



GLOBAL
RUNNING
CONFERENCE
BANGKOK 2022

2ND WORLD ATHLETICS GLOBAL RUNNING CONFERENCE

Bangkok, 1-3 December 2022 | Royal Paragon Hall

The Next Normal. **Re-imagining Running and Running Events.**

THEMATIC STRAND #1

RUNNING WHY?

What it means to be runners today

THEMATIC STRAND #2

RUNNING WHERE?

The sport and its spaces

THEMATIC STRAND #3

RUNNING HOW?

Modes of organisation and participation in running events

EVENT PACKAGES FOR ROAD RACE ORGANIZERS:

Cat. A: Thank-you Label Race organiser pass <small>(for current Label race organiser as long as Label obtained in 2020 or sooner)</small>	Cat. B: Label Race organiser pass	Cat. C: Non-Label race organiser pass	Cat. D: non-organiser delegate pass
<p>FREE OF CHARGE. 55 available, first come first served, 1 representative per race organisation.</p> <p>Includes:</p> <ul style="list-style-type: none"> Up to 4 complimentary hotel nights Access to conference with coffee breaks All meals Airport transfers Welcome dinner & social functions 	<p>FREE OF CHARGE. 55 available, first come first served, 1 representative per race organisation.</p> <p>Includes:</p> <ul style="list-style-type: none"> Access to conference with coffee breaks All meals Airport transfers Welcome dinner & social functions Negotiated hotel rates available (approx. USD 80 single – 90 double) 	<p>USD 200 each. (Free for Thai race organisers) 200 available.</p> <p>Includes:</p> <ul style="list-style-type: none"> Access to conference with coffee breaks Airport transfers Whenever possible, invites to social functions depending on space 	<p>USD 300 each. 200 available.</p> <p>Includes:</p> <ul style="list-style-type: none"> Access to conference with coffee breaks Airport transfers

SAVE THE DATE – REGISTRATIONS TO OPEN AROUND 5 OCTOBER





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THEMATIC STRAND #1

RUNNING WHY?

What it means to be runners today

- Runners' value sets and needs and how they have evolved through time
- Similarities/differences between running motivators across cultures and generations
- Findings from the latest market research into recreational running
- Clubs and communities. modes of aggregation in mature and emerging running markets
- 'Spiritual but not affiliated': are more and more runners choosing not to sign up for races?
- The 70s. The 00s. The mid-10s. What defines a "running boom" and when's the next one (now?)
- The ultrarunner's mindset. Why it's hip to go the distance
- Short and sweet: road miles as an entry gate to the sport?
- The hyper-quantified self. How the monitoring of everything is changing how we practice and enjoy running

THEMATIC STRAND #2

RUNNING WHERE?

The sport and its spaces

- The State of Trail Running
- Destination races, and the state of participation sports tourism
- Urban landscapes for runners: designing the best racecourse
- The other 364 days: making cities fit for runners
- Winning the fear of local communities: the benefits of running events for the non-running population
- Beyond economic impact: introducing the social impact
- Pro-running policies and their effects on public health outcomes
- Go natural. Behind the global explosion of trail running.
- Virtual races. 3 years on, where are we?
- The event hosting pipeline: from local event to world championships

THEMATIC STRAND #3

RUNNING HOW?

Modes of organisation and participation in running events

- Failing and thriving business models for mass participation events going forward: what have these past 3 years taught us
- Marketing a mass participation event in 2023
- Public sector involvement in running events: comparing models
- Race ownership trends: consolidation vs. extreme fragmentation
- Addressing diversity, equity and inclusion
- All in the same boat? How the pandemic hurt some races more than others
- The elephant in the room: pricing races in a world where everything's more expensive
- The impact of Web3 on the mass participation sporting events industry
- Sport volunteering cultures across the world, and the expected developments of the volunteering landscape
- The imperative of sustainability and its cross-geographic interpretations
- The impact of climate change on running events
- The Great Resignation and the Shortage of Everything: how to overcome staffing and supply chain issues

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