



Workshop

Mega-events in Eastern Europe

29 - 31 October 2012

Lviv | Ukraine

Guest Speaker

Elena Trubina (Ural State University | Russia)

Academic Coordinator

Martin Müller (Universität St. Gallen | Switzerland) | martin@martin-muller.net

Hosts

Center for Governance and Culture in Europe | Universität St. Gallen | Switzerland www.gce.unisg.ch

Center for Urban History of East Central Europe | Lviv | Ukraine www.lvivcenter.org



Programme

Monday | 29 October 2012

Until 16.00	Arrival of participants at Eurohotel [Євроготель] at Tershakovtsiv 6A
	[вул.Тершаковців, 6А]
From 15.30	Informal get-together and reception in the Center for Urban History
	Vul. Akad. Bohomoltsia 6
16.30	Welcome Sofia Dyak and Martin Müller

Opening Lecture

16.45 Understanding the BRIC Mega-Events in Comparative Perspective

[Elena Trubina | Ural State University]

Tuesday | 30 October 2012

09.00	New Logics in Mega-Event Legacy and Marketing Expectations [Karin Book Malmö University]
10.00	Discourse vs. Reality: The Rhetoric of a New Russia in the Sochi Olympics [Anna Alekseyeva University of Oxford]
11.00	Break
11.30	Political Mythmaking and the 2014 Winter Olympics in Sochi: Olympism and the Russian Great Power Myth [Emil Persson & Bo Petersson Malmö University]
12.30	Lunch
14.00	Identities, Communication and Politics: A Comparative Analysis of Universiade 2013 and World Football Cup 2018 [Andrey Makarychev Freie Universität Berlin & Alexandra Yatsyk Kazan State University]
15.00	Break

Planning and Impacts of Mega-Events I

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15.30	Events Mega and Micro: Blat, Uneven Spatial Development and the Local
	Future of Democracy
	[Benjamin Cope European Humanities University Vilnius]
16.30	How to Make Euphoria: The Economic Impacts and Image Effects of
	Mega-Events in Young Tourist Destinations – The Case of the 2012
	Eurovision Song Contest in Baku, Azerbaijan
	[Julius Arnegger Azerbaijan Tourism Institute, Marc Herz Universität
	Wien]
17.30	End of presentations

Public Evening Programme

20.00 Film screening and discussion: Homes for Games: Sochi 2014 Winter

Olympics – the Imeretinskaya Bay and its local players [Steffi Wurster | Freelance film-maker from Berlin]

Wednesday | 31 October 2012

Planning and Impacts of Mega-Events II

09.30 Сочи-2014/Sochi 2014: Structure and Perception

[Kurt Scharr & Ernst Steinicke | Universität Innsbruck]

10.30 Mega-Project, Mini-Outcome: The Political Economy of the Sochi 2014

Olympics

[Robert Orttung & Sufian Zhemukhov | George Washington University]

11.30 Break

Manufacturing Mega-Events

12.00 Eventization of Urban Landscape: Festive Chronotopes as the

Representations of the UEFA Euro 2012 Host City of Gdansk

[Mariusz Czepczynski | University of Gdansk]

13.00 Lunch

14.30 City Branding and Policies in Motion in Eastern Europe: The Role of

Experts in the Bidding for the European Capital of Culture 2016 Title in

Poland and the Russian Federation [Alexandra Oancă | CEU Budapest]

15.30 Break

Practice Perspective

16.00 Using Mega-Events as Drivers for Transformation and Sustainable

Development

[Matthias Conrad & Talis Zvidrins | German Agency for International

Cooperation (GIZ)]

Public Evening Programme

18.00 *Podium discussion:* Re-thinking Mega-events: Global Changes and Local

Challenges

[Vasyl Kosiv | Deputy Mayor of the City of Lviv, Mariusz Czepczynski | Advisor to the Mayor of the City of Gdansk, Holger Neuweger | Country Director of Deutsche Gesellschaft für Internationale Zusammenarbeit

(GIZ) in Ukraine]

[Moderator: Sofia Dyak | Center for Urban History in East Central Europe]

20.00 Dinner

Thursday | 01 November 2012

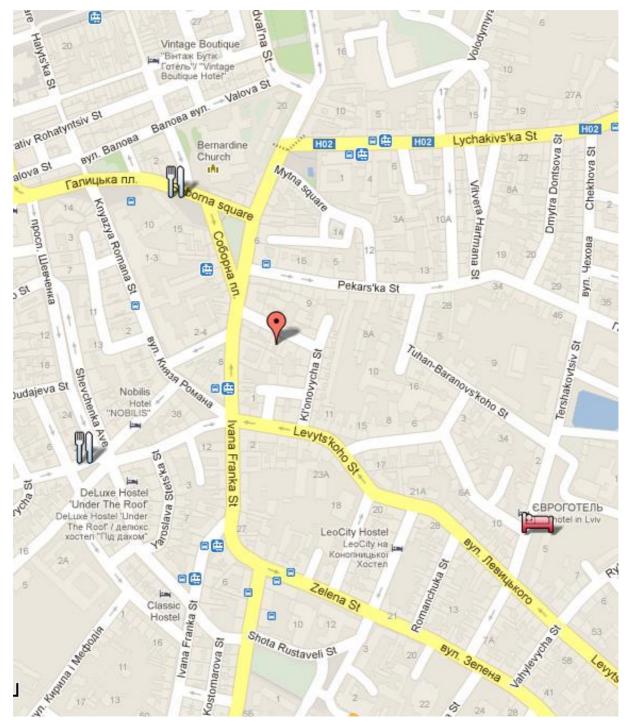
Field Trip

10.00 – 13.00 Living in a City with Mega-Events: Urban Development Projects in the

Historical City of Lviv

[Iris Gleichmann & Maryana Boryk | Deutsche Gesellschaft für

Internationale Zusammenarbeit (GIZ)]



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Center for Urban History Bohomoltsia str, 6

Coffee "Na Soborniy"

Soborna sq., 2A http://otdux.net.ua/ua/catalog/lviv-center/food/kafe/na%20soborniy.html

Lunches on October 30,31

Restaurant Hrushevsky Cimena Juzz Shevchenka avenue, 28

Dinner on October 31 at 20.00