Уральский федеральный университет имени первого Президента России Б.Н.Ельцина
Институт социальных и политических наук

FRIEDRICH EBERT STIFTUNG

Ural Federal University Institute of Social and Political Sciences (in cooperation with The Russian Presidential Academy of National Economy and Public Administration (Ural Institute of Management)

Annual ISPS Convention, Interdisciplinary Conference "Mega-events for the regional development: citizen participation and social impact" (March 23-24 2016)

Supported by the Friedrich Ebert Foundation

Location – Ural Federal University (Lenina Ave. 51, Ekaterinburg)

Wednesday, March 23, 2016		
9.30 - 10.00	Registration of the participants	The foyer of the 3d floor
10.00 - 10.40	Opening of the conference Greetings of the representative of the Ministry of investments and development of Sverdlovsk RegionПриветствие Greetings of the representative of Ebert Foundation Simon Rupprecht	Room 314
	Greetings of the Representative of Ebert Foundation Konstantin Ponomarev	
	Panel 1 Mega-events: theoretical considerations and practical challenges	
	Chair: Konstantin Ponomarev	Room 314
10.40 – 11.30	***Wolfgang Maennig, Professor of Economics at the Department of Economics at Hamburg University*** *"Mega-sport events and referenda: insights and consequences from empirical economics"*	
11.30 – 12.20	***Julian Reid, Professor of International Relations at the Faculty of Social Sciences at University of Lapland*** *"From Security to Resilience"*	
12.20 – 13.10	***Pedro de Novais Lima Junior, Professor of the Department of Architecture and Urbanism at University of Rio de Janeiro.*** *"Mega-Events and Bending of Democratic Institutions".*	
13.10 – 14.00	*Q&A, discussion*	

14.00 - 15.00	Lunch	.
	Panel 2: Big Events and Their Significance for Stakeholders	
	Chair: Irina Turgel	Room 314.
15.00 – 15.50	***Pal Daniel Nyiri, Professor of Anthropology and Chair 'Global History from an Anthropological Perspective' at the Faculty of Social Sciences at Amsterdam's Free University.*** *"Global Media Events, Social Networks, and Youth Nationalism: Worldwide Demonstrations by Chinese Students in Support of the 2008 Olympics"*	
15.50 – 16.30	***Gulnara Valiahmetova, Professor of IR at the Institute of Social and Political Studies at Ural Federal University*** *"BRICS/SCO Summits 2015 : Impulse for development or missed opportunities for Ufa?"*	
16.30 – 17.10	***Elena Trubina, Professor of Social Theory at the Institute of Social and Political Studies at Ural Federal University*** *«National Pride, Professional Achievements and Local Troubles: Mobile Workforce of the 2014 Sochi Games"*	
17.00-18.00	*Q&A, discussion*	
	Thursday, March 24, 2016	
	Panel 3: Urban Events: Case-Studies	314 ауд.
	Chair: Natalya Pankevich	
10.00 – 10.30	***Leonid Blyaher, Professor of Sociology at Tihookeansky State University*** *«The APEC 2012 Summit in Vladivostok as a Mega-event: the Re-Construction of Urban Space"*	
10.30 – 11.00	**Oksana Ignatyeva, Oleg Lysenko, professors of Cultural Studies and Sociology at Perm State Pedagogical University**) «Happiness Will come Soon»: The History of a Mega-Event Which Didn't Happen" (On the OutCome of "Perm Cultural Revolution")	
11.00-11.30	**Alexey Antoshin, professor of IR and History at the Institute of Social and Political Studies at Ural Federal University** "The "Mega-Event" of the Russian Abroad:	

	1937 Pushkin Jubilee and the Problem of the Place of Russia in the Changing World”	
11.30 – 12.00	**Oleg Zhuravlev, The European University Institute .** *“Eventful protest and social change”*	
12.00 – 12.30	**Alexandra Oanca, Central European University** "Capitalizing Hope: Dream-worlds of Developments and the Production and Management of Emotions in Mega-Events Bidding"	
12.30-13.00	**Viktoriya Dihor, ISPN UrFU** “The Comparative Analysis of the Sports Fans Stereotypes in the Russian and Foreign Mass-Media	
13.00-13.30	**Vitaly Kazakov, Manchester University** . Learning the Lessons of Sochi 2014: Official Discourse, Mass-Media Coverage, and Popular Reception Questions in the Promotion of Russia as a Great Power	
13.30-14.00	**Marco Kul, Zurich University** *«Ekaterinburg and the 2018 World Cup: Does the World Know»*	

14.00 - 15.00	Lunch	
	Panel 4: “Mega-events, mass-media and branding”	
	Chair: Oleg Lysenko	314 ауд.
15.00- – 15.30	**Fabrice Fosso, Ural Federal University** *«The Russia FIFA World Cup 2018 online coverage: Western Propaganda or Russian Joke?»*	
15.30-16.00	**Filipp Tabakaev, Andrey Sevastyanov, Tomsk State University** “Technologies of Event Management and Media Coverage of the Urban Image-making Projects: the Case of Tomsk”	
16.00-16.30	**Galina Talalaeva, Maxim Pecheritsa, Ural Institute of the Ministry of Emergency Situations** *«On Security of the Mega-Events in Ekaterinburg»*	
16.30-17.00	**Elena Rakevitch, Ural Federal University** “Image-Making and Mega-Events: The Case of Ekaterinburg”	

17.00-18.00	***Closing of the Conference: Roundtable «Mega-Events and Urban Public: the Ways of Engagement"***	