

THE INSTITUTE OF SPORT AND RECREATION MANAGEMENT

The ISRM Sport and Recreation Management Conference

Alton Towers Resort, 11-12 November 2009

Outline event programme



BOOK NOW!

ISRM 
Managing and Developing Sport

ISRM Conference and Exhibition 2009

This year as we approach the 79th ISRM Conference and Exhibition against a bleak economic backdrop, the industry's challenges are more pressing and the need for effective solutions more urgent than ever. The recession is clearly impacting on both public and private sector providers with falling levels of income as customers tighten their belts, and cost-cutting initiative-slashing services. At the same time, the Government's drive to improve the health of the nation through increased physical activity levels and a range of other strategies offers opportunities, not the least of which is the Olympics in 2012 – as well as additional challenges – for the sports sector.

In this tough 'credit-crunched' environment, the ISRM Conference presents a unique opportunity for delegates to focus on the key issues affecting the industry, explore new ideas and listen to creative and innovative solutions from expert speakers. It also offers an opportunity to network with colleagues and leading suppliers in a stimulating setting.

At the core of the 2009 Conference will be keynote presentations by first-rate speakers, many of whom are acknowledged leaders in their field. The presentation topics will explore the current issues in managing and developing sport and recreation services and programmes on physical activity in the UK.



EXHIBITION

Leading industry suppliers will be present at the exhibition, allowing delegates to meet exhibitors in an informal environment, without obligation, and the opportunity to gather all the facts required to assist you in your future buying decisions. The exhibition will be open both days of the conference, including the following dedicated exhibition viewing times when refreshments will be available as well.

Wednesday: 9am – 10am;

12.30pm – 2pm; 3.30pm – 4.30pm

Thursday: 9am – 10am; 1.45pm – 3pm

Your event experience

We are returning to Alton Towers, which last year proved to be a fantastic venue for our annual flagship event. It is set within 500 acres of landscaped grounds, comprising of an amazing award-winning conference centre, two uniquely themed hotels providing nearly 400 bedrooms, two restaurants and five bars. Your delegate fee includes accommodation (one person per room), all meals and refreshments and entry to all event social functions. With a busy programme in place you won't have much spare time, but you will have access to one of Europe's most exciting waterparks with both indoor and outdoor rides, slides and hot tubs! And for those who really wish to indulge there is a full range of spa treatments available for a small charge.

Social: Nobody does it better...the social highlight will be our conference dinner, which this year takes an 'Octopussy' theme. You are invited to join us on a special visit to Sharkbait Reef (the latest attraction for 2009 at Alton Towers) followed by a four-course themed dinner with complimentary drinks and a live band. It promises to be an evening to remember and will leave you 'shaken and stirred!'

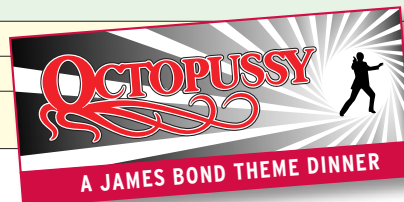
SUPPORTED BY:



Wednesday 11 November

09.00	Delegate registration. Exhibition viewing. Coffee, tea and biscuits.	EXHIBITION
10.00	<p>ISRM GRADUATION CEREMONY PRESIDENTIAL AWARD CONFERENCE OPENING</p> <p>Geoff Parsons A double Olympic High Jumper and medalist at a number of major championships, Geoff has a truly world-class sporting pedigree and understanding of what it takes to achieve success in both sport and business</p>	
11.00	<p>KEYNOTE</p> <p>Be Number 1 for Schools Sarah Ayton, OBE <i>Double Olympic Sailing Gold Medallist & co-founder of Be Number 1</i> Sarah Ayton will share her vision of how to inspire children and young people to achieve their ambitions, whilst at the same time creating an environment where local athletes with dreams to excel are supported by local businesses.</p>	
11.45	<p>KEYNOTE</p> <p>The winning mentality Billy Dixon After last year's successful keynote paper, Billy Dixon returns to give a presentation that dispenses with the hype of motivation and examines the reality of success. Based on a series of principles garnered from successful professionals, Billy will outline the thought processes employed by winning individuals and taught by winning coaches.</p>	
12.30	Lunch & official opening of exhibition	EXHIBITION
14.00	<p>KEYNOTE</p> <p>Creating a world-leading community sport system Phil Smith <i>Director of Sport, Sport England</i> Phil will be updating delegates on Sport England's progress in achieving its new strategy, launched in June 2008, with the aim of 'creating a world-leading community sport system'. He will be speaking about how National Governing Bodies have been commissioned to deliver 'Grow, Sustain, Excel', how they are doing so far and the support they need. In addition, there will be information about other available Sport England funding and how to access it.</p>	
14.45	<p>KEYNOTE</p> <p>Goodbye newspapers, hello the future Chris Kelly <i>Effective Media Skills</i> While the way we seek and gather information is changing dramatically, the way we sell our selves or our product and services and the way we interact with journalists, hopefully successfully, has not changed. This presentation sets out to highlight some of the developments in media but expound on the unchanging principles for success – creating media interest in you and your operation.</p>	

15.30	Exhibition viewing. Coffee, tea and biscuits.		EXHIBITION
16.30	<p>SEMINAR</p> <p>Gym for free Karen Jerwood <i>Constituency Senior Manager, Ladywood Constituency, Birmingham</i> Kevin Haywood <i>Head of Public Health Programmes, Heart of Birmingham Primary Care Trust (PCT)</i> From a health point of view, can we afford to keep putting up barriers to participation in sport? In a unique scheme, Birmingham City Council and Heart of Birmingham PCT are working jointly to reduce health inequalities by providing free sporting opportunities to all residents.</p>	<p>SEMINAR</p> <p>Football in the city Paul Edwards <i>Head of Sport Services, Leicester City Council</i> Jon Dutton, <i>Director, Logistique</i> Leicester have been successful in obtaining the largest ever football foundation grant of £5.5million, combined with a PCT grant of £2million. This presentation will explain how partnerships were created and how a strategic approach to improving football facilities has paid dividends.</p>	
17.30	Leisure time		
18.30	Pre-dinner drinks at Sharkbait Reef		
19.30 - Midnight	A James Bond theme dinner – "Octopussy". Supported by Arch Water Products		



Thursday 12 November

09.00	Delegate registration. Exhibition viewing. Coffee, tea and biscuits.		EXHIBITION
09.45	<p>VICE-PRESIDENTIAL ADDRESS</p> <p>John Wileman <i>Head of Sport and Leisure, Department of Community and Culture, Nottingham City Council</i> On the day of his investiture as ISRM National President, John Wileman will address conference.</p>		
10.00	<p>CONFERENCE OPENING</p> <p>'Getting people moving' the role of the Physical Activity Alliance Dr William Bird <i>Chair, Interim Steering Group – Physical Activity Alliance</i> The Physical Activity Alliance is a sector led organisation comprised of leading physical activity promoting organisations including the ISRM. The Alliance is currently led by an interim steering group, chaired by William Bird and is responsible for promoting physical activities that are fun, sociable and accessible to people of all abilities. It will seek to improve the use of evidence that shows the benefits of physical activity to ensure that suitable levels of investment are made.</p>		
10.45	<p>KEYNOTE</p> <p>2012 Olympic legacy now! Tim Newenham <i>Project Manager, Olympic Legacy Directorate</i> Creating high performance environments as part of a pathway in sport increases the likelihood of international sporting success and, through cascading excellence, could help people stay active in sport for longer.</p>		
11.30	<p>SEMINAR</p> <p>Youth Sports Nights and Sports Development Partnerships – why every local authority needs them! Mike Withy <i>Principal Sports Development Officer</i> Sport development units now work with a wide range of partners from all sectors, that achieve their own goals through sport and recreation. Mike Withy, Head of Wirral's Unit (previously a leisure centre manager) will share the Unit's story of growth, inward investment and raised national profile through a number of highly successful projects, each impacting upon local authority key themes. It all started with one project...Youth Sports Nights!</p>	<p>SEMINAR</p> <p>Securing a major foreign Olympic team for 2012 Chris Earle <i>Director of Sport, Loughborough University</i> Loughborough University and the Japanese Olympic Committee (JOC) have signed an agreement that will see both organisations working together until the London 2012 Olympic Games. The process of securing this major Olympic team has been an exercise in intelligence gathering, partnership building, diplomacy, marketing and international relations. Chris Earle will share the highs and lows of the process his team went through over the past two years and discuss the potential benefits the relationship will bring.</p>	
12.15	Coffee, tea and biscuits.		EXHIBITION
12.30	<p>KEYNOTE</p> <p>Power to the Worker & 'Mad Management Virus' Dr Paul Thomas <i>BBC Radio Wales Business Doctor</i> Think a world without managers and management is impossible, then think again as the BBC Wales Business Doctor, Dr Paul Thomas, will explore and show how the best companies in the world 'unleash' their staff. How, by not managing, to release staff from the control of managers and removing the disease of 'management speak' in organisation. Simple!</p>		
13.15	<p>KEYNOTE</p> <p>Action Centred Leadership Alan Cutler <i>Chief Executive, Hospitality Leadership Limited</i> John Adair, perhaps the world's leading authority on leadership development, describes leaderships as: 'One of the most fascinating and mysterious subjects in the world' In this keynote presentation, Alan Cutler shares with the audience his own fascination of the subject, whilst also seeking to demystify it, using Adair's Action Centred Leadership model as the basis of a straight-forward, but comprehensive approach to leadership development at all levels within an organisation.</p>		
14.00	Lunch & exhibition viewing, including Prize Draw.		EXHIBITION
14.45	AGM registration		
15.00	ISRM - Annual General Meeting (members only)		
17.00	Depart		

TO BOOK NOW and to keep on track with developments to our exciting programme please visit ISRM's website www.isrm.co.uk or call 01509 226474 for more information

ISRM reserves the right to alter the programme



Conference delegate booking form

Alton Towers Resort, Alton, Staffordshire, ST10 4DB
11-12 November 2009

CONFERENCE FEES			
	ISRM member rate	ISRM corporate affiliate rate	non member rate
Full delegate (2 days)	£349 + VAT	£384 + VAT	£419 + VAT
Full delegate fees include all refreshments, lunch, one ticket for the themed conference dinner. Includes accommodation on the night of Wednesday 11 Nov 2009			
One day delegate	£125 + VAT	£145 + VAT	£170 + VAT
Day delegate fees include all refreshments & lunch but not a conference dinner ticket.			
Please tick which day: Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/>			
Please indicate how many extra conference dinner tickets you require (each £35 plus VAT) <input type="checkbox"/>			
REMEMBER FULL DELEGATE FEES INCLUDE YOUR HOTEL ACCOMMODATION			
Extra night option (extended stay) – Tuesday 10 November £100 plus VAT <input type="checkbox"/>			
ISRM AGM – Thursday 12 November 2009, 3pm (members only) tick here to confirm attendance <input type="checkbox"/>			

Cancellation fees: Any cancellation made prior to 14 October will receive a 50 per cent refund. Any cancellation made between 14 October and 12 November will be charged full price. In both cases substitutions can be made. All details correct at time of going to press but may be subject to change. ISRM reserves the right to postpone or cancel events in exceptional circumstances.

Personal Details (Please complete in block capitals)

Title: _____ First Name: _____ Surname: _____
 Organisation: _____ Position: _____
 Address: _____
 _____ Postcode: _____
 Telephone: _____ Email: _____
 Special dietary requirements: _____

Payment Options

Cheque: I enclose my cheque made payable to ISRM to the value of: £ _____
Invoice: Please invoice me at the following address to the value of: £ _____
 Organisation: _____
 Address: _____
 _____ Postcode: _____
 Telephone: _____ Official order number: _____
Credit/debit card: please charge the following card with the stated amount: £ _____

I wish to pay by: Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Switch/Maestro <input type="checkbox"/>		Card security code:	
Card number			
Expiry date	Switch issue number		
Signature			
Name on card			
Address			
Postcode			

Please complete and return to:
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