

IAAF Road Running Seminar

IAAF.ORG



IAAF Road Running Seminar



Sebastian Coe

IAAF President

IAAF Road Running Seminar



Your Moderator
Geoff Wightman

IAAF Road Running Seminar



1	Welcome from IAAF President Sebastian Coe
2	Introduction by Moderator - Geoff Wightman
3	About the IAAF (governance, structure, WAS, WHM) - Paul Hardy
4	IAAF Label Races - With open questions, Sean Wallace Jones a) Ten years on b) Requirements (TV, athletes field, label time) c) Future
5	The Story of Copenhagen - Hosting the WHM, Jakob Larsen
6	Value of an IAAF Label – Round Table Discussion - Boston, Valencia, Prague, Copenhagen, Riga
7	Combining Road Running Weekends with other athletic events - Nigel Gough, Nova
8	Round Table Discussion on Road Running - Paula Radcliffe - Steve Jones - Tim Hutchings - Jos Hermens - Massimo Magnani a) Chasing World Records b) Will 2 hours be broken c) Pacing d) Olympic medal vs big money e) Calendar – are there too many races f) Dealing with ARs and MFs g) US distance revival vs Europe potential vs East African dominance

Inside the IAAF



Paul Hardy

IAAF Competitions Director

International Association of Athletics Federations (IAAF)

- Founded in 1912
- 214 Member Federations
- IAAF President - elected every 4 years
- IAAF Council (27 Members) - oversee and supervise the activities of the IAAF
- 4 elected Committees
- 21 appointed Commissions and Advisory Groups

IAAF Road Running Commission

Chairman - Carlo Capalbo

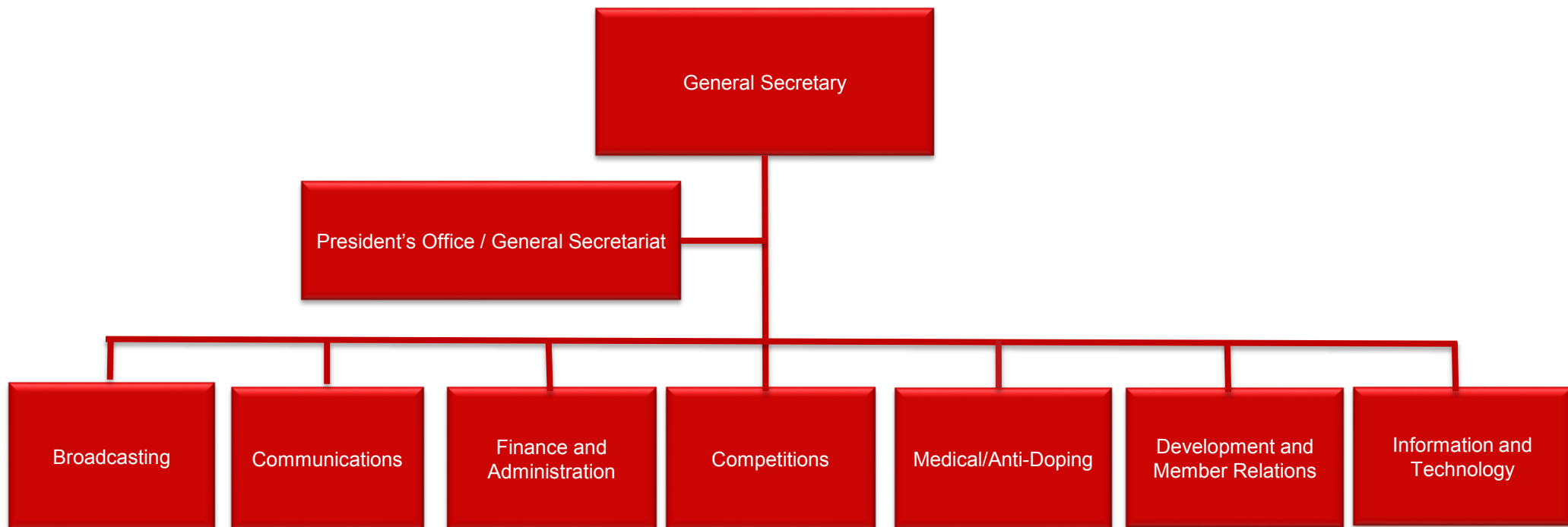


- Provide general advice regarding all matters relating to Road Running;
- Make recommendations to the Council regarding policy for Road Running competitions;
- Review the Competition Rules and Regulations as they relate to Road Running and make recommendations to the Council;
- Foster and develop links with AIMS and liaise and consult on matters, where appropriate;
- Promote, foster and support the worldwide development of Road Running.

IAAF Administration



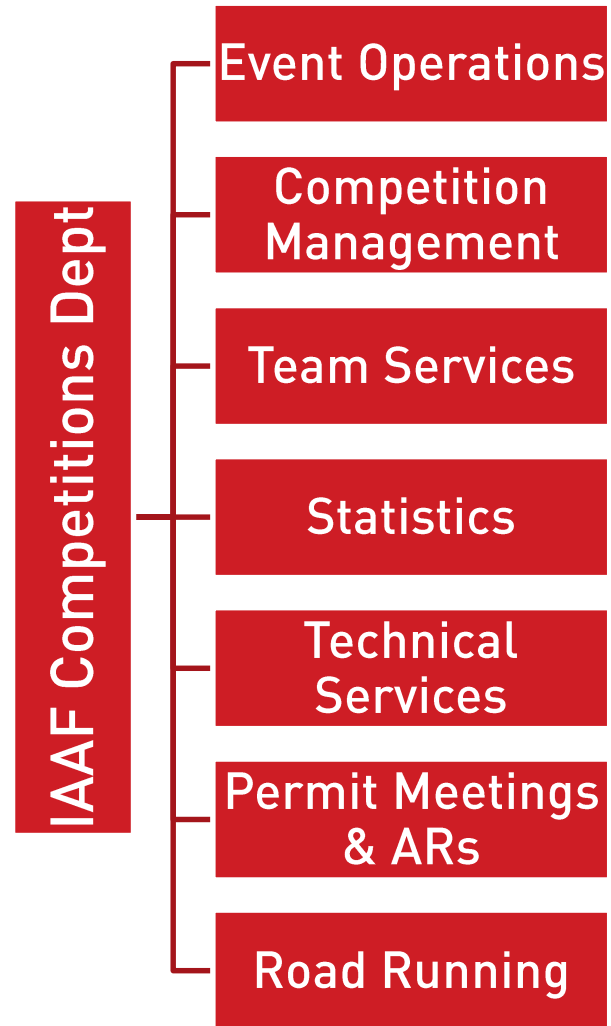
- Located in Monaco (2 offices)
- 70 full-time staff from 16 different countries





- Event Management of World Championships and OGS
- Competition Management
- Team Services
- Certification (equipment, facilities)
- Rules and Regulations
- World Records
- Statistics
- Athletes Representatives
- Circuits (One Day Meetings) - Diamond League, etc.
- **Road Running / IAAF Label Races**

IAAF Competitions Department



IAAF Competition Programme



Event	Frequency	Duration	Number Athletes & Officials
IAAF World Championships	Every 2 years	9 competition days	2500
IAAF World Indoor Championships	Every 2 years	3 competition days	1200
IAAF Continental Cup	Every 4 years	3 competition days	450
IAAF World U20 (Junior) Championships	Every 2 years	6 competition days	2200
IAAF World U18 (Youth) Championships	Every 2 years	5 competition days	1850
IAAF World Cross Country Championships	Every 2 years	1 competition day	650
IAAF World Race Walking Team Championships	Every 2 years	2 competition days	650
IAAF World Half Marathon Championships	Every 2 years	1 competition day	300

IAAF World Half Marathon Championships

- 1st edition in 1992
- 23rd edition – Cardiff 2016
- 2018 – Valencia, ESP
- 2012 – 3 key recommendations:
 - Move to Spring (end of March)
 - In major metropolitan centres
 - Incorporate a mass race



IAAF Label Races



Sean Wallace-Jones

IAAF Senior Manager
Road Running

Some Key Dates

- 1992 first IAAF World Half Marathon Championships
- 1994 IAAF & AIMS agree to work together on Course Measurement and jointly appoint Measurers
- 2003 IAAF Congress approves introduction of official World Records for Road Races (previously World Bests)
- 2006 IAAF publishes list of Qualifying Marathons for Olympics and IAAF World Championships
- 2006 Special Working Group set up to advise on IAAF and Road Running Matters
- 2007 Creation of IAAF Road Running Commission
- 2008 Introduction of IAAF Road Race Labels

Why an IAAF Road Race Label?

- The IAAF Labels for Road Races are intended to:
- Recognise and Reward Leading International Road Races
- Encourage Organisers to Aspire to Excellence
- Create a dialogue with Race Organisers
- Help identify ways in which we can work together for the benefit of all parties
- Promote Road Running among the Athletics Community
- Promote the IAAF and Athletics to the Road Running Community

Basic Principles

- IAAF Road Race Labels are subject to Application by the Race Organisers
- Applications are sent to IAAF and the Member Federation at the same time
- Applications must be countersigned by the IAAF Member Federation
- IAAF makes NO CHARGE for an IAAF Road Race Label
- Member Federations MAY NOT CHARGE ANY FEE for signing the Application
- The Member Federation should inform IAAF of any reason for not countersigning an Application

Strict Criteria

Races aspiring to an IAAF Label are expected to satisfy extremely high standards:

Measurement

All IAAF Label Races must provide a valid International Measurement Certificate, meaning that their course has been measured by an IAAF/AIMS A or B measurer within the 5 years preceding the race. There must have been no changes to the course since that measurement

Health and Safety

All IAAF Label Races must satisfy minimum requirements with respect to the health and safety of participants and officials, particularly in matters of road closures and provision of water stations and general medical assistance

Strict Criteria

Timing and results

All IAAF Label Races must provide full electronic timing and, where possible, transponder (chip) timing for all participants. Results should be available in a timely manner on the event website in the national language and (at least) English.

Media and Promotion

All IAAF Label Races should provide the best possible services and facilities to Media commensurate with local constraints and possibilities. Good facilities for Media mean good promotion of the Race and of our sport!

Anti-Doping

All IAAF Label Races are required to collect a certain number of urine/blood samples for testing, including EPO, in accordance with the prevailing IAAF/WADA Anti-Doping Guidelines

Strict Criteria

Elite Fields

IAAF Label Road Races are required to have both elite Men and Women fields of a minimum of 5 athletes of each gender who have performed at the level indicated in the current Regulations and in the Applications Forms

Exception is made only for Single Gender Elite Invitational Races where only one gender is required, but in all cases at least 5 different nationalities must be represented at the appropriate level – four nationalities minimum for Bronze Label races

The intention is to ensure DIVERSITY of the elite fields at the highest level, hence encouraging wider participation

Strict Criteria

TV coverage is required for all IAAF Gold and Silver Label races

- Gold Label Races must be able to demonstrate TV coverage in at least 5 foreign territories of at least 2 hours for a marathon and pro-rata for shorter distances
- Silver Label races must have at least domestic coverage of at least 2 hours for a marathon and pro-rata for shorter distances
- Bronze Label races should have the widest possible media coverage, but are not required to have television coverage
- *TV coverage helps the promotion of the sport as a whole and adds great value to the individual race. The wider the coverage the greater the value!*

Permit versus Labels

- The IAAF Road Race Label was not designed as a permit, but rather as a recognition of a level of quality
- In 2007 - 6 Applications for an IAAF Road Race Permit
- In 2016 - 91 IAAF Road Race Labels awarded



IAAF Label Races

IAAF Road Race Labels 2016 – A demonstration of imbalance

Silver 18

Gold 47

Bronze 26



IAAF Road Race Labels 2016 – A demonstration of imbalance

- There is currently an imbalance between the three categories of Label:
 - Does this need to be addressed?
 - Every Organiser believes that they are organising a Gold Label Race
 - Should there be a new category – « Diamond/Platinum »?
 - Should the criteria be amended to redress the balance?

2017 – 10th Anniversary of the IAAF Road Race Label

- 2017 will be the tenth year that the IAAF Road Race Labels have been awarded:
 - Time for change? Time for innovation?
 - How can we best adapt the IAAF Road Race Labels to the needs of the sport, the race organisers and the Federations?

A quote from the 2010 Road Running Commission report to Council

“Many of the 213 Federations are proactive, a number are disinterested in road running, whilst there are others who try to exert their authority at all costs and see the road races purely as a source of revenue whilst making no contribution themselves to the races.

Road Running is the biggest participation area of the sport of athletics and is the first introduction to athletics for millions of people. There needs to be a quid pro quo for any fees charged by a Federation, which should be reasonable.

Federations and races should try to work together in harmony.”



Jakob Larsen

The story of Copenhagen

Copenhagen

The Story of the
IAAF World Half Marathon

Championships **2014**



7.000 Youth members

40.000

members

250 clubs

100% Municipalities with rec. running events

Since 2007: 25 % membership growth, 500 % growth in annual income

#42 Denmark's All-athletics.com global ranking

45%

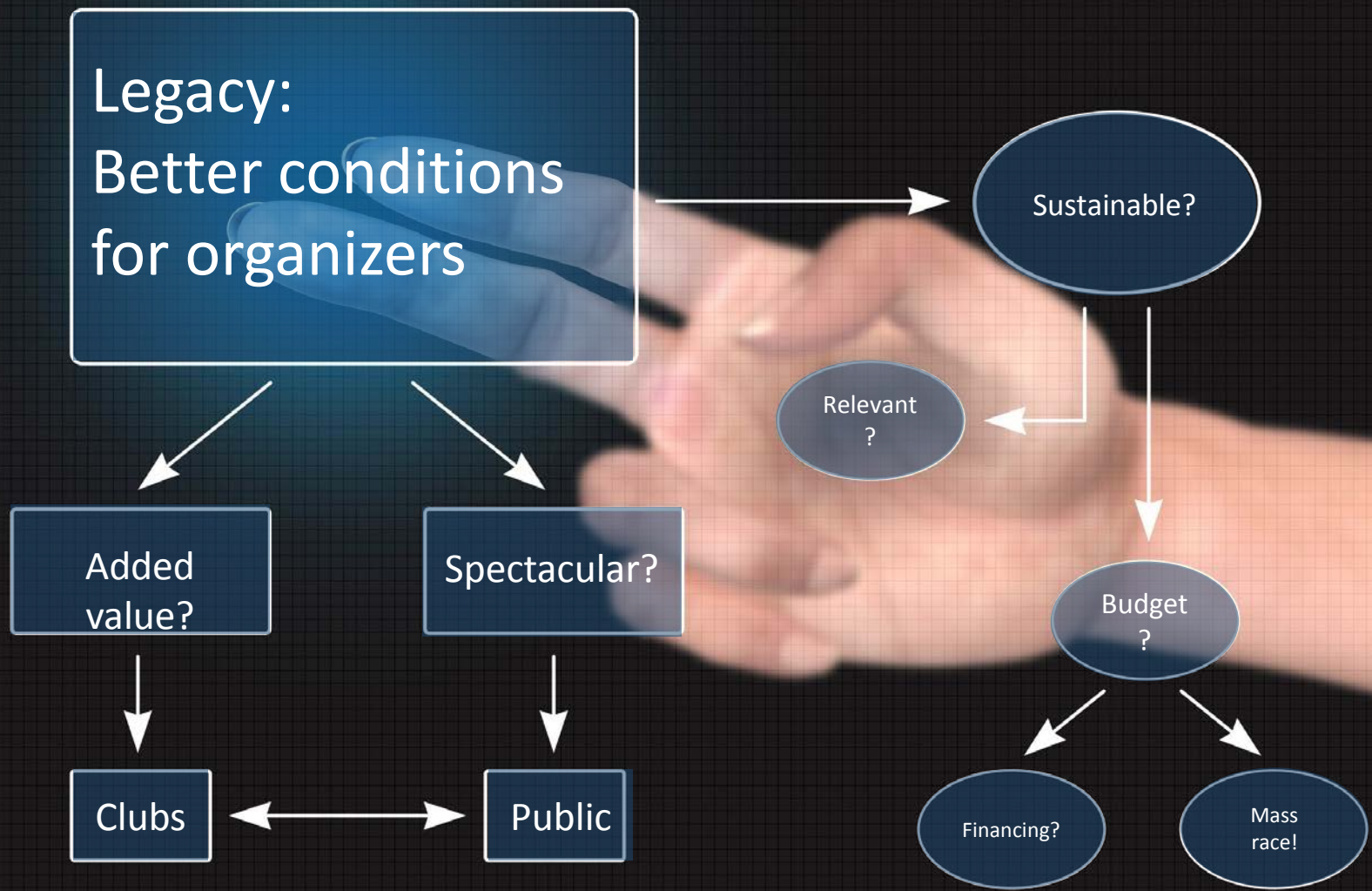
Municipalities with no licensed athletes



High Performance
Traditional athletics
Rec. Running
Rec. Walking
Schools



- 30,000 entries
- 27,112 finishers
- 200,000 spectators
- 6% joined clubs
- Media coverage before race valued at \$4.7M USD
- Federation profit: app. \$200,000 USD





Pre-race
training

Communi-
cation

CEO
Conference



Lasting value

Organizers

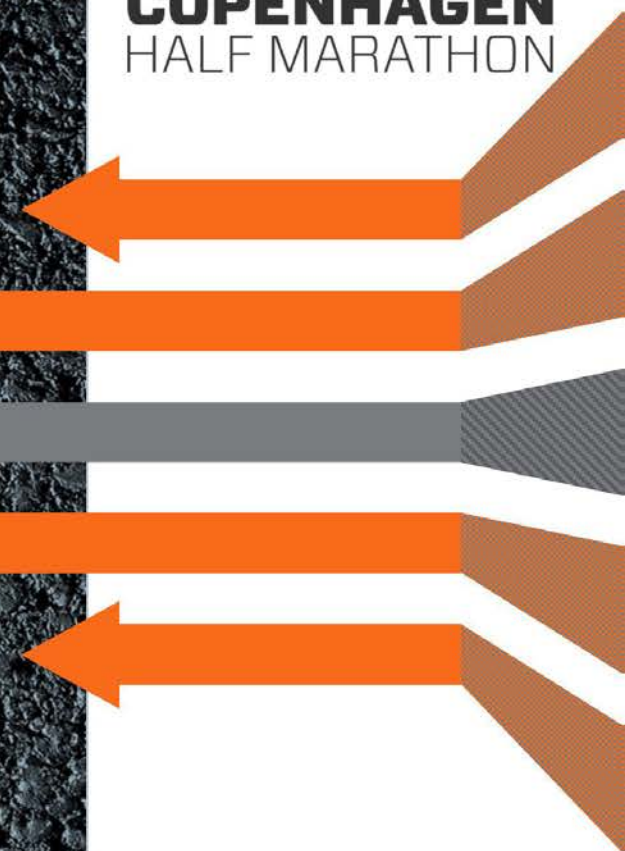
City

Participants

Partners

Clubs

#CphHalf



Brand Value..



Make the event the star

EC indoor?

COPENHELL

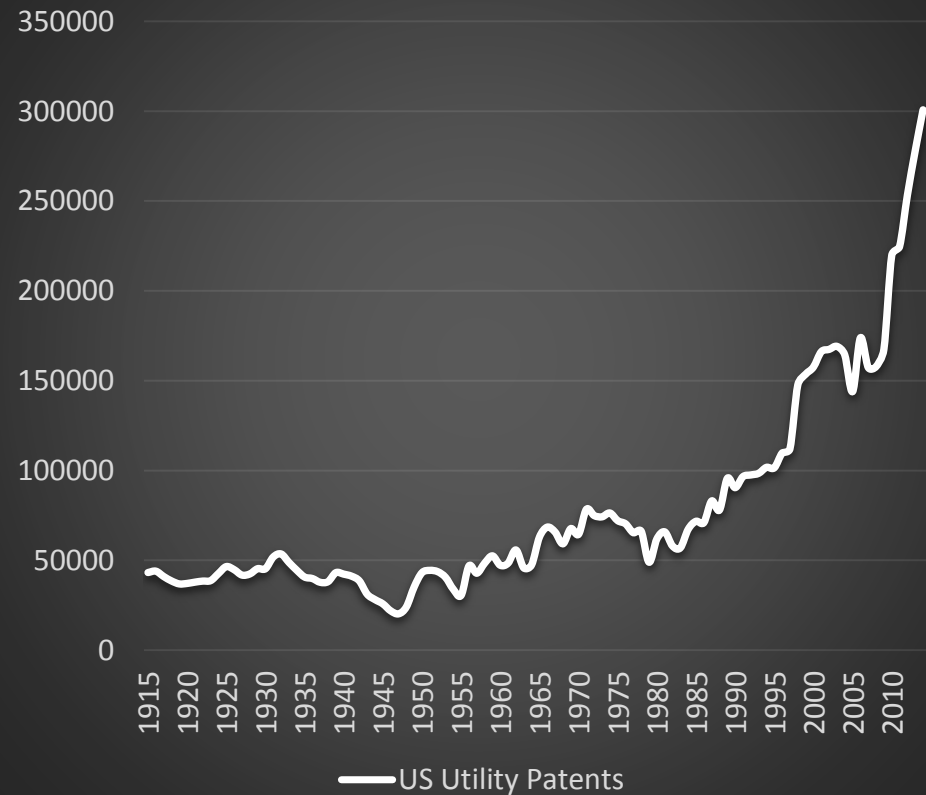


MAD MAX FURY ROAD



The World is changing..

US Utility Patents



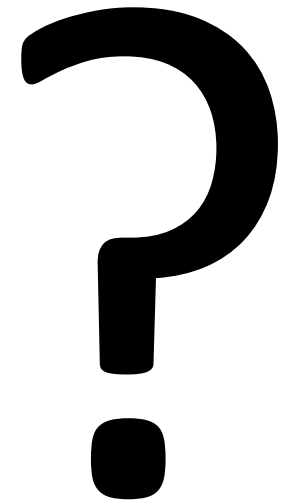
Here today.

Tomorrow....?

2012



2014



Value of an IAAF label

- Tom Grilk – Boston – Gold Label Race
- Paco Borao – Valencia – Gold Label Race
- Carlo Capalbo – Prague – Gold Label Race
- Jakob Larsen – Copenhagen – Silver Label Race
- Aigars Nords – Riga – Bronze Label Race

Nigel Gough

Combining Road Running
weekends with other athletic
events



**Combining road running weekends with
other athletic events**

Nigel Gough, Operations Director

THE ORIGINAL GREAT RUN



In 1981, Olympic Medallist, Brendan Foster, convinced Newcastle-Gateshead Council to close the Tyne Bridge for the very first Great North Run.

***Celebrated 1 million finisher in 2014
5 Hours Live BBC coverage
Economic impact in 2014 - £24 million***

THE GREAT RUN PROPOSITION

- ❑ Running is good for you and must be encouraged!
- ❑ We've created a national series of televised mass participation sports events
- ❑ Our events offer people of all abilities the chance to run with the world's best athletes and raise millions of pounds for charity.
- ❑ We encourage people, young and old, to get fit and active – supporting them to lead healthier and happier lives.
- ❑ We make a positive difference to cities, local communities and individuals



THE GREAT RUN SERIES



great women's
10k

great edinburgh
run
10 miles

great north
run

great manchester
run

great ireland
run

great yorkshire
run

great birmingham
run

great bristol
NEW FOR 2016!

great newham
london
run

great south
run



Junior & Mini

Every major Great Run event also has a supporting event for younger children and families.

PORTSMOUTH

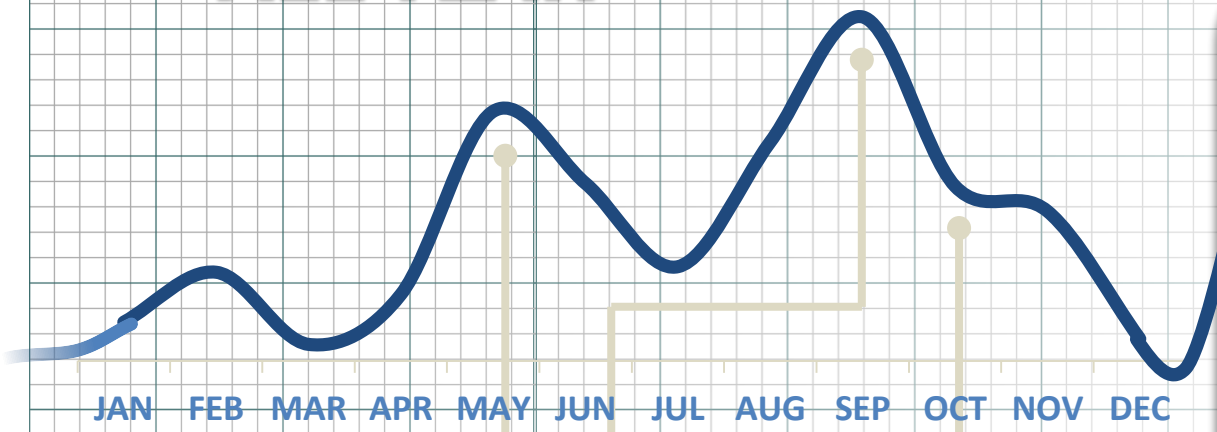
2080

2074

THE GREAT RUN SERIES

ENGAGEMENT

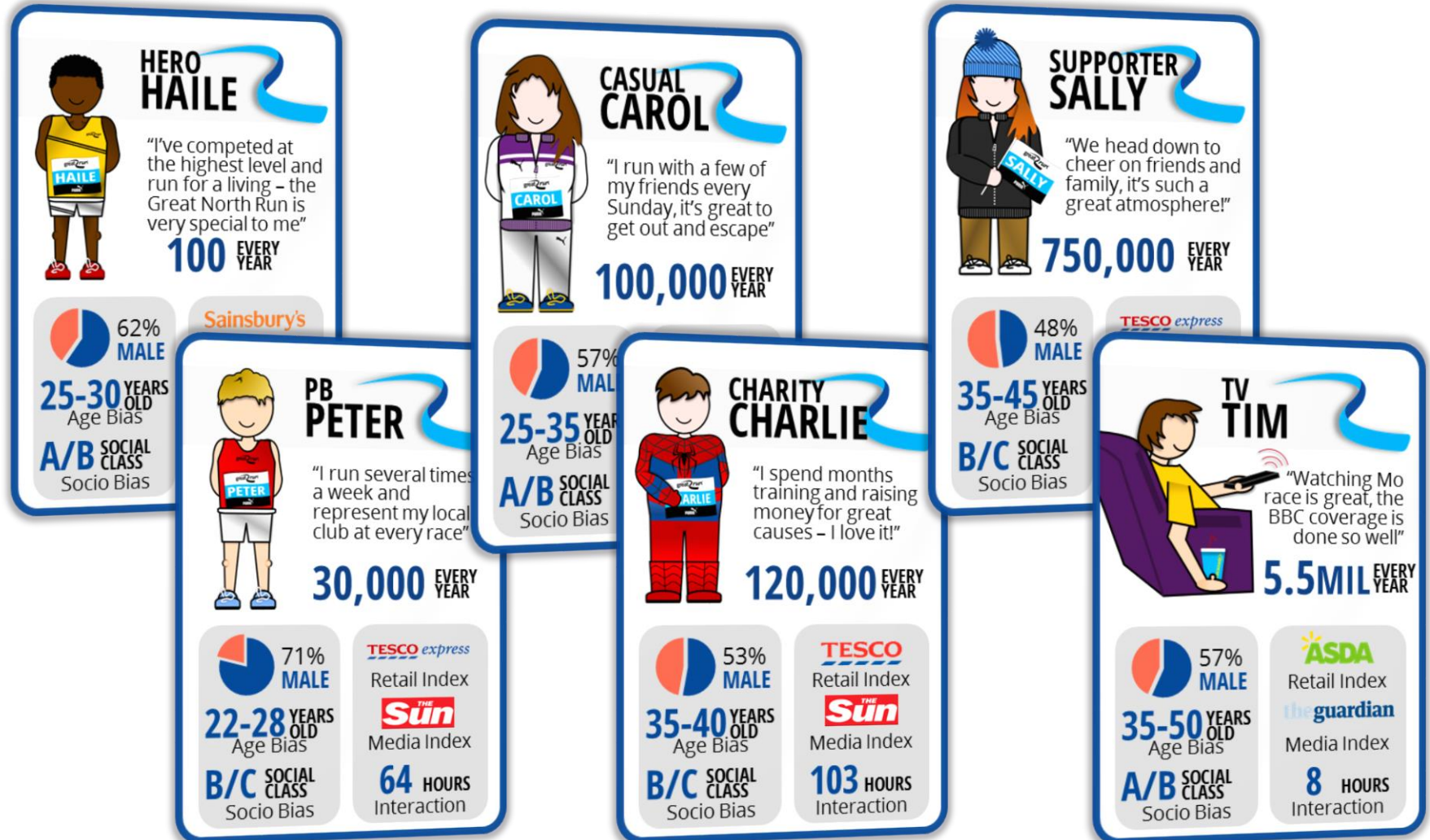
ALL YEAR



- Great Edinburgh Run
- Great Edinburgh XCountry
- Great Women's 10k
- Great Birmingham 10k
- Great Manchester Run
- Great Bristol 10k
- Great North 10k
- Great London Run
- Great London Family Run
- Great London Relay
- Great North 5k
- Great North Run
- Great Yorkshire Run
- Great Birmingham Run
- Great Bristol Run
- Great South 5k
- Great South Run
- Great Ethiopian Run

AUDIENCE

OUR 6 CORE SEGMENTS



Great **CITYGAMES**



STREET ATHLETICS



Background

- The **Great City Games** showcases athletics in a completely unique format
- *Up close and personal experience for fans*
- Purpose built, temporary outdoor arenas - featuring a specially constructed 4 lane sprint track
- Spectators can watch incredible performances in disciplines ranging from 100m hurdles, to long jump and pole vault, completely free of charge, against the iconic cityscapes of Manchester and the Newcastle Gateshead Quayside
- 2 x 90 Minutes Live Programmes on BBC

Crowd pleaser

Speed	Exciting	Up close
Athletes	Heroes	
Energising	Competition	Superstars
Power	Unique atmosphere	
Loud	Strength	Inspiring



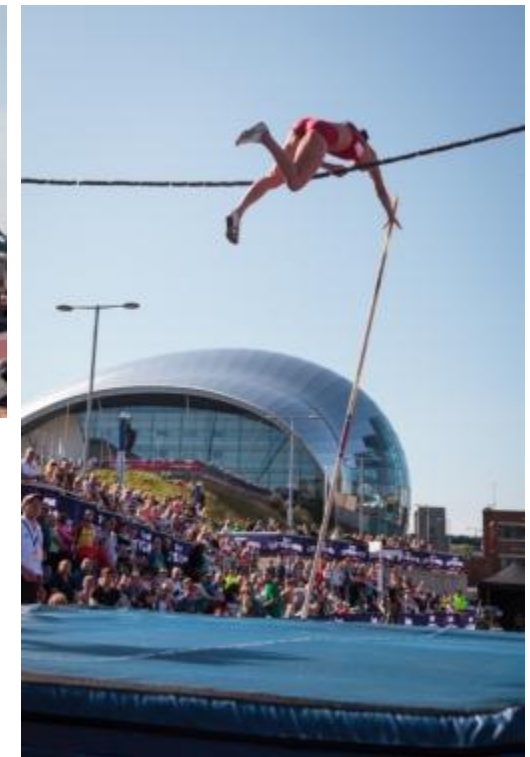
RATIFICATION AND CREDIBILITY



Newcastle Gateshead



- First Staged in **Newcastle Gateshead in 2008**
- World Class athletics events on purpose built IAAF approved track
- Sprints – 210m x 7.5m platform.
- Hurdles, Pole Vault, Long Jump and Mile Races
- Elite races - able and paralympians, Schools sprints



- **Televised for 90 mins
LIVE on BBC**



- First Staged in **Manchester City Centre** in **2009**
- World Class athletics events on purpose built IAAF approved track – 255m x 7.5m platform
- Sprints, Hurdles, Pole Vault, Long jump
- Elite races - able and paralympians, Schools sprints
- **Televised for 90 mins LIVE on BBC**



Great North **CITYGAMES** 2012

GB & NI v USA





Thank You

the great  run
company®

Round Table discussion on Road Running

Jos Hermens

Tim Hutchings

Steve Jones

Massimo Magnani

Paula Radcliffe