



EMPOWERING THE PUBLIC VALUE OF ELITE SPORT

INTERNATIONAL ATHLETES 4 SOCIETY CONFERENCE

Welcome

09.30 - 10.30 **Registration, coffee & snacks**

10.30 - 10.40 **Welcome**

Empowering the public value of elite sport

10.40 - 10.50 **Project outline**
Sofie Smismans, Vrije Universiteit Brussel

10.50 - 11.10 **Evaluating the impact of elite sport**
Lynn Praet, Vrije Universiteit Brussel

11.10 - 11.30 **Managing the impact of elite sport**
Jan-Willem Van der Roest, Utrecht University
& Johan Cruyff foundation

11.30 - 11.50 **Coffee break**

11.50 - 12.50 **Reflections from research and practice: A panel**
(Former) elite athlete, Jarmo Mäkinen (Institute of high performance sport, Finland), Pawel Zembura (Institute for sport governance, Poland), Maarten van Bottenburg (Utrecht University) & Sport Vlaanderen

12.50 - 13.00 **Next steps**
Sofie Smismans, Vrije Universiteit Brussel

13.00 - 14.00 **Lunch**

From theory to practice

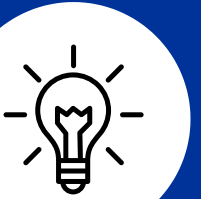
14.00 - 16.00 **Workshop: How to develop a successful athlete role model programme?**
Sofie Smismans (Vrije Universiteit Brussel), Lynn Praet (Vrije Universiteit Brussel), Ellen Maas (Knowledge Centre for Sport & Physical Activity, The Netherlands), Jan-Willem Van der Roest (Utrecht University, The Netherlands), Inês Caetano (Sports embassy, Portugal) & Pawel Zembura (Institute for Sport Governance, Poland).

Challenge & award

16.00 - 17.00 **Award ceremony**
Melvin Franken, Kinetic Analysis, The Netherlands

17.00 - 18.00 **Reception**

12 MAY 2023
9.30 AM - 6.00 PM
FREE PARTICIPATION
KONINKLIJKE VLAAMSE SCHOUWBURG
ARDUINKAAI 7, 1000 BRUSSEL



REGISTER BEFORE 5 MAY 2023
ATHLETES4SOCIETY@VUB.BE



Co-funded by
the European Union



SPORTS POLICY FACTORS
LEADING TO INTERNATIONAL
SPORTING SUCCESS



SPORT.
VLAANDEREN