



get set

TOP TIPS FOR SUCCESS
ON AND OFF THE FIELD OF PLAY





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Build your own brand

GETTING STARTED

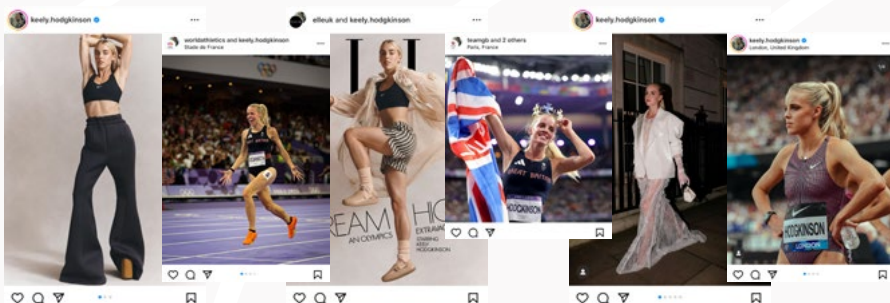
WHY?

Athletics is all about numbers – who is the fastest, jumps and throws the farthest.

**But: people cannot remember numbers.
They need stories and personalities to
connect with.**

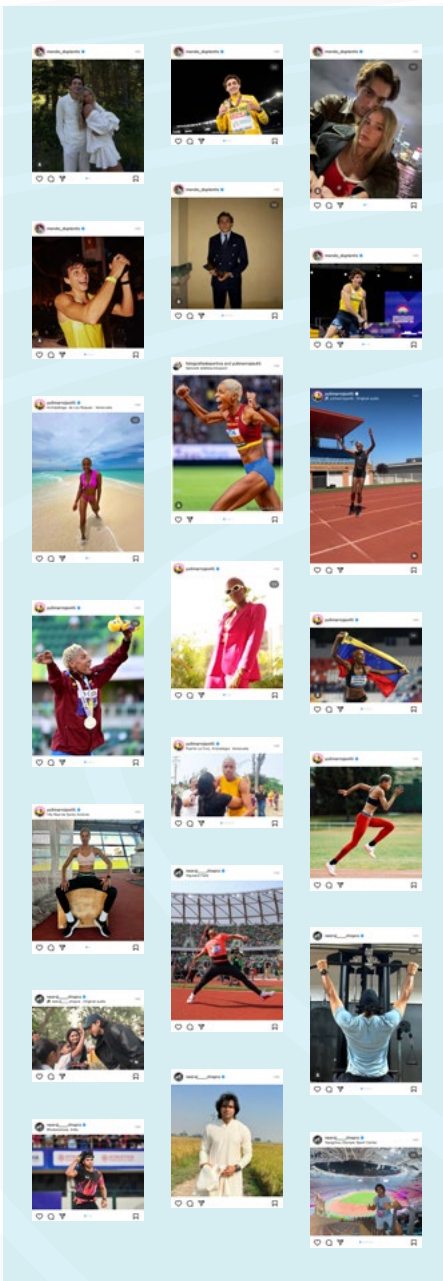
More and more brands are investing in **personalities** instead of just **performance**.

They need to see **both** from you as an athlete.



NAVIGATING SOCIAL MEDIA

- People will only engage with your accounts, if there's something to engage with.
- There is no one-size-fits-all approach to social media platforms, but people like positive, funny and inspirational content.
- Different platforms have different audiences – take a look at your insights.
- Photos and videos protected by copyright require owner's permission to share.
- Respect goes a long way, online and in real life. Remember: "always tweet others the way you want to be tweeted."



MORE THAN AN ATHLETE

Global championships are just one opportunity for you to shine.

Remember, **you are more than “just an athlete”**. Showcasing personality throughout the year can make a difference in creating the right image, growing a supportive fan-base and even securing the right sponsorship.

Identify what makes you stand out from your competitors and other athletes and don't be afraid to show it – in real life and on social media.

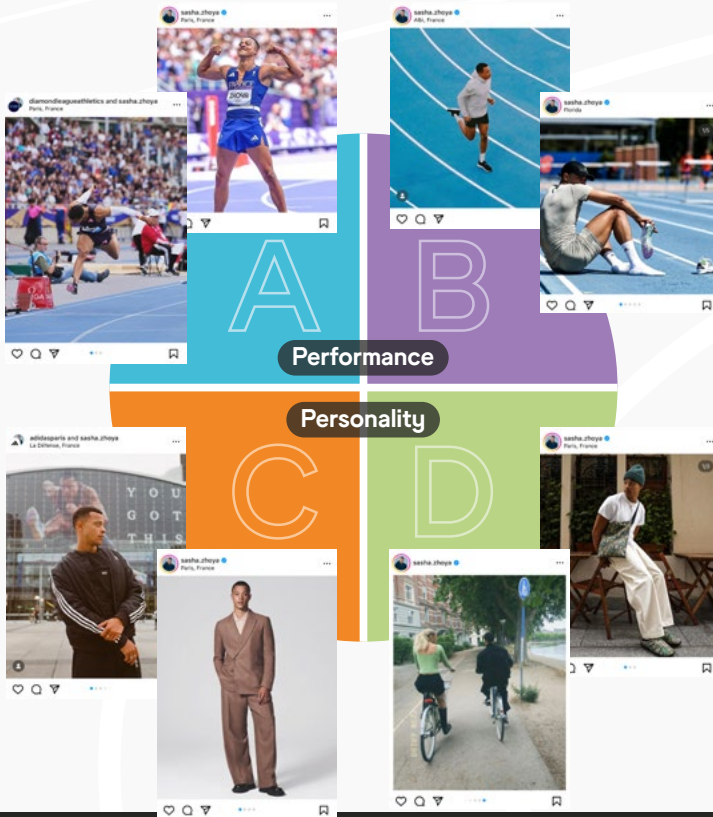
To help answer this, ask yourself:

- Why am I doing this sport?
- What are my long-term goals away from the field of play? In 5, 10, 15 years' time.
- How can I share the positive impact athletics has on my life with others?
- What's my story? How did I get to where I am right now?

Tip: Create a timeline and highlight places, people, life events, that affected you – good and bad! – to help you identify key moments that are worth sharing, celebrating and remembering as part of your unique story. Nobody else's will look the same. **Authenticity is key!**

YOUR UNIQUE MIX OF CONTENT

To help fans get to know you better, the right mix of content across your channels is important. If you only focus on performance, many athletes' social media channels will look the same. By creating a mix of performance and personality, fans will relate to you as a person, and not just the athlete.



A) Competition:

In big stadiums, competing with the sport's biggest stars.

C) Appearances:

Press conferences, sponsorship engagements, photoshoots, awards – things you get to do because you're an athlete.

B) Behind the scenes:

Training, travel, warm-up, take the fan to places they normally can't go.

D) Outside Life:

Studies, hobbies, talents, volunteering, other work – things you do away from the sport because you choose to.

Not everything you post has to be your own content – but always respect people's copyright. Directly engaging with your peers and other people helps bring new eyeballs on your channels.



1) Your own content:

photos, text, videos.

2) Direct engagement

with your peers, people or accounts you like, fans, organisations.

3) Amplify

other people's content and tell your followers why you are sharing it.

STAY SAFE ON SOCIAL



Create a strong password and protect it:

- Make sure that it's at least 6 characters long. Try to use a complex combination of numbers, letters and punctuation marks.
- Don't use your password anywhere else online (like your email or bank account).
- Never share your password. You should be the only one who knows it.
- Avoid including your name or common words. Your password should be difficult to guess.
- Consider changing your password every 6 months for extra security.

There are various options to help protect your accounts and yourself from – cyber and personal – attacks.



Set up two-factor authentication for all your accounts. Especially when the limelight is on you, hackers try to take control of your accounts. Keep them as secure as possible, update passwords you haven't changed in a while as per the above.

More useful tools in your account settings:

- **Comment control** – determine who can comment (only people you follow, no-one, only people you mention, etc.) on your posts
- **Hidden words** – hide offensive comments and words, create custom list of words that won't show in your comments, filter commonly reported words
- **Reachability control** (in direct messages on Instagram and Facebook)
- **Limits** – Instagram automatically limits unwanted interactions for a duration you can specify when you want to focus (i.e. 3 days, 1 week, etc.)
- **Mute, restrict (the other user won't know) or block** (the other user will know) users you don't want to interact with

Build your own brand

CONTENT

SHARE YOUR WORLD CHAMPIONSHIPS EXPERIENCE WITH YOUR FANS
AND FRIENDS!

Access unique competition photos to grow your social media pages.

1. Visit worldathletics.socialie.com/from-web/get-started (or scan the QR code below)
2. Enter the invite code: "athlete"
3. Connect with World Athletics



Know your sport

COMPETITION

NAVIGATING THE COMPETITION LANDSCAPE

Competitions are planned using the global calendar to provide athletes with maximum opportunities to compete across a range of events worldwide.

There are seven World Athletics Series Events, which take place every two years, except for the World Athletics Road Running Championships, which from 2025 will take place every year.

In 2026, a new event will be added: the **World Athletics Ultimate Championship**.

It will determine the best athletes by having world champions, Olympic champions, Wanda Diamond League winners, and the year's top performers compete against each other.

The World Athletics Ultimate Championship will have a record-setting prize pot of US\$10 million – with gold medallists set to receive US\$150,000.

For Area and National Championships there are suggested windows to help fit those events in the overall annual global calendar.

WORLD ATHLETICS SERIES EVENTS

World Athletics Championships	World Athletics Indoor Championships	World Athletics U20 Championships
World Athletics Race Walking Team Championships	World Athletics Relays	World Athletics Cross Country Championships
	World Athletics Road Running Championships	

WORLD ATHLETICS ULTIMATE CHAMPIONSHIP

OTHER INTERNATIONAL EVENTS

Olympic Games	Youth Olympic Games
Area Championships	National Championships

ONE-DAY MEETING CIRCUITS

Wanda Diamond League	World Athletics Continental Tour	World Athletics Indoor Tour
World Athletics Cross Country Tour	World Athletics Combined Events Tour	World Athletics Race Walking Tour

WORLD ATHLETICS LABEL ROAD RACES

Did you know?



The Wanda Diamond League circuit consists of 14 meetings across four continental areas.



The World Athletics Continental Tour and World Athletics Indoor Tour consists of over 250 and over 50 events respectively across the world. These events are divided into three categories – Gold, Silver and Bronze (and Challenger for the Continental Tour).



Good to know



You can access the World Athletics global calendar via worldathletics.org
→ Competitions → Calendar



If you compete in a meeting that is not listed on the official World Athletics calendar, results are not guaranteed to be ratified or may not count towards World Rankings.

Circuit and Tour wild cards are allocated at the discretion of the meeting organiser.

WHEN PLANNING YOUR COMPETITION SCHEDULE YOU SHOULD
CONSIDER:

- ☐ Qualification systems for major championships (including qualification marks and windows)
- ☐ Your federation's selection policy including mandatory qualification events (for example National Championships or Trials)
- ☐ Which Tours and Circuits are available for your discipline, and where and when do they take place
- ☐ How to enter a competition – learn the practicalities of how to be invited to a 1 day meet

Know your sport

RULES & REGULATIONS

To ensure a fair sport, World Athletics sets rules and regulations that apply to all participants. This ensures an even playing field.

There are rules which relate to various aspects of competition. It is important to familiarise yourself with those rules to ensure that the results you obtain in competition are considered valid.

Two important sets of rules relate to anti-doping and athletics shoes.

ANTI-DOPING

Athletes who compete in athletics cannot take prohibited substances. Every year, the World Anti-Doping Agency publishes a list of prohibited substances in sport.

What you must do:

- Be aware of all medications and supplements you are taking
- Verify the ingredients against the Prohibited List – athleticsintegrity.org/know-the-rules/understand-the-prohibited-list



Another useful tool to search for specific products manufactured in your country is **Global DRO**, accessible here – globaldro.com/home/index.

- If you take regular medication which features on the Prohibited List, you should consult with the Athletics Integrity Unit or your local national anti-doping agency to apply for a **Therapeutic Use Exemption**.
- You may be subject to doping control testing throughout your athletics career, and be required to provide urine and/or blood samples.
- Compete clean!

COMPETITION SHOES

World Athletics sets out rules as to what shoe models can and cannot be worn in athletics competitions. Some shoes may be approved in some disciplines, but not in others.

What you must do:

- Identify the shoe model you intend to wear in competition.
- Verify the shoe against the Shoe Checker Application – certcheck.worldathletics.org.

Shoes that are not on the application are not authorised to be worn in competition.



- You may also be required to undergo **shoe control** at competitions: this may include the shoe control officer taking photos of your shoes, or, your shoes being collected for independent assessment.
- It is important to keep your shoes with you after competing.





Know your sport

KIT GUIDELINES

WAS EVENTS

There are a number of ways in which you can leverage sponsors.

One option is on your competition kit. The rules for this are quite simple, but many athletes don't know what the opportunities are.

SPECIFICATIONS

UPPER BODY

TOTAL MAX 3 LOGOS

1x Country Emblem

2x Commercial Sponsors (includes sports manufacturer)

5cm height, 10cm width, max 40cm²

Sports manufacturer logo can only appear on front.

All other positions are optional, and can appear on sleeves and reverse

Country/Athlete Name or 3 Letter Code

Front or Reverse

Vertical max width 10cm; Horizontal max height 10cm

LOWER BODY

TOTAL MAX 2 LOGOS

1x Country Emblem

1x Commercial Sponsor (includes sports manufacturer)

5cm height, 10cm width, max 40cm²

Sports manufacturer logo can only appear on front.

All other positions are optional, and can appear on front or reverse

Country/Athlete Name or 3 Letter Code

Front or Reverse

Vertical max width 5cm; Horizontal max height 5cm

For any decorative marks on upper or lower body: max 10cm width

ALL OTHER APPAREL / ACCESSORIES

TOTAL MAX 2 LOGOS

1x Country Emblem/Name

1x Sports Manufacturer

Country Emblem/Name max 5cm height

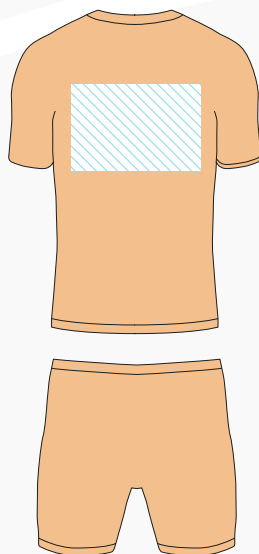
Sports manufacturer logo 4cm height or width, max 10cm²

PLACEMENT

FRONT





REVERSE



KEY FOR POSITIONS


All positions depend on the type/style of the individual competition kit e.g. if it has sleeves, zips, vests, crop tops, leotards etc.

 Designated areas for:
Sports Manufacturer Logo

 Designated areas for:
Country Emblem
Commercial Sponsor
Country/Athlete Name or
3 Letter Code

 Bib positioning



 Designated areas for:
Country Emblem/Name
Sports Manufacturer Logo

Know your sport

KIT GUIDELINES

ONE DAY EVENTS

SPECIFICATIONS

UPPER BODY

TOTAL MAX 3 LOGOS

3x Personal Sponsors (includes sports manufacturer)

5cm height, 10cm width, max 40cm²

Sports manufacturer logo can only appear on front.

All other positions are optional, and can appear on sleeves and reverse

Athlete/Club Name

Vertical max width 10cm; Horizontal max height 10cm

LOWER BODY

TOTAL MAX 3 LOGOS

3x Personal Sponsor (includes sports manufacturer)

5cm height, 10cm width, max 40cm²

Sports manufacturer logo can only appear on front.

All other positions are optional, and can appear on front or reverse

Athlete/Club Name

Front or Reverse

Vertical max width 5cm; Horizontal max height 5cm

For any decorative marks on upper or lower body: max 10cm width

ALL OTHER APPAREL / ACCESSORIES

TOTAL MAX 2 LOGOS

1x Athlete's Name

1x Sports Manufacturer

Athlete's Name max 5cm height

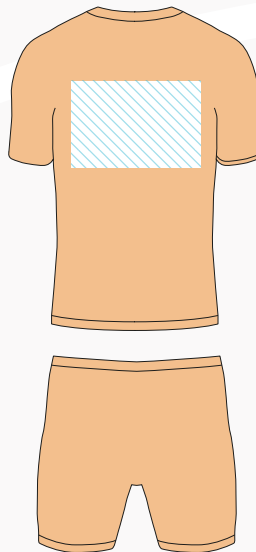
Sports manufacturer logo 4cm height or width, max 10cm²

PLACEMENT

FRONT





REVERSE



KEY FOR POSITIONS


All positions depend on the type/style of the individual competition kit e.g. if it has sleeves, zips, vests, crop tops, leotards etc.

 Designated areas for:
Sports Manufacturer Logo

 Designated areas for:
Personal Sponsor
Athlete/Club Name

 Bib positioning



 Designated areas for:
Athlete's Name
Sports Manufacturer Logo



Well and winning

SAFEGUARDING

WHAT IS SAFEGUARDING?

Safeguarding is about making sure athletes, especially children, are safe from any kind of harm, abuse, harassment or exploitation. It's about creating a safe and happy environment where everyone feels respected and valued and can perform at their very best. Here are some examples of situations which might be a safeguarding concern and should be reported if they happen to you:

- **Unwanted physical contact:** If someone touches you in a way that makes you feel uncomfortable.
- **Bullying:** If you, or someone you know, is being picked on or bullied by teammates or coaches.
- **Inappropriate comments:** If someone makes comments that are sexual, hurtful or make you feel uneasy.
- **Pressure to perform:** If you're being forced to train or compete despite being injured or feeling unwell.

QUESTIONS TO ASK YOURSELF

Ask yourself these questions:

- **Am I feeling uncomfortable?**
Does this situation make me feel uneasy, uncomfortable or scared?
- **Is anyone hurt or could get hurt?**
Is someone being physically or emotionally harmed?
- **Would I want others to know?**
If this happened to my friend or sibling, would I be okay with it?
- **Is it against the rules?**
Does this go against club, team or other rules or codes of conduct?

If the answer to any of these questions is yes then you should report it to your Team Safeguarding Officer, the LOC Safeguarding Officer or World Athletics Safeguarding Officer. It is not up to you to decide if abuse, harassment or exploitation has taken place so even if you are not sure about whether or not the behaviour is acceptable you should always report it. If you feel unhappy or uncomfortable in any way report it.

HOW SHOULD YOU ACT?

If you think you or someone else is in an uncomfortable or unsafe situation, here's what you should do:

- **Speak up:** Tell a trusted adult, like a coach, parent, or teacher, about what's happening and ask them for help if you need support to report it. Don't handle it on your own.
- **Write it down:** If you can, try and keep a record of what has happened, including dates, times, and details.
- **Follow the rules:** Use the reporting procedures your team or club has in place. They are there to help you.
- **Stay safe:** If you feel in immediate danger, remove yourself from the situation as quickly as possible.

Remember, safeguarding is about protecting everyone and making sure sport stays fun and safe for all athletes!

WANT TO LEARN ABOUT SAFEGUARDING IN ATHLETICS?

Our 90-minute online course gives you everything you need to know. Learn through:

1. **Bitesize lessons:** Quick and easy-to-understand segments.
2. **Animated scenarios:** Engaging visual stories to help you grasp key concepts.
3. **Quizzes:** Test your knowledge and ensure you're ready to act.

To find out more and get started, visit
<https://elearning.worldathletics.org/access/login>



If you complete the course and pass the final quiz you will receive a certificate which can be downloaded and shared.

Concerned? Report. Safeguard.





Well and winning

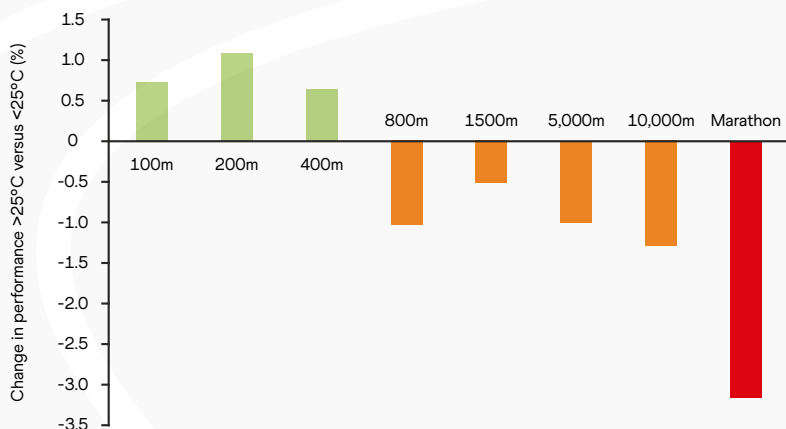
KEEP YOUR COOL

HEAT AND HYDRATION MANAGEMENT TIPS FOR ATHLETES

With global temperatures continuing to rise, climate change should increasingly be viewed as a threat to sport and athletes' wellbeing.

How does heat impact performance?

As a rule of thumb: hot ambient conditions may benefit performance during short-duration explosive events, but progressively impairs performance during longer-duration events.



Getting used to the heat is more important than cooling strategies for competing in hot conditions. To acclimate, train for 60-90 minutes daily in similar conditions for 2 weeks. This reduces the risk of heat illness. Aim for 14 days of adaptation, but most benefits happen within 7-10 days.

How does hydration impact performance?

To perform well and stay safe in hot and humid conditions, athletes need to drink enough fluids before, during, and after exercise. Sweating helps cool the body, but without enough fluid intake, dehydration can occur. This raises body temperature and reduces performance.

Remember: preparation prevents poor performance

Personal hydration strategies as well as cooling methods should be tested and individualised **during training well before the start of the competition**, to minimise disruption to the athlete.

How to stay cool

Before the start of competition, it is advisable to

- **Minimise unnecessary heat exposure**, athletes should therefore warmup in the shade if possible;
- **Consider external** (ice-vests, cold towels, or fanning) **and internal** (cold fluid or ice slurry ingestion) **pre-cooling methods, or a combination of both.**

During competition, athletes should

- **Protect their eyes**, by wearing UV ray blocking sunglasses in a dark tint (i.e. grade 3)
- **Protect their skin** by using non-greasy sunscreen (water-based sunscreen is recommended over oil-based sunscreen which may affect sweating).
- **Wear lightly coloured clothing** that can also minimise the effect of the sun's radiation, but clothing should not impair sweat evaporation.
- **Self-douse using water or other cooling techniques.**

How much to drink?

Drinking to thirst is adequate for exercise lasting less than 1-2 hours in cool environments.

Planned drinking can improve performance in sports lasting over 90 minutes, especially during intense exercise in hot conditions with heavy sweating.

Beware of overhydration. Avoid drinking too much water, as it can cause serious health problems such as "hyponatremia" which can be worse than dehydration and even lead to death.

Simple techniques to check hydration by weighing before and after exercise or by checking their urine colour in the morning can help manage hydration needs and loss.

Well and winning

PELVIC FLOOR HEALTH

TAKE PART IN OUR STUDY

As an athlete, understanding your body is key to performance and health. The pelvic floor is crucial, but often overlooked. We've created a guide that uses examples from track and field athletes to explain its importance and impact on your well-being.



- Scan the QR code or visit eu.research.net/r/PelvicWorld
- Complete a brief survey
- Download your informative leaflet on pelvic floor health
- Collect your gift at the Health & Science booth

Shape your future

MEET THE ATHLETES' COMMISSION

THE ATHLETES' VOICE MATTERS. USE YOURS.

Who?

The Athletes' Commission comprises of 18 athletes from all six Area Associations. Every two years athletes from around the world vote for their representatives on the commission.



Chair:
Valerie Adams (NZL)



Deputy Chair:
Matthew Hughes (CAN)

Why?

The athletes' voice is important: without athletes, there is no athletics. To make sure athletes' ideas and opinions are heard, the Athletes' Commission represents the voice of athletes from around the world at the highest level of decision making, including the World Athletics Council.

How?

The objectives of the Athletes' Commission are to:

- Advocate for the rights and interests of athletes within the sport of athletics and firmly establish the Athletes' Commission profile amongst its peers.
- Promote and advocate for the advancement and implementation of a safe, fair, and equal playing field for athletes.
- Advise and assist World Athletics in driving innovation and opportunities with the athletes' perspective at the forefront.
- Create a framework to help understand and develop athlete revenue and competition opportunities and educate athletes on related rules and regulations.
- Assist World Athletics in driving engagement with fans and developing people and expertise within our sport.

To find out more information about the Athletes' Commission and other useful information for athletes, visit worldathletics.org/spikes/athletes-commission



Did you know?

All Area Associates and Member Federations have, or are encouraged to have an Athletes' Commission. Get in touch with your federation to find out how you can get involved.

Shape your future

KNOWLEDGE IS POWER

Your success in athletics will depend on your passion, your drive, and a lot of hard work. But it is equally important to ensure you have the right people alongside you to accompany you on your journey.

Choosing an Athlete Representative (AR) is an important task – as the AR will be responsible for handling significant aspects of your professional career.

Here are some tips for you to know what to look out for in an Athlete Representative:

STEP 1: DECIDE WHETHER YOU WANT AN ATHLETE REPRESENTATIVE OR PREFER TO SELF-REPRESENT.

An Athlete Representative

Representative manages contracts, sponsorships, meeting invitations and appearances, as well as administrative tasks, allowing the athlete to focus on their training and performance.

Self-representation

Self-representation lets athletes control their own careers, but it means having to handle all contracts, finances, and administrative tasks yourself.

It's important to remember your coach or any other person in your entourage cannot provide AR Services such as meet entries or contract negotiations unless they are licensed as an AR.

STEP 2:
WHEN CHOOSING YOUR AR, ASK YOURSELF THE FOLLOWING QUESTIONS:

Are they licensed?

Check our website (worldathletics.org/athletes/athlete-representatives) to see if they are a World Athletics licensed AR professional.



What experience do they have?

Research the AR's experience and track record.

What do others say about them?

Ask for feedback from peers and other professionals in the industry. Ask whether you can speak with any athletes currently represented by them.

How does the system work?

Understand the invitational process, the AR's roles expectations, and frustrations. This is crucial for establishing a healthy relationship with your AR.

What can they do for you?

Clearly define and understand the services the AR is offering, including negotiations, communications, and other activities related to your participation in competitions and commercial arrangements.

Do we get along and communicate well?

Ensure that the AR understands your goals and is willing to maintain open and regular communication, fostering mutual trust and effective collaboration.

protect your sport

ATHLETICS INTEGRITY UNIT

Protecting the integrity of our sport, together

We all love athletics. Preserving the integrity of our sport is very important.

You are the future of our sport and together, we have the power to protect the integrity of the sport we love.

What is the Athletics Integrity Unit?

The Athletics Integrity Unit (AIU) is the independent body, created by the World Athletics, that manages all threats to the integrity of the sport of athletics. The AIU's primary role is to protect clean athletes and keep athletics safe, and fair for all.

Our mission is to drive cheats out of our sport and prevent all forms of misconduct, be it related to doping, age or competition results manipulation, harassment and abuse, bribery or any other form of cheating.

The AIU supports honest athletes around the world who dedicate their lives to reaching their sporting goals through dedication and hard work.

Power of Respect

The Power of Respect campaign is the product of a collaborative effort; crafted from consultations and impactful discussions with the athletics community which includes athletes, coaches, managers, officials and other support personnel.

It's essence: respect is the best way to protect the integrity of the sport we love. That's respect for yourself, for others, and for the rules.

The aim of the campaign is to inspire conversation and the right behaviours among our community at every level from elite to grassroots.

You can lend your voice by sharing what respect means to you on social media using **#PowerOfRespect**

Join the AIU in helping to protect the integrity of athletics!

Every year we interact with over 1000 athletes from all over the world in over 14 languages as we seek to support the athletics community.

Contribute your ideas: As the next generation of our sport, you can drive meaningful changes by sharing your ideas, opinions, participating in campaigns, surveys, education programmes, focus group discussions or by choosing to become an educator.

Ready to make a difference? Reach out to us:

Instagram & X : @aiu_athletics

e-mail: community@athleticsintegrity.org

web: athleticsintegrity.org







www.worldathletics.org

@WorldAthletics



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