### Wednesday 13th of June

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Names</th>
<th>Room</th>
</tr>
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<tbody>
<tr>
<td>1100-</td>
<td>Registration</td>
<td></td>
<td>Congress centre lobby / Hotel reception, respectively</td>
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<tr>
<td>1300-</td>
<td>Registration / check-in</td>
<td>Reidar J. Mykletun, Professor, PhD</td>
<td>Dining room, Sola Strandhotel</td>
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<tr>
<td>1300-</td>
<td>Lunch with short welcome speeches</td>
<td>Charles Arcodia, Sen lecturer, PhD</td>
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<tr>
<td>1400-</td>
<td>Opening session and welcome speeches</td>
<td>Ole Ueland, Mayor of Sola</td>
<td>Rygekongen 1 at</td>
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<tr>
<td>1430-</td>
<td>Introduction by Professor of Events and Cultural Policy, Gayle McPherson, PhD., Chair</td>
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<tr>
<td>1500-</td>
<td>Paper sessions 1 b</td>
<td>Heidi Jeanette Nygård, Commercial leader, Region Stavanger</td>
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<tr>
<td>1530-</td>
<td>Paper sessions 1 b</td>
<td>Kjell Ursin Smith, President and CEO - ONS Foundation, Stavanger</td>
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<tr>
<td>1530-</td>
<td>Paper sessions 1 b</td>
<td>Sport events</td>
<td>Congress centre, Sola Strandhotel</td>
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<tr>
<td>1630-</td>
<td>Refreshment break and exhibition</td>
<td>Festivals</td>
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<tr>
<td>1630-</td>
<td>Refreshment break and exhibition</td>
<td>Congratulations</td>
<td></td>
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<tr>
<td>1800-</td>
<td>Event policy round table</td>
<td>Christine Sagen Helgø, Mayor of Stavanger</td>
<td>Ledaal, Stavanger</td>
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- **Keynote 1**: Heidi Jeanette Nygård, Commercial leader, Region Stavanger: Stavanger soon to be a leading event city in Europe - this is how we make it happen
- **Keynote 2**: Kjell Ursin Smith, President and CEO - ONS Foundation, Stavanger: Strategies of the ONS Stavanger – the second largest oil and gas exhibition world-wide

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Sola Strand Hotel - Nordsjøvegen - Axel Lundsv. 27, NO-4050 Sola, Norway
Tel.: +47 51 94 30 00 - Fax: +47 51 94 31 99 - E-mail: booking@sola-strandhotel.no
http://en.sola-strandhotel.no/
Thursday 14th of June

0700 - Breakfast and registration
0840 - Key note 3, Charles Arcodia, PhD. Senior Lecturer, School of Tourism, The University of Queensland:
       Distinctive Events: Theorising the Unusual.

Key note 4, Don Getz, PhD., Professor Emeritus at University of Calgary; Professor at the School of Tourism, University of Queensland; and Professor at Norwegian School of Hotel Management, University of Stavanger:
       Populations and portfolios: An organizational ecology approach to planning and evaluating festivals and events.

1010 - Paper session 2 a, MICE
1110 - Paper session 2 b, Festivals
       Paper session 2 c, Sport events

1110 - Refreshment break, exhibition and poster session

1150 - Paper session 3 a, Festivals
1250 - Paper session 3 b, Festivals
       Paper session 3 c, Sports events

1300 - Lunch
1400 - Key note 5, Eli Orre, General Manager, Nordsjørittet, Sandnes:
       On the development of Nordsjørittet – the second largest bike race in Norway

Key note 6, Harald Dolles, PhD, Professor in Sports Management, Regional College of Molde:
       Hosting large-scale sporting events successfully: Questions of environmental friendliness and sustainability

1530 - Paper session 4 a, Mice
1630 - Paper session 4 b, Festivals

1630 - Refreshment break and exhibition

1700 - Paper session 5 a, MICE
1800 - Paper session 5 b, Festivals

2000 - Conference dinner, Special guest: Janne Johnsen, MSc, County Mayor of Rogaland

Dining room, Sola Strandhotel
Rygekongen 1, Sola Strandhotel
Congress centre, Sola Strandhotel
Congress centre lobby, Sola Strandhotel
Dining room, Sola Strandhotel
Friday 15th of June

0700 - Breakfast and registration
0845
0845-1000 Key note 7 Tommy Andersson, PhD, Professor at School of Business, Economics, and Law; University of Gothenburg, and Adjunct Professor at Norwegian School of Hotel Management, University of Stavanger:
User and non-user values of festivals
1010–1100 Plenary session on the creation of Academy of Event Studies
1100 Charles Arcodia, PhD, Sen. Lecturer; Don Getz, Professor, PhD; Reidar J. Mykletun, Professor, PhD
1100–1130 Refreshment break and exhibition
1130–1300 Paper session 6 a Sport events
1300 Paper session 6 b Festivals
1300 Paper session 6 c Festivals
1300–1400 Lunch
1400–1530 Paper session 7 b MICE
1530 –1600 Closing session

http://en.wikipedia.org/wiki/Erling_Skjalgsson