



Féile an Phobail

Festival of the People

DAY ONE – WED 10TH AUG

SESSION ONE 14.00 16.00 – “Travel to watch, to play and to reminisce” – SPORTS TOURISM: THE FASTEST GROWTH SECTOR IN THE WORLD’S TOURISM INDUSTRY

Presentation by **Professor Terry Stevens** (Stevens & Associates and Swansea University, School of Management): “Sports tourism and the opportunities for Belfast”

Presentation by **Mark O’Connell** (W2 Consulting and Founder of the European Sports Tourism Summit): “What are the ingredients for success?”

Presentation by **Jordi Penas Babot** (Director of the FC Barcelona Museum) on FC Barcelona and its Museum: “Barca – More than a sports club”.

Presentation by **Patrick Torrent Quell**, Deputy Director, Catalan Tourist Board: “Barca, Formula 1 and the Olympics: Sport as a driver of tourism in Catalunya”

Followed by discussion and Q/A with **Brian Johnston** (BCC), **Gerry Lennon** (Visit Belfast) and **John Mc Grillen** (Tourism NI)

DAY TWO – THUR 11TH AUG

SESSION ONE 10.00 – 12.00 “Living the dream” - SPORT AND COMMUNITY HEALTH

Presentations by **Introduction by Professor Terry Stevens (Stevens & Associates and School of Management, Swansea University)**

Colin Regan – GAA Health and Community Officer: “The work and impact of the GAA”

Hala Ousta (Scottish FA) – Sport and Minority Groups – “The work and impact of the SFA”

Edi Horan (Welsh speaker and Founder of ‘Yma O Hyd’ Welsh speaking over 60’s walking football club semi finalists and finalists of the People’s FA Cup two years running) – “The Health Benefits of Walking Football for the over 60’s men and women”

Associated with this will be a **young person’s competition to write a report** Belfast Media Group on the game of walking football.

13.00 – 14.00 A demonstration 5-a-side walking football match between two local over 55 years Belfast teams coached by Edi Horan and Terry Stevens in partnership with Tar Anal men’s health group.

SESSION TWO – ““You only sing when you’re winning” – STADIA AND THE FAN EXPERIENCE

Welcome and Introduction by Professor Terry Stevens

Presentation by **Julian Jenkins** (Founder Fanalyse) ‘The Fan = Reason Why’

Presentation on by **Tom Goringe** (Head of Marketing, Brighton and Hove Albion FC) “Making Sense of Fan Engagement”

Presentation by **Professor Geraint John** (POPULOUS Architects) ‘Designing the Stadium for the Community and the Fan’

In conversation with **Professor Mike Sullivan, Syd Morgan and Dr Alan Sandry** (European Institute of Identities, Swansea University’s School of Management) “Reflections on Sport and Identity”

Video produced by **Anne Karine Prip and Marie Evers Pedersen** (Danish Radio Girls Choir) – “Danish Super League Songs”

Followed by in conversation with **Terry Stevens with Julian Jenkins, Geraint John and representatives from Ulster GAA, Ulster Rugby and IFA on stadia in the community.**