



The 25th
EASM Conference
5-8 September 2017
Bern and Magglingen, Switzerland

**Challenges and Developments
of Sport Organisations**

Student Seminar, 1-5 September 2017

The Student Seminar is an international four-day meeting of sport management students and is held prior to the EASM Conference. The Student Seminar is primarily aimed to enhance managerial skills in practice while cooperating in the international environment. The educational programme consists primarily of a management game (team projects) and lectures related to the topic of the projects. It also includes a field visit to Lausanne Olympic Capital as well as social events. Furthermore, given the number of leading experts and established researchers, the following EASM Conference is a great opportunity for networking and building professional contacts.

Key Information

What	Details
Date	Friday, 1 September 2017 – Tuesday, 5 September 2017
Place	Campus of the Swiss Federal Institute of Sports Magglingen SFISM
Registration	Foyer Jurahaus, Friday, 1 September 2017, 14:00 – 22:00
Prices	Students CHF 700 Tutors CHF 1.100
Prices include	Admission to EASM Student Seminar (full board) Admission to EASM Conference 2017 (full package) Board and lodging from 1 to 9 September 2017 Field Trip to Lausanne Sport (Orienteering) on Saturday in Magglingen followed by Swiss Barbecue Access to sports infrastructure in Magglingen Transfer to the EASM Opening Ceremony in Bern on Tuesday
Field Trip Lausanne *	IOC, Olympic Museum IOC, Olympic Studies Centre Maison du Sport International Stade Pierre de Coubertin
Participants	Max. 60 Students Max. 15 Tutors

* Possible participation of guests of the EASM Conference to the Field Trip (Contribution towards expenses: CHF 60 for transport, entrance and food)

Application Procedure

- The application on the official website starts on 20 January 2017.
- The receipt of the application is confirmed automatically.
- Students are requested to pay the registration fee by 30 June 2017. Please note that participation in the student seminar can only be guaranteed after you have paid the registration fee.
- The definitive registration with entrance of the registration fee will also be confirmed.
- Maximum 5 students as well as 1 tutor per university are allowed.

Topic

The Student Seminar deals with the topic “International Sport Policy”. It puts the sport development of the international federation into a context of the Olympic summer games of 2020 in Tokyo and of the winter games of 2022 in Beijing.

The sports of Olympic Games are very diversified. Meanwhile, the programme is limited. This results in a competition amongst sports to stay in the Olympic programme, to increase the number of events or to enter as a new sport. The choice of sports is made by the *Olympic Programme Commission of the IOC*, which evaluates the different sports and events and regularly proves their development to finally decide which sports should be played at the Olympic Games. The students are going to work on this topic in the Management Game.

Task of Students

In groups of 5, the students are going to represent an international sports federation (Olympic summer sport federations, Olympic winter sport federations). Thereby 6 summer (IAAF, FINA, UCI, World Archery, World Rowing and FIBA) and 6 winter (IBU, ISU, IIHF, FIS freestyle, WCU and IBSF) sports federations are randomly assigned to the groups. The objective is to develop the assigned sport for the Olympic Summer Games in Tokyo 2020 respectively the Olympic Winter Games in Beijing 2022 aiming at increasing the value of the Games and the utility of the IOC.

Each group prepares itself for the evaluation in front of the *Olympic Programme Commission of the Olympic Summer games 2020 and the Olympic Winter Games 2022*.

The project will be presented to the respective commission in charge.

The preparation for the interview with the Olympic Programme Commission requires a deep analysis of the sport:

- Description of the assigned sport/discipline.
- Analysis (e.g. SWOT) of the level of development of the assigned sport/discipline regarding the in-crease in value of the Games and the utility of the IOC.
- Definition of feasible measures and screening of critical fields for development.
- Create an outline on strategic development steps for the next Olympic Summer and Winter Games.
- The project must be outlined in detail.

The students are being supported and prepared by lectures and keynotes, contributions through tutors and SFISM-students.

Lectures and Keynotes

Lectures Magglingen

Organisation	Who	Function	Topic
SFISM	Dr. M. Mrkonjic	Lecturer	Governance in International sports
SFISM	A. Ch. Weber	Lecturer	Olympic Games Programme Development
SFISM	Dr. H. Kempf	Lecturer	International Sport Development
SFISM	A. Weber	Lecturer	Marketing and Popularity of Olympic Games

Keynotes Lausanne

Organisation	Who	Function	What
IOC	C. Dubi	IOC Executive Director for the Olympic Games	Development Olympic Games
IOC	P. Fratter-Bardy	Head of Summer Sports and International Federations Relations	The Olympic Programme
IOC	N. Puig	Manager External Relations and Academic Programmes	IOC Olympic Studies Centre
World Archery	P. Colmaire	Development and Education Director	World Archery
International Bobsleigh and Skeleton Federation (IBSF)	H. Grösswang	Secretary General	International Bobsleigh and Skeleton Federation (IBSF)

Task of Tutors

In the Management Game the tutors represent the actual members of the *Olympic Programme Commission of the IOC*.

Each tutor chooses a current IOC-member, informs him/herself about the particular person based on their CV and introduces him/herself on Sunday morning in an elevator speech (2').

The tutors choose their chair for the *Olympic Programme Commission* of the summer or winter sport and discipline. The director in charge for the summer sports is Jeremy Weill and for winter sports it is Andreas Ch. Weber.

The tutors develop an evaluation grid for the Management Game in context to the Olympic Summer Games 2020 in Tokyo resp. Winter Games 2022 in Beijing. The tutors will be coached by Dr. Michaël Mrkonjic.

The valuation of the presentations will be based on the evaluation grid as well as on their preferences as IOC-Member based on their CV.

The tutors evaluate the presentations of the groups and choose the two winning presentations which can be presented at the EASM Conference 2017.

Student Presentations

- The students present their analysis and development proposals for the particular Olympic Programme Commission for the Olympic Summer Games 2020 in Tokyo resp. Winter Games 2022 in Beijing.
- The presentations take place in front of the particular Olympic Programme Commission.
- The time is 20 minutes (15' presentation + 5' discussion).

Winning presentations at the EASM Conference

- The two best presentations (one summer, one winter) are being presented in the plenum of the EASM Conference 2017 in Bern (each 15').
- The best group is chosen by the tutors and receives a prize at the closing banquet.

Support Students “Master Elite Sports” SFISM

- Students assist the summer and winter federations as consultants
- Organisation and support sport activity Magglingen

Documents

The following documents will be provided on the ILIAS platform of the University of Bern:

- International Olympic Committee. (2011). *Report on the Seven Sports for the XXIII Olympic Winter Games*. Lausanne: International Olympic Committee.
- International Olympic Committee. (2013). *Rio 2016 Olympic Games International Federations Report*. Lausanne: International Olympic Committee
- International Olympic Committee. (2012). *Evaluation criteria for sports and disciplines*. Lausanne: International Olympic Committee
- Kempf, H., Weber, A. Ch., Renaud, A., & Stopper, M. (2014). *Elite sport in Switzerland. Snapshot SPLISS-CH 2011*. Magglingen: Federal Office of Sport FOSPO.
- Lecture presentations.

Programme

Time	Activity	Attendee/s	Place
Friday, 1 September 2017 – Arrival			
14:00 – 22:00	Check-in	Students and tutors	Foyer Jurahaus
18:00 – 19:00	Welcome drink	Prof. Dr. S. Nagel, Dr. H. Kempf	Bar and Caf�t�ria Grand Hotel
19:00 – 20:30	Dinner		Bellavista Dining Room
Saturday, 2 September 2017 – 1st Day Student Seminar			
08:30 – 09:00	Welcome and introduction	A. Weber	Room Leubringen-Magglingen
09:00 – 10:00	Introduction Management Game	J. Weill	Room Leubringen-Magglingen
10:00 – 10:30	Coffee break		Foyer Jurahaus
10:30 – 12:00	Governance in International Sports	Dr. M. Mrkonjic	Room Leubringen-Magglingen
12:00 – 13:00	Lunch		Bellavista Dining Room
13:00 – 15:00	Group work	Students	Room Leubringen-Magglingen
	Tutor briefing	Dr. M. Mrkonjic, tutors	Room Villeret
15:00 – 15:30	Coffee break		Foyer Jurahaus
15:30 – 17:00	Olympic Games Programme Development	A. Ch. Weber	Room Leubringen-Magglingen
17:00 – 19:00	Sport	Students and tutors	Alte Sporthalle (Old sports hall), Magglingen
19:30 – 21:00	Barbecue		Bellavista Dining Room
Sunday, 3 September 2017 – 2nd Day Student Seminar			
08:30 – 09:00	Management Game: Role introduction	Tutors	Room Leubringen-Magglingen
09:00 – 10:00	Group work	Students	Room Leubringen-Magglingen
10:00 – 10:30	Coffee break		Foyer Jurahaus
10:30 – 12:00	International Sport Development	Dr. H. Kempf	Room Leubringen-Magglingen
12:00 – 13:00	Lunch		Bellavista Dining Room
13:00 – 15:00	Group work	Students	Room Leubringen-Magglingen

15:00 – 15:30	Coffee break		Foyer Jurahaus
15:30 – 17:00	Marketing and Popularity of Olympic Games	A. Weber	Room Leubringen-Maggingen
17:00 – 19:00	Facultative sport	Students and tutors	Gym
19:00 – 20:30	Dinner		Bellavista Dining Room
Monday, 4 September 2017 – 3rd Day Student Seminar, Field Trip Lausanne			
07:30 – 09:00	Transport to Lausanne	Students and tutors	Maggingen – Lausanne
09:00 – 09:30	Coffee break		Olympic Museum, Lausanne
09:30 – 11:30	Keynote Speeches: Olympic Games Olympic Programme Olympic Studies Centre	C. Dubi P. Fratter-Bardy N. Puig	Olympic Museum, Auditorium, Lausanne
11:30 – 12:15	Lunch		Olympic Museum
12:15 – 12:30	Transport to Stade Pierre de Coubertin	Students and tutors	
12:30 – 13:45	Sports activity (optional)	Students and tutors	Stade Pierre de Coubertin, Lausanne
13:45 – 14:00	Transport to Olympic Museum	Group 1	
	Transport to Maison du Sport International	Group 2	
14:00 – 15:30	Visit Olympic Museum/Olympic Studies Centre	Group 1	Olympic Museum, Lausanne
	Keynote Speeches at Maison du Sport International IBSF World Archery	Group 2 H. Grösswang P. Colmaire	Maison du Sport International, Lausanne
15:30 – 15:45	Transport to Maison du Sport International	Group 1	
	Transport to Olympic Museum	Group 2	
15:45 – 17:15	Keynote Speeches at Maison du Sport International IBSF World Archery	Group 1 H. Grösswang P. Colmaire	Maison du Sport International, Lausanne

	Visit Olympic Museum/Olympic Studies Centre	Group 2	Olympic Museum, Lausanne
17:15 – 19:00	Transport to Magglingen	Students and tutors	Lausanne – Magglingen
19:00 – 20:30	Dinner		Bellavista Dining Room
Tuesday, 5 September 2017 – 4th Day Student Seminar			
08:30 – 09:00	Update Management Game	J. Weill	Room Leubringen-Magglingen
09:00 – 10:00	Group work	Students	Room Leubringen-Magglingen
	Tutors work	Tutors	Room Villeret
10:00 – 10:30	Coffee break		Foyer Jurahaus
10:30 – 12:00	Group work	Students	Room Leubringen-Magglingen
12:00 – 13:00	Lunch		Bellavista Dining Room
13:00 – 15:30	Presentations (two parallel sessions, with individual coffee break): Programme Commission of Summer Sports	J. Weill, tutors	Room Villeret
	Programme Commission of Winter Sports	A. Ch. Weber, tutors	Room Leubringen-Magglingen
15:30 – 15:45	Evaluation of Presentations	Tutors	Room Villeret, Room Leubringen-Magglingen
15:45 – 16:00	Announcement of results	all	Room Villeret, Room Leubringen-Magglingen
16:00 – 16:30	Coffee break		Foyer Jurahaus
16:30 – 17:00	Summary and diplomas	Dr. H. Kempf, A. Weber	Room Leubringen-Magglingen
17:00 – 19:00	Transport to Bern	Students and tutors	Magglingen – Bern
19:00 – 22:00	EASM 2017: Opening Ceremony		Campus vonRoll, Room 001, Bern
22:00 – 22:30	Transfer to accommodation	Students and tutors	Campus vonRoll to accommodation
Wednesday, 5 September 2017 – 1st EASM Conference Day			
17:30 – 18:00	EASM Student Seminar Presentations	All	Campus vonRoll: Eventforum

From 19:00	Sport programme and Barbecue	Students and tutors, PhD students	Sport Center ZSSw
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Contact Student Seminar

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Federal Office of Sport FOSPO

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