

Time	ROOM 1	ROOM 2	ROOM 3	ROOM 4 (workshops)
09:30-10:00	<i>Check in</i>			
10:00-10:20	<b>Opening</b> Holger Preuss (Professor Mainz, Molde, Ottawa) Lamartine DaCosta (Professor Rio de Janeiro) Dr. h.c. Klaus Schormann (president Union International Pentathlon Moderne, UIPM) Video Message Dr. Thomas Bach (IOC President)			
10:20-10:50	<b>Key Note I</b> Patrick Baumann (SUI) IOC member, President SportAccord, General Secretary FIBA, President Winter YOG Lausanne 2020			
10:50-10:55	<i>Short Break to change rooms</i>			
10:55-11:40	<b>Agenda 2020</b> Dubinsky & Dzikus (USA) The reflection of Agenda 2020 in the coverage of the 2008 and 2012 Olympic Games by Israeli journalists <i>Chair: G. Fritz</i>	<b>Policy &amp; Rules</b> Garcia (GBR) Mega-Events As a Platform for Global Cultural Policy <i>Chair: K. Heisey</i>	<b>Media &amp; Others</b> Lo Presti (AUS) Shifting from a human centred to a socio-technical perspective: The social media network of Rio2016 Pedras, Taylor & Frawley (AUS) Delivering a double mission: impacts of elite sport priority in participation sport. The cases of the Australian and Portuguese Triathlon Federations <i>Chair: M. Haiachi</i>	 "Olympics, Agenda 2020 and Governance"
11:40-11:55	<i>Coffee Break</i>			
11:55-12:20	<b>Key Note II</b> Tania Braga (BRA) - ROCOG Head of department for Sustainability, Accessibility and Legacy of the Rio 2016 Olympic Games			
12:20-12:45	<b>Key Note III</b> Marie Sallois Dembreville (FRA) IOC Director Department for Corporate Development, Brand and Sustainability			
12:45-13:05	<b>Round Table</b> Legacy of Olympic Games - Tania Braga & Marie Sallois Dembreville (introduced by Holger Preuss)			
13:05-14:05	<i>Lunch</i>			
14:05-15:35	<b>Bidding</b> Maennig (GER) Olympic Games as a news shock. A theoretical or empirical innovation to economic evaluation? Brownell (USA) Olympic Games and the Decline of the West? Why the West's Concerns about Olympic Bids are Misguided <i>Chair: A. Miragaya</i> Rao (IND) Time to Host Olympic Games in India: An Opportunity and Several Challenges Knott (RSA) Leveraging nation branding for emerging nations from sport mega-events: Implications from the 2010 FIFA World Cup, South Africa	<b>Sponsoring &amp; Marketing</b> Pena, Papadimitriou & Harris (BRA, GRE) "Rio 2016" Olympic Games: Goals and Motivations of the National Official Sponsors and Supporters Walzel (GER) Leveraging sports sponsorship with anti-doping commitment. Can Olympic sponsors mitigate the doping problem in Olympic sports? <i>Chair: S. Walzel</i> Miah (GB) Will E-Sports Become Olympic Games? Molanorouzi, Honari & Rahimizadeh (IRI) A content analysis of official Rio 2016 Olympic Games website with marketing approach	<b>Audience &amp; Spectators</b> Tiell (USA) Uncertainty Avoidance and Perceptions of Health and Security Issues Impacting Attendance at the 2016 Rio Olympics Neirotti (USA) Impact of Olympic Spectator Satisfaction and Behavioral Intention on Post-Olympic Tourism and Brand Legacies <i>Chair: N. Abreu</i> Prüschenk & Kurscheidt (GER) Spectator perception and social capital of Olympic Values Fritz (GER) Value Co-creation – The influence of fan identification of national team sport communities on sport tourism	<b>Workshop Sustainability and Legacy</b> "Sustainability and Legacy" (by invitation only) <i>in cooperation with IOC</i>
15:35-15:40	<i>Short Break to change rooms</i>			
15:40-16:05	<b>Key Note IV</b> Leandro Larrosa (ARG) - CEO Buenos Aires 2018 Youth Olympic Games Organising Committee			
16:05-16:20	<i>Coffee Break</i>			
16:20-17:50	<b>Impact</b> Swart (RSA) Revisiting the 2010 FIFA World Cup research agenda – Lessons for future mega-events Girginov (GBR) Leveraging the 2012 London Olympic and Paralympic Games for building the UK Higher Education sector's research and teaching capacity <i>Chair: A. Scheu</i> Scheu (GER) Mega-Sportevents and their influence on residents' quality of life Snell, Theodoraki, Rakic & Barron (GBR) The ethical dilemma of encouraging citizen participation in mega sports event planning: the case of the London 2012 Olympic Games	<b>Legacy</b> Nóbrega, Santos Neto & Mataruna-Dos-Santos (BRA) Managing the legacy of the Military World Games Rio 2011: Benchmarking of mega events <i>Chair: A. Miah</i> Heisey & White (UAE) Perceptions of the Atlanta 1996 Legacy: 2001-2016 Rodrigues, Bounfour & Cavalcanti (BRA, FRA) Impact/legacy measurement and evaluation in mega event projects with focus on intangible assets Haiachi, Mataruna-Dos-Santos, Guimarães-Mataruna & Cardoso (BRA) The Sport Career of Brazilian Paralympic Athlete: the legacies of Paralympic mega events and the financial support to the Paralympians	<b>Host Matters</b> Sanchez (BRA) Architectural and Urban Legacy of the Olympic Games in Rio 2016 <i>Chair: A. Miragaya</i> Lohmann (BRA) Residents perception about the Olympics 2016: an overview before the mega event Eckert-Lindhammer, Hodeck & dos Santos (GER) Expectations of RIO 2016 from the perspective of South American coaches Sanchez (BRA) Athletes Village 2016 – An urban analysis	 <b>Workshop NOAs &amp; IOA</b> "Agenda 2020 and Olympic Academies"
17:50-17:55	<i>Short Break to change rooms</i>			
17:55-18:00	<b>Closing</b> Holger Preuss & Lamartine DaCosta			
18:00	<i>Symposium Dinner (for speakers only)</i>			