



The Olympic Games: Meeting New Global Challenges

Venue: Oxford University Club, 11 Mansfield Road, Oxford OX1 3SZ

Date: 13th and 14th August, 2012 **Registration:** FREE

About the Conference

The conference will take place a day after the conclusion of the London Olympic Games and will seek to analyse the salient features of the Games, its legacy in the short term, the historical and contemporary links between Olympism and issues of Real politik, the efforts of the Olympic movement to promote peaceful coexistence and intercultural understanding and the relevance of the Olympic movement in an age of hyper commercialism and mass media dominance. It will seek to analyse the discrepancies between rhetoric and reality, and between theory and practice, and seek answers to the questions being levelled at the Olympic movement in recent times with regards to its continuing relevance.

Conference Themes

Olympism and Real politik, the immediate legacy of London 2012, high performance sport and issues of doping, commercialism and the Games, 24/7 media and the Olympic movement.

Confirmed Speakers

Key Notes

Professor Bruce Kidd, *Faculty of Physical Education and Health, University of Toronto*

John J MacAloon, *Professor of Anthropology, University of Chicago*

Anthony Edgar, *Head of Media, International Olympic Committee*

Plenary panellists

Professors John Hughson, Vassil Girginov, Beatriz Garcia, Joe Maguire, Boria Majumdar and Jean Loup Chappelet

Speakers

Professors Brian Stoddart, Mike Weed, David Hassan, John Hughson, Chris Hallinan and others. The conference will conclude with a round table discussion on how best to analyse mega events and how important is it to get backstage in trying to analyse sports apex bodies like the IOC. It will aim to discuss issues of conflict of interest, what constitutes intellectual censorship and issues of intellectual freedom. For registration, please e-mail Zita Balogh, Marketing Manager, Routledge Journals, Zita.Balogh@tandf.co.uk

Conference Convenor

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Conference Supporters

Sport in Society Routledge, Taylor & Francis;
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