

Time (UTC+2)	ROOM 1	ROOM 2	ROOM 3
9.50-10.00	Log in with informal talks		
10.00-10.20	<b>Opening</b> Dr Holger Preuss (Professor Mainz, Ottawa) Dr Yoshio Takahashi (Associate Professor, Tsukuba University Tokyo)		
10.20-10.50	<b>Key Note I</b> Dr. h.c. Klaus Schormann (UIPM President)		
10.50-11.45	<b>Law &amp; Ethics</b>	<b>Sustainability</b>	<b>Economics</b>
	Ishido (JPN) A new trend towards Human Right Protection in Sport Mega Events  Brazão (POR) Privatisation of Public Spaces and Stakeholder Management in a Mega-Events Context: A Tokyo 2020 Olympic Host Community Perspective  Li & Ji (CHN) Regulation on Ambush Marketing Behavior of Olympic Symbols in China	Cordova (ECU) Sustainable Development Goals and Opportunities beyond sport: A Case Study that examines the degree of incidence of the Pan American Games Lima 2019  Knott (ZAF) & Maralack (ZAF) Sport events and climate vulnerability: Implications for how we manage natural resources  Hwang (JPN) & Henry (GBR) The Application of Realist Evaluation and Contribution Analysis to Tokyo 2020 Olympic Education Programmes	Maennig (GER) The development of world records in Olympic sports. Lessons for other fields of human activity
	<i>Chair: Dr. M. Schubert</i>	<i>Chair: Dr. Y. Takahashi</i>	<i>Chair: Dr. N. Schütte</i>
11.45-12.25	Break - meet up in <a href="http://www.wonder.me">www.wonder.me</a>		
12.25-12.55	<b>Key Note II</b> Kristin Kloster Aasen (IOC Executive Board Member)		
12.55-13.25	<b>Key Note III</b> Marie Sallois Dembreville (IOC Director Sustainability)		
13.25-13.55	Impuls Talks from Yuki Arata (Tokyo 2020 Senior Director Sustainability) & Georgina Grenon (Paris 2024 Director Sustainability)		
13.55-14.30	<b>Round Table - Discussion with Audience</b>		
14.30-14.45	Break - meet up in <a href="http://www.wonder.me">www.wonder.me</a>		
14.45-16.00	<b>Legacy</b>	<b>Olympic Reform</b>	
	Girginov (GBR) & Preuss (GER) Olympic Legacy for National Sport Federations  Moreno (PER) Olympics Legacy Tokyo 2020  Pena, DaCosta (BRA) & Papadimitriou (GRE) Application of the Triple Helix Model for the Olympic Games' Legacy  Sterken (NED) Ranking the Stars. The Legacy of the Cold War Summer Olympic Games	Walzel (GER) The governance challenges of co-hosting major sport events  Marques (BRA) Temporary Venues and the Olympic Games: How and why such structures can benefit the Olympic Movement  Zhuk (RUS) & Desbordes (FRA) Co-hosting the Olympic Games: stakeholders' perspective  Mukanova, Desbordes & Hautbois (FRA) Towards a New Typology of Sports Events Considering Polycentric Event Context	
	<i>Chair: Dr. H. Preuss</i>	<i>Chair: M. Weitzmann</i>	
16.00-16.30	Break - meet up in <a href="http://www.wonder.me">www.wonder.me</a>		
16.30-17.00	<b>Key Note IV</b> Richard Pound (IOC Member)		
17.00-17.15	Break - meet up in <a href="http://www.wonder.me">www.wonder.me</a>		
17.15-18.00	<b>Marketing I</b>	<b>Marketing II &amp; Olympic Education</b>	
	Kim & Delia (USA) Understanding Olympic Sponsorship in Caribbean National Olympic Committees  Delpy Neirotti (USA) The Future of Olympic Digital Marketing Engagement  Brownell (USA) Olympic Hospitality in Tokyo: The Legal and Sports Development Legacies	Dodds (USA) How can Olympic sponsors comply with international corruption law?  Dubinsky (USA) Nation branding and the Olympic Games: The case of Israel  Rhodes (USA) Olympic Ideals and Values Education and the Tokyo 2020 Summer Olympic and Paralympic Games: Do Educational Inputs for Athletes, Coaches and Spectators Directly Lead to Broader Understanding and Impact of Olympism and Olympic Ideals and Values?	
	<i>Chair: K. Schu</i>	<i>Chair: Dr. H. Preuss</i>	
18.00-18.10	<b>Closing</b> Dr Holger Preuss & Dr Yoshio Takahashi		