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TURF and GRASS EXPO 2012 CONFERENCE PROGRAMME

**DAY 1
DECEMBER 12, 2012**

Day 1 of the **TURF and GRASS EXPO 2012 Conference Programme** is dedicated to FIFA'S Member Associations Playing Surfaces Forum.

For the first time ever, FIFA's Member Associations Programme will be public. This will give all **TURF and GRASS EXPO 2012 Conference Delegates** first-hand knowledge and cutting edge information on FIFA's global strategy on playing surfaces, including latest developments and best practices from some of their 208 Member Associations.

- 9.30 am – 10.30 am:** "FIFA Playing Surfaces in the FIFA Performance Programme." – Stuart Larman (Project manager, FIFA).
- 10.30 am – 11.30 am:** "The Player Perception Survey." – representative(s) from FIFA, FIFPro and Loughborough University.
- 11.30 am – 12.00 noon:** "Natural turf – best practices. Global best practice guidelines via the FIFA Performance Programme." – representative(s) from Sports Turf Research Institute (STRI).
- 12 noon – 12.30 pm:** "Best practices from the FIFA Performance Programme." – representatives of various FIFA Member Associations.
- 12.30 pm – 3.00 pm:** **Lunch, Dedicated Exhibition Time, Networking**
- 3.00 pm – 4.00 pm:** "Maintenance – the key to success on both natural, hybrid and synthetic turf, including FIFA e-maintenance tool." – representative(s) from FIFA.
- 4.00 pm – 5.00 pm:** "Role of playing surfaces in developing the game now and in the future (including natural grass, synthetic turf, mini-pitches, futsal, etc.)." – FIFA Member Association and FIFA presentations.
- 5.00 pm – 7.00 pm:** **Exhibition Dedicated Time, Drinks, Networking**

DAY 2
DECEMBER 13, 2012

- 9.30 am – 10.00 am:** “The case for artificial turf in an elite environment.” – Steve Griffiths (Head of Technical Services, International Rugby Board).
- 10.00 am – 10.30 am:** “Community and commercial benefits of synthetic turf in rugby.” – Simon Winman (Head of Funding and Facilities, Rugby Football Union, England).
- 10.30 am – 11.00 am:** “Medical research and findings in rugby.” – Rugby Medical Doctor *(details to be finalised)*
- 11.00 am – 11.30 am:** “A rugby club’s perspective on synthetic turf.” – Rugby Club representative *(details to be finalised)*
- 11.30 am – 2.30 pm:** **Lunch, Dedicated Exhibition Time, Networking**
- 2.30 pm – 3.00 pm:** “History and experiences of synthetic turf within Dutch football.” – Patrick Balemans (Manager, KNVB).
- 3.00 pm – 3.45 pm:** “FIFA Quality Concept for Football Turf, including project development, update and latest researches.” – representative(s) of FIFA Marketing.
- 3.45 pm – 4.15 pm:** “The Coaches Perspective” – representative(s) from Coaches BV – Dutch Professional Football Coaches Association.
- 4.15 pm – 4.45 pm:** “A KPMG financial report, commissioned by ESTO. The financial benefits of synthetic turf.” – Representatives from KPMG.

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