

Conference Program:

Friday, 27 October 2017

Morning and mid-day arrivals of the Conference participants

14:30-14:45 **Opening of the Conference by EA and IAAF Presidents**

14.45-17.00 **The World of Running - Where are we Heading?**

14.45-15.30 Running in **Europe**

15.30-16.15 Running in **Asia**

16.15-17.00 Running in **USA**

17.30-18.30 **Idea Labs - How to Improve Your Race?**

17.30-18.30 **Classics:** Marathon/Half Marathon/10K

17.30-18.30 **Nature:** Cross Country / Trail

17.30-18.30 **Fun and Adventure:** Colour/ Urban / Obstacle

17.30-18.30 **Informal:** Park/Sunday/Group runs

18.45-19.45 **Commercial Perspectives on Running Communities**

20.00-22.00 Welcome Dinner

Saturday, 28 October 2017

06.45-07.30 MYLAPS Morning Run

08.00-08.45 Warm Up and Networking Breakfast

08.45-11.30 **Know your Runners and Make Sure You Reach Them**

08.45-09.15 Don't ignore the statistics - Demographics in Europe

09.15-09.45 Social & Digital Media Strategy

09.45-10.15 Attracting Runners with Ambassadors

10.30-11.30 **Pick the Brains and Grab the Experience - Top Minds in the industry**

12.00-13.00 **Digital Solutions That Can Improve Your Race**

12.00-13.00 Effective Medical, Security, and Safety Management

12.00-13.00 Staffing and Volunteering Management

12.00-13.00 Effective Social and Digital Media Strategy

12.00-13.00 Loyalty and Membership programs

13.00-14.00 Lunch

14.00-15.30 **10 minutes pitches by Start-ups and Innovators**

15.45-16.45 **Sport for All Strategies**

17.15-18.30 **Round Table**

18.45-19.30 **Leadership Panel**

20.00-22.00 Awards Dinner



EUROPEAN RUNNING BUSINESS CONFERENCE

Frankfurt 2017

Sunday, 29 October 2017

Mainova Frankfurt Marathon

Mainova Frankfurt Marathon starts at 10.00 am. The first male runner will finish at 12.03 pm and the first female runner at 12.22 pm. Start and Finish line is ten minutes from the hotel.