

# MOVE 2010

## EUROPEAN CONGRESS ON SPORT FOR ALL AND HEALTH: A STRATEGIC PARTNERSHIP

20-24 OCT. 2010  
FRANKFURT, GERMANY

### GREETING FROM THE CONGRESS PARTNERS AND HOST

On behalf of the Congress partners, International Sport and Culture Association (ISCA), Confederation of European Sport Santé (CESS), the European Sport For All Network (ESFAN, regional body of The Association For International Sport for All (TAFISA)) and the Congress host, the German Gymnastics Federation (Deutscher Turner-Bund (DTB)), we cordially invite YOU to:

**MOVE2010 – SPORT FOR ALL AND HEALTH:  
A STRATEGIC PARTNERSHIP**  
**20TH TO 24TH OCTOBER 2010**  
**LINDNER HOTEL - FRANKFURT AM MAIN, GERMANY**

This topic has been specifically chosen in response to the demand from colleagues in the Sport for All and health sectors to address critical issues to their development, such as creating successful campaigns, developing strategies for organisational and program development, networking at a city or local, national, regional and international level and recognising and developing quality Sport for All and health programs.

National and international speakers will present new strategies and understandings, as well as best-practice examples from and for organisations operating in the field of health enhancing physical activity.

We eagerly await your arrival as one of more than 250 international participants at MOVE 2010!

Yours sincerely,

Rainer Brechtken	Mogens Kirkeby	Toni Llop	Joel Raynaud
DTB President	ISCA President	CESS President	ESFAN President





## SPORT FOR ALL AND HEALTH: A STRATEGIC PARTNERSHIP

What is 'health'? It is physical, mental and social wellbeing. What is 'Sport for All'? It is a mechanism to achieve physical, mental and social wellbeing. However, to date, the Sport for All and health sectors have fundamentally operated separately, with only some recognition of their interdependence. The time has come to unite these sectors and develop strategies for obtaining maximum benefit for societies, organisations and individual citizens.



### THEMES

#### Campaigning for Sport for All & Health: Key Success Factors

The success of any campaign relies on several elements working in synergy. In particular, Sport for All campaigns and, separately, health campaigns require an element that can change the way people view their current behaviour. This is social marketing, and it becomes even more critical when further extending campaigns to include both Sport for All and health, at an individual, community, national or global level. This session will address the key success factors, and pitfalls to avoid, when developing campaigns in Sport for All and health.



#### Strategy Development for Sport for All & Health

Taking action without sufficient planning is a common mistake for those involved in the sports sector, both governmental and non-governmental organisations alike. Whilst action is most definitely positive, without planning this can lead to wasted effort or double work, and in the worst case failure to achieve the objective of the action! The objectives of this session are two-fold: to introduce the concept of strategy development in terms of setting and prioritising objectives, developing communication systems and securing resources, and to advise how to strategically implement health as a priority within Sport for All and physical activity organisations and programs.

### Healthy Cities & Active Cities : Building the Network

'Networking' is a term used regularly and increasingly loosely, however building networks remains critical to the promotion of new ideas, exchange of information and efficient delivery of programs. For the Sport for All and health sectors, networks of cities are crucial as by their nature they have established infrastructure, administration and communication systems, policy and existing sponsorship of both sports and health based programs. Cities also contain crucial target groups and settings, e.g. youth, the elderly, clubs, workplaces, etc., around which networks can be built. This session will address how to build networks that incorporate and combine both the Sport for All and health sectors.

### Quality Demands in Health Enhancing Sport for All Programs

To count the number of programs addressing Sport for All and health around the world is an impossible task. However counting those that are successful is much less daunting. Why? Because quality programs for Sport for All and health that are efficient, effective and enduring are much more difficult to establish. What makes a healthy sport club? What are the quality marks for health and Sport for All programs? What makes a program a quality program? This session will address all of these issues.



## PROGRAM

	WED. 20.10.10		THU. 21.10.10	FRI. 22.10.10	SAT. 23.10.10		SUN. 24.10.10
Morning	Arrival	Round Table	Congress Day I	Congress Day II	ISCA General Assembly	Excursion	Departure
Afternoon		ESFAN General Assembly					
Evening	Welcome Reception						





## ACCOMODATION

### Lindner Congress Hotel Frankfurt

Bolongarostraße 100  
D-65929 Frankfurt  
[www.lindner.de/de/LCH](http://www.lindner.de/de/LCH)

### Prices

Single room : between 99,- to 119,- €

Booking-Code : MOVE 2010

More hotels will be suggested in the 2nd announcement for MOVE2010.



## CONGRESS FEE

	PAYMENT BEFORE 20.08.10	PAYMENT AFTER 20.08.2010
Congress fee	190 €	250 €
Student fee	160 €	190 €
If you are accompanying a participant but will just be present at the lunches and dinners	100 €	160 €



## CONTACTS

### MOVE2010 CONGRESS SECRETARIAT

For more information please contact MOVE2010 Congress secretariat.

### MOVE 2010 CONGRESS SECRETARIAT

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The MOVE2010 Congress is co-financed by the European Commission through the SANTE – Sport Action NeTwork of Europe – project.

