

# Managing Sports 2013

*From the pitch to the boardroom?*

Successful sports require exciting competition with skilled athletes, wise coaching and arenas creating a great spectator experience. It also needs continuous development in all aspects. The question is how this development could or should be facilitated?

Managing Sports 2013 will be a conference with discussions on the following themes:

- Football as a force in society
- Coach education in an European perspective
- Talent development: creating successful talent environments
- Club management: meeting the challenge of commercialization and professionalization

Researchers and practitioners (from the pitch to the boardroom) meet to discuss: What do we know today and what are the most important factors for future success?

The conference is open for participants from all sectors: researchers, teachers, coaches and people working in the sport sector.

## Details

**Date:**  
10-11 of July 2013

**Place:**  
Växjö, Sweden

**More information and registration:**  
[lnu.se/managingsports2013](http://lnu.se/managingsports2013)

Conference cost includes one ticket to the football game between Germany and the Netherlands.

The conference is a collaboration between:



**Linnéuniversitetet** 

# Programme

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*Vida Arena, Växjö*

## Wednesday July 10

3.00-4.30 pm Study visit Arena City and High Performance center Växjö

4.30-5.15 pm Registration and coffee

5.15-5.30 pm Welcome speech

5.30-8.30 pm Football as a social force

8.30 pm Sweden - Denmark  
Big screen in Fanzone UEFA Women's EURO 2013

## Thursday July 11

9.00-11.30 am Talent development: Creating successful talent environment

11.30 am-12.45 pm Lunch

12.45-2.30 pm Coach Education in an European perspective

2.30-2.45 pm Coffee break

2.45-5.00 pm Club management: Meeting the challenge of commercialization and professionalization

5.00 pm Closing ceremony

8.30 pm Germany - Netherlands, live at Växjö Arena

*For more information and registration, please visit  
[lnu.se/managingsports2013](http://lnu.se/managingsports2013).*