CIEH WORKSHOP:
EURO 2016, ECONOMICS
AND FOOTBALL

FRIDAY 10TH JUNE, G10 HENLEY BUSINESS SCHOOL BUILDING,
UNIVERSITY OF READING

PROGRAMME

09.30am-10.00am Arrival & Registration
10.00am-10.15am Introductory Remarks
10.15am-11.00am Session 1
   James Reade (Reading) “Home advantage in International football”
11.00am-11.30am Coffee break
11.30am-1.00pm Session 2
   Rob Simmonds (Lancaster) “The Special Ones: Do Managers Make a Difference?”
   Jan Hoecker (Wuerzburg) “Asymmetric Employer Learning about Talent in Professional Soccer”
1.00pm-2.00pm Lunch
2.30pm-4.00pm Session 3
   Thomas Peeters (Erasmus) “Entry, career dynamics and worker quality in the market for talent”
   Barry Reilly (Sussex) “What a difference a day makes: the impact of fixture scheduling on the demand for Irish soccer”
4.00pm-4.30pm Coffee break
4.30pm-5.30pm Keynote: Alex Bryson (UCL) “What happens when economic theory meets sports data?”
6.30pm Dinner (optional, not subsidised) - London Road Campus
8:00pm-10:00pm Opening Match France v Romania
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<thead>
<tr>
<th>NAME</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Thomas Peeters (Erasmus University Rotterdam)</td>
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<td>James Reade (University of Reading)</td>
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<td>Alex Bryson (University College London)</td>
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<td>Rob Simmons (University of Lancaster)</td>
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<td>Jan Hoecker (University of Würzburg)</td>
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<td>Charles Sutcliffe (Henley Business School)</td>
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<td>Tony Lewis (University of Oxford)</td>
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<td>Charles Rahal (University of Birmingham)</td>
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<td>Alun Owen (Worcester University)</td>
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<td>David-Jan Jansen (De Nederlandsche Bank)</td>
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<td>Valeria Bondarenko (Montpellier)</td>
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<td>Damian Raess (University of Reading)</td>
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<td>Michael Chukwuemeka Uzoho (University of Reading)</td>
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<td>Mark Casson (University of Reading)</td>
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<td>Adam Cox (Portsmouth Business School)</td>
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<td>Sean Ingle (The Guardian)</td>
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<td>Michael Nforgwe (University of Reading)</td>
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<td>Giambattista Rossi (Birkbeck College)</td>
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EVENT SUMMARY

Sport and football in particular, is big business. Local football clubs are institutions central to their communities, even the clubs that compete across Europe in the most lucrative competitions. Football provides reasons for people of all ages and all walks of life to get together, be it to kick a ball around or to watch others kicking a ball around. The 2016 European Championships in France will be a boon for retailers of all types this summer, and indeed England will be cheered on by our firms more for the revenue generating potential of a successful campaign than necessarily for the sporting success. Either way, football is big business not least for economists: it provides opportunities to test economic theories, but also contexts in which to apply economic reasoning and impact outcomes.

EMERGENCY PROCEDURES

Fire emergency

If you discover a fire, you must:

- if safe to do so, close the door of the room
- raise the alarm using the nearest fire alarm call point
- phone the emergency services using the nearest telephone (0-999 on an internal University phone, or 999 on a mobile phone) OR
- phone Security Services Emergency Control on Extn. 6300 (0118 378 6300 on a mobile)
- evacuate the building using the nearest fire exit and report to the assembly point

Only attempt to put the fire out if it is safe to do so. If you call the emergency services on 0-999, you must inform Security Services Control of this so that Security can help to direct the emergency services.

On hearing a continuous alarm you must:

- evacuate the building as quickly as possible, using the nearest safe exit. Lifts must not be used (unless they are clearly marked as suitable for the evacuation of disabled people; they should then only be used for the evacuation of disabled people)
- ensure that staff/students/visitors who need assistance are escorted to a Refuge Area or out of the building
- close all doors and windows in the area before leaving but not if this will endanger yourself
- in workshop and laboratories, make the area safe if possible
- report to the Fire Warden at your designated assembly point
- do not re-enter the building or leave the assembly point until advised by the Emergency Services or Evacuation Officer that you can do so
If you are likely to need assistance to evacuate in the event of a fire or other emergency please make this known to your School/Department at the time that you join the University. You will be asked to contribute to a Personal Emergency Evacuation Plan (PEEP) that will apply in your place of work/study.

First aid
To call an ambulance:

- Dial 999 (from an internal phone, add the prefix 0 or 9 to obtain an external line)
- Ask for the ambulance service. Be prepared to give details of: the nature of the accident/injury; the condition of the casualty; your exact location (including building name, floor, room number etc.)

THEN

- Phone University Security on 0118 378 6300 to alert them to the fact that an ambulance has been called. Ask them to direct the ambulance to your location.
- Be prepared to send other helpers to direct Security and ambulance personnel to your location.
- Provide reassurance to the casualty until trained help arrives.

For less serious emergencies the names and contact details for local first aiders are listed in all buildings. Outside normal working hours, or if a First Aider is not immediately available, contact Security Services Control on Extn. 6300 (0118 378 6300 on a mobile) and ask for a First Aider.

You are advised to call 111:

- If you are unsure and would like medical help, but it is not an emergency
- You think you or someone else needs to go to A&E or another NHS urgent care service
- You don’t know who to call for medical help or you don’t have a GP to call
- You require health information or reassurance about what to do next

 Bomb alert

Notification of a bomb alert may be by word-of-mouth. If you are instructed to leave the building:

- collect bags and personal belongings
- turn off equipment
- leave the building do not return until authorised to do so

NB: Please note that the prefix for an outside telephone line may be 9 rather than 0 in some buildings on campus.