyo Hong			
18.00-18.05	<i>Symposium Dinner (to be self paid); speakers invited</i>				
18.15					

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