

The Olympic Legacy: People, Place, Enterprise

Programme – Thursday 8th May 2008

Time	Session	Title
09:30 – 10:15	Registration and Coffee	
10:15 – 10:30	Welcome – Professor Les Johnson , Head of the Business School, University of Greenwich	
10:30 – 10:40	Opening Address – Baroness Blackstone , Vice Chancellor of the University of Greenwich	
10:40 – 10:55	Keynote: Dr Kerry Brown , Associate fellow of the Asia Programme, Royal Institute of International Affairs (Chatham House)	The impact of Beijing 2008 on China's International image
10:55 – 11:10	Keynote: Professor John Gold , Oxford Brookes University and Maggie Gold, London Metropolitan University	Olympic Cities – A historical perspective
11:10 – 11:25	Keynote: Kate Potter , Head of Unit, PODIUM	The further and higher education legacy of the 2012 games
11:25 – 11:45	Panel Question & Answer session	
11:45 – 12:00	Refreshments	
12:00 – 13:30	Presentation sessions - <i>a choice from:</i> Learning from Experience or Education and Skills	
13:30 – 14:30	Buffet Lunch for delegates	
14:30 – 14:50	Keynote: Mike Weed , Professor of Sport in Society, Canterbury Christchurch University	Olympic tourism
14:50 – 15:10	Keynote: Dr Andy Miah , University of the West of Scotland	New Media Legacies for the 2012 Olympic & Paralympic Games
15:10 – 15:30	Refreshments	
15:30 – 16:45	<i>A choice from:</i> Workshop: Tour East London or Workshop: World Heritage site education committee	- Will there be a sustainable tourism legacy from London 2012 - Olympic learning partnerships
16:45	Closing note	
18:00 – 21:00	Evening reception , including food, drinks and music	



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Programme – Friday 9th May 2008

Time	Session	Title
09:15 – 10:15	Registration	
10:15 – 10:40	Welcome	
10:40 – 10:55	Keynote: Professor Graeme Evans , London Metropolitan University	Regeneration games
10:55 – 11:10	Keynote: Dr Beatriz Garcia , Liverpool University	The cultural legacy of the Olympics: the symbolic dimension of the games as a basis for long-term sustainability
11:10 – 11:25	Keynote: Alex Homfray , consultant and coordinator of the London Cultural Consortium	Rethinking the Cultural Olympiad
11:25 – 11:45	Panel Question & Answer session	
11:45 – 12:05	Refreshments	
12:05 – 12:25	Keynote: Cllr Chris Roberts , Leader of Greenwich Council	The Olympic legacy for Greenwich
12:25 – 13:45	Presentation session Looking forward to 2012	
13:45 – 14:45	Buffet lunch for delegates	
14:45 – 15:00	Keynote: Janet Trench , Investment Manager for East London, The Housing Corporation	The affordable housing legacy of 2012
15:00 – 15:15	Keynote: Melanie Smith , Corvinus University, Budapest	Caught between two flagships: developing a more people-centred approach to cultural regeneration
15:15 – 15:40	Showing of 'The Games' , dir. Hilary Powell	Including an introduction by the director
15:40 – 16:00	Panel question & answer session	
16:00	Conference close	



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Learning from experience

Piervincenzo Bondonio and Alfredo Mela, University of Turin – **Legacies of Torino 2006 for the Olympic movement**

Chito Guala, University of Torino, Italy – **Lesson to be learnt from the 2006 Winter Olympic Games in Torino**

Peter Vlachos, University of Greenwich – **The Big Owe: Politics and the financial management of the Montreal 1976 Olympic Games**

Pedro Moreira, Institute for Tourism Studies, Macau SAR, PR China – **Expectations of the Beijing 2008 Olympic games**

Education and skills

Dr Paul Donward (Loughborough University), Dr Geoff Nichols (Sheffield University), Rita Ralston (Manchester Metropolitan University) & Dr John Schulz (University of Southampton) – **Developing the volunteering legacy of the Olympics**

Charles Bladen, University of Greenwich - **Satisfying the Future Volunteer Demands of the UK Events Industry: Fostering Olympic Volunteer Egoism to Develop a Legacy of Repeat Volunteering**

The Creative Way – **Life-long learning, the creative industries and 2012**

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Looking forward

Dr Ian Brittain, University of Bedfordshire – **The London 2012 Paralympic games**

Nikki MacLeod and James Kennell, University of Greenwich – **Assessing the impacts of the Cultural Olympiad**

Petros Ieromonachou, (University of Greenwich), Stephen Potter (Open University) and James Warren (Open University) – **The ground transport legacy of the London Olympics**

Patrick McGurk and Eva E. Tsahuridu, University of Greenwich – **London 2012: Lives transformed?**

