

Program

**"Money, Money, Money!"
Who is Paying for International Sport in the 20th Century?**

14-16th July 2018, Cologne, Germany



In the centre, from left to right: Horst Dassler, Juan Antonio Samaranch and Thomas Bach (© Dr.)

Speakers (in alphabetical order):

Alberto Aragon Perez, Georgia Cervin (via Skype), Yannick Deschamps, Sylvain Dufraisie, Axel G. Elias Jiménez, Yarden Har Lev, Kamil Potrzuski, Grégory Quin, Quentin Tonnerre, Philippe Vonnard

Moderators:

Rory Flindall, Claire Nicolas, Nicola Sbeti

Lecturers:

Prof. Jürgen Mittag (Deutsche Sporthochschule)

Werner von Moltke (Adidas, Deutscher Leichtathletik-Verband und Deutscher Volleyball-Verband)

Organizers:

Stefan Scholl: stefan.scholl@geschichte.uni-siegen.de

Quentin Tonnerre: quentin.tonnerre@unil.ch



**Deutsche
Sporthochschule Köln**
German Sport University Cologne

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Institut des sciences du sport
de l'UNIL (SSP)

Saturday, 14th July 2018

9.30 am	Welcome
9.40-10.00 am	Introduction by the organizers
10.00-12.00 am	Panel 1: USSR, Eastern Europe and the Funding of Sport <i>The Integration of the Soviet Sport into the Market Economy during the Dying Days of the USSR. Insights on the Trades with France</i> Yannick Deschamps (University of Strasbourg) <i>Internal and International Aspects of State Support of the Sporting Investments in 2nd Republic of Poland</i> Kamil Potrzuski (Josef Pilusudski Academy of Physical Education in Warsaw) <i>Between International Exigencies and National Necessities: Reforms of Soviet International Sportsmen and Sports Women Remunerations in the Khrushchevian Period</i> Sylvain Dufraisie (University of Nantes) <u>Moderator</u> Nicola Sbeti (University of Bologna)
12.00 am-1.30 pm	Lunch
1.30-3.30 pm	Panel 2: Olympic Movement and Olympic Games. Which Economic Model? <i>Two Mexico 's, Two Mega-Events: Economic Elites and the Crafting of a Nation, Mexico '68 and Mexico '70</i> Axel G. Elias Jiménez (King's College London) <i>The 1968 and 1992 Paralympic Games: Comparison between Two Financial Models</i> Alberto Aragón-Pérez (Autonomous University of Barcelona) and Yarden Har Lev (German Sports University Cologne) <i>A Historical Sponsor of the IOC? Omega and the Timekeeping of the Olympic Games (1932-2032)</i> Quentin Tonnerre (University of Lausanne and Humboldt University of Berlin) <u>Moderator</u> Rory Flindall (German Sports University Cologne)
4.00 pm	FIFA World Cup 2018 – Third-place match
From 6.00 pm	Stroll through the city Dinner Friendly time in bars

Sunday, 15th July 2018

9.50-10.00 am	Welcome
10.00-12.00 am	Panel 3: Commercialization of the International Sport Federations <i>Going beyond the Evidence... FIFA & FIS, Money and the First International Competitions (1930-1970)</i> Grégory Quin (University of Lausanne) in collaboration with Daniel Svensson (Chalmers University – Göteborg) <i>Rolling In It: How the Commercialisation of the Olympic Movement Influenced Gymnastics</i> Georgia Cervin (University of Western Australia and Waitangi Tribunal) <i>“Une amélioration essentielle pour le football” The role of Television in the Development of UEFA during the 1960s</i> Philippe Vonnard (Institute of communication sciences, Paris) <u>Moderator</u> Claire Nicolas, University of Lausanne
12.00 am-1.30 pm	Lunch
1.30-2.45 pm	What does it mean and to what purpose does one study the economic history of sport? <u>Reflections and approaches to the history of sport and perspectives of a new handbook on sports economy</u> by Prof. Dr. Jürgen Mittag, Head of the Institute of European Sport Development and Leisure Studies, German Sport University Cologne
2.45-3.00 pm	Coffee Break
3.00-4.30 pm	Eyewitness Talk by Werner von Moltke (Adidas, Deutscher Leichtathletik-Verband und Deutscher Volleyball-Verband)
5.00 pm	FIFA World Cup Final
From 7.30 pm	Dinner Friendly time in bars

Monday, 16th July 2018

10.20-10.30 am **Welcome**

10.30-11.15 am **Presentation of the *Carl und Liselott Diem-Archiv (CuLDA)***
Rory Flindall

11.15-12.00 am **General Discussion and Conclusions**

12.00 am-1.30 pm **Lunch**

1.30-4.30 pm **RERIS Annual General Assembly**

- a. RERIS Statutes
- b. RERIS Website
- c. Next RERIS Conference
- d. 10 years RERIS schedule
- e. Others
- f. Books Presentations:

A Man's World? An Intersectional History of Women, International Sport and Governance (in preparation)

Cervin G., Nicolas C., Quin G. (ed.)
by Claire Nicolas

Beyond Boycotts. Sport during the Cold War in Europe

Vonnard P., Sbeti N., Quin G. (ed.)
by Grégory Quin

Storia della Coppa del Mondo di Calcio (1930-2018)

Brizzi R., Sbeti N.
by Nicola Sbeti

L'Europe dans le monde du football. Genèse et formation de l'UEFA (1930-1960)

Vonnard P.
by Philippe Vonnard