



The Next Normal. Re-imagining the World of Running and Mass Participation

THURSDAY, 1 DECEMBER

DAY 1

MASS PARTICIPATION 3.0: riding the storm and creating our future

10:15

Welcome and Housekeeping
Chris Robb, CEO & Founder, Mass Participation World

10:25

Keynote: Setting the course
Chris Robb, CEO & Founder, Mass Participation World

10:55

Panel discussion: **What are the problems we are solving? Understanding how to release more value from our running events for our participants & partners.**

Viola Lough, Consultant: Social Return on Investment (SROI) Expert, Portas Consulting
Caroline Darcy, Founder, Milka Marketing
Michael Nishi, COO and Partner, Chicago Event Management/Bank of America Chicago Marathon
Stuart Snowden, Managing Director, IPSEM Squared
Moderated by Chris Robb

11:35

Interview: **A macro view of what's coming.**
Unmish Parthasarathi, Founder & Executive Director, Picture Board Partners.
In conversation with Chris Robb

12:05

Lunch Break

13:00

Panel discussion: **Shared Data for Shared Success of Running Events: A compliant, collaborative approach to unlocking our under-utilized asset.**

Jackie Levi, Chief Strategy Officer, Haku
Chiraag Paul, Founder and CEO, Proem
Pierre Duvelleroy, Founder, njuko
Stefan Gent, Vice President, MarathonFoto
Niels Schut, Founder and CEO, Sportunity
Moderated by:
Sam Middlehurst, CEO admiral.digital

13:40

Panel discussion: **The Role of Governments: What are they looking for and what can we offer?**

Asahi Takano, Partner & Head of APAC, Portas Consulting
Janis Burke, CEO Harris County, Houston Sports Authority

Roy Teo, Chief (Industry Development, Technology & Innovation) Sport Singapore

Moderated by:

Jason Gewirtz, Editor & Publisher, Sports Travel Magazine

14:20

Panel discussion: **The power of purpose. Re-imagining a purpose-led organization for the benefit of all stakeholders.**

Michael Nishi, COO and Partner, Chicago Event Management/Bank of America Chicago Marathon

Tony Bonney, Managing Director & Head of Strategy, Grow, On Purpose

In conversation with Chris Robb

14:50

GSIC Innovation spotlight. Part 1.

Hosted by Raj Sambwani, APAC Lead, GSIC powered by Microsoft (12 min conversations with four innovators)

Jackie Levi, Chief Strategy Officer Haku

Salvador Garcia Zalduogui, Partner & Head of Operations, iRewind

Stefan Gent, Vice President, MarathonFoto

Jim Harrison, Co-Founder, xG

15:45

Coffee Break

16:05

GSIC Innovation spotlight. Part 2

Hosted by Raj Sambwani, APAC Lead, GSIC powered by Microsoft (12 min conversations with four innovators)

Lehlohonolo Makaja, CEO & Founder, Dreambib

Vinod Kashyapniels, Co-Founder, Naenu

Niels Schut, Founder & CEO, Sportunity

Cade Netscher, Founder and CEO, Neurun

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Interview: **A look around the corner at emerging health technologies: what opportunities might they present?**

Caroline Darcy, Founder, Milka Marketing.

In conversation with

Unmish Parthasarathi, Founder & Executive Director, Picture Board Partners

17:35

Interview: **Web 3 and the Metaverse: what opportunities for mass participation events?**

Raj Sambwani, APAC Lead, GSIC powered by Microsoft

Jim Harrison, Founder, xG Studios

Joe Pace, Director, Web3 and Digital Goods, ASICS Corporation

Unmish Parthasarathi, Founder & Executive Director, Picture Board Partners

18:20

Wrap up and close. End of day 1

19:20

Opening dinner. Novotel, second floor. Open to all accredited conference delegates.



The Next Normal. Re-imagining the World of Running and Mass Participation

FRIDAY, 2 DECEMBER

DAY 2

10:15

Welcome and Housekeeping

Chris Robb, CEO & Founder, Mass Participation World

10:20

Keynote: Running: lessons from the park. Outdoors, active, social.

Tom Williams, COO, Parkrun Global

10:45

Presentation: The Social Impact of Running Events

Vassil Girginov, President, European Association of Sport Management

11:10

Interview: Registration done backwards: re-engineering the participant experience.

Pierre Duvelleroy, Founder, njuko.

In conversation with Chris Robb.

11:40

Presentation: Social Transformation through distance running: the next 5 years.

Vivek Singh, Joint Managing Director, Procam International

12:05

Lunch Break

12:45

Panel discussion: Feeling champions. When World Championships are for everyday runners.

Aigars Nords, World Athletics Road Running Championships Riga 2023

Marko Vasic, Director of Running, European Athletics

Mark Hurst, Competitions Bidding Manager, World Athletics

Moderated by

Andrea Trabuio, General Director MG Sport and former Head of Mass Events, RCS Sport

13:15

Panel discussion: What it means to be runners today.

Dawna Stone, CEO, Abbott World Marathon Majors

Tom Williams, COO, Parkrun Global

Vivek Singh, Joint Managing Director, Procam Int'l.

Wayne Larden, Event Director, Blackmores Sydney Marathon

Moderated by:

Chris Robb, Founder and CEO, Mass Participation World

13:50

Visit of the Prime Minister of Thailand, press activities, live message from Seb Coe, World Athletics President and thank-you ceremonies

15:00

Coffee Break

15:20

Interview: Dawna Stone, CEO, Abbott World Marathon Majors In conversation with Chris Robb

15:50

Presentation: It's all about Vienna. Transferring the spirit of a destination into a unique running experience.

Kathrin Widu, Executive Director, Vienna City Marathon

16:15

Presentation: Trends in Active Sport Tourism.

Jason Gewirtz, Editor & Publisher, Sports Travel Magazine

16:40

Panel discussion: Marketing destinations through marathons.

Andrea Trabuio, General Director MG Sport and former Head of Mass Events, RCS Sport

Arif Çetin, Chief of Event Management, Sport Istanbul

Wayne Larden, Sydney Marathon

Sotiris Kyranakos, CEO, Athens Marathon. The Authentic

Kathrin Widu, Executive Director, Vienna City Marathon

Moderated by

Jason Gewirtz, Editor & Publisher, Sports Travel Magazine



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FRIDAY, 2 DECEMBER

DAY 2

17:15

Presentation: **Mass participation sporting event in the metropolis: the example of the Istanbul Marathon.**

Arif Çetin, Chief of Event Management, Sport Istanbul

17:40

Panel discussion: **Creating narratives with racecourse design.**

A conversation with:

Norrie Williamson, Technical Consultant and International Course Measurer, World Athletics

Dave Cundy, VP & Technical Director, AIMS – Association of Marathons and Distance Races

Jakob Larsen, Director of Competitions & Events, World Athletics

Moderated by

Alessio Punzi, Head of Running and Mass Participation, World Athletics

Followed by general Q&A with the public

18:30

Presentation: **Marketing through racecourse. The Athens Marathon case study**

Sotiris Kyranakos, CEO, Athens Marathon. The Authentic

18:55

End of day 2



The Next Normal. Re-imagining the World of Running and Mass Participation

SATURDAY, 3 DECEMBER

DAY 3

10:15

Welcome and Housekeeping
Chris Robb, CEO & Founder, Mass Participation World

10:20

Presentation: **Making cities fit for runners. Pro-running policies and their effects on public health outcomes.**
Prof. Jeroen Scheerder, Head Policy in Sport and Physical Activity, KU Leuven

10:45

Interview: **The social and governance dimensions of sustainability: how do these apply to mass participation sporting events.**

Vassil Girginov, President, European Association of Sport Management,
interviewed by
Nevena Vukasinovic, Partnerships & Comms Specialist,
Green Sports Hub Europe, BCW, AFA

11:10

Presentation: **The need for integrity.**
Brett Clothier, Head of the Athletics Integrity Unit.

11:35

Coffee Break

11:50

Presentation: **A transformative approach to mass participation sports.**

Nevena Vukasinovic, Partnerships & Comms Specialist, Green Sports Hub Europe, BCW, AFA

12:15

Interview / Presentation: **Adapting event offer to meet expectations of today's runners. Lessons from the USA.**

Christine Bowen, Chief Operating Officer, Running USA.
In conversation with Norrie Williamson

12:45

Lunch Break

13:45

Presentation: **Participation trends in trail running.**
Janet Ng, President, ITRA

14:15

Report Release: **State of Trail Running 2023.**
Jens Jakob Andersen, Founder, RunRepeat.com

14:35

Presentation: **Building great products in the off-road space.**
Sabrina De Nadai, Key Account & Sales Manager, UTMB Asia

15:00

Coffee Break

15:25

Panel discussion: **The 360-degree participant experience: it goes far beyond race day + Marketing too runners in 2023.**

Salvador Garcia Zalduogui, Partner & Head of Operations, iRewind
Claudio Zappetti, Sales Director, Pica Group
Rolly Kayumba, Race Director, Congo River Marathon
Jaclyn Levi, Co-Founder & Chief Strategy Officer, haku
Aigars Nords, World Athletics Road Running Championships Riga 2023
Moderated by
Marko Vasic, Running Unit Director, European Athletics

16:10

Presentation: **The ASICS State of Mind Index.**
Fiona Berwick, General Manager of Global Marketing Communications, ASICS Corporation

16:35

Closing keynote: **Operational challenges in a post-Covid world.**

Mike Nishi, COO & Partner, Chicago Event Management,
Bank of America Chicago Marathon



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DAY 3

17:00

Final remarks

Jakob Larsen, Director of Competitions & Events, World Athletics

17:15

End of Conference