Sebastian Coe
IAAF President
IAAF Road Running Seminar

Your Moderator

Geoff Wightman
| 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 |
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
IAAF Competitions Department

- 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

- Event Operations
- Competition Management
- Team Services
- Statistics
- Technical Services
- Permit Meetings & ARs
- Road Running
<table>
<thead>
<tr>
<th>Event</th>
<th>Frequency</th>
<th>Duration</th>
<th>Number Athletes &amp; Officials</th>
</tr>
</thead>
<tbody>
<tr>
<td>IAAF World Championships</td>
<td>Every 2 years</td>
<td>9 competition days</td>
<td>2500</td>
</tr>
<tr>
<td>IAAF World Indoor Championships</td>
<td>Every 2 years</td>
<td>3 competition days</td>
<td>1200</td>
</tr>
<tr>
<td>IAAF Continental Cup</td>
<td>Every 4 years</td>
<td>3 competition days</td>
<td>450</td>
</tr>
<tr>
<td>IAAF World U20 (Junior) Championships</td>
<td>Every 2 years</td>
<td>6 competition days</td>
<td>2200</td>
</tr>
<tr>
<td>IAAF World U18 (Youth) Championships</td>
<td>Every 2 years</td>
<td>5 competition days</td>
<td>1850</td>
</tr>
<tr>
<td>IAAF World Cross Country Championships</td>
<td>Every 2 years</td>
<td>1 competition day</td>
<td>650</td>
</tr>
<tr>
<td>IAAF World Race Walking Team Championships</td>
<td>Every 2 years</td>
<td>2 competition days</td>
<td>650</td>
</tr>
<tr>
<td>IAAF World Half Marathon Championships</td>
<td>Every 2 years</td>
<td>1 competition day</td>
<td>300</td>
</tr>
</tbody>
</table>
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
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
IAAF Label Races

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!**
IAAF Label Races

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 Label Races

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?
IAAF Label Races

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.”
IAAF Road Running Seminar

Jakob Larsen
The story of Copenhagen
Copenhagen
The Story of the IAAF World Half Marathon Championships 2014
7,000 Youth members
250 clubs
Since 2007: 25% membership growth, 500% growth in annual income

40,000 members
100% Municipalities with rec. running events

#42 Denmark’s All-athletics.com global ranking
45% Municipalities with no licensed athletes

High Performance Traditional athletics Rec. Running Rec. Walking Schools

Dansk Atletik Forbund / Jakob Larsen
Legacy: Better conditions for organizers

- Added value?
- Spectacular?
- Sustainable?
- Relevant?
- Budget?
- Financing?
- Mass race!
- Clubs
- Public

- 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
Communication
CEO Conference
Lasting value
Organizers
City
Participants
Partners
Clubs
#CphHalf
Brand Value..
The World is changing..

US Utility Patents

SORRY FOR THE INCONVENIENCE
WE ARE TRYING TO CHANGE THE WORLD
Here today.  

2012 → 2014 → ?

Tomorrow....?
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
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
Junior & Mini
Every major Great Run event also has a supporting event for younger children and families.
THE GREAT RUN SERIES

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
STREET ATHLETICS
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

<table>
<thead>
<tr>
<th>Speed</th>
<th>Exciting</th>
<th>Up close</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletes</td>
<td>Heroes</td>
<td></td>
</tr>
<tr>
<td>Energising</td>
<td>Competition</td>
<td>Superstars</td>
</tr>
<tr>
<td>Power</td>
<td>Unique atmosphere</td>
<td>Inspiring</td>
</tr>
<tr>
<td>Loud</td>
<td>Strength</td>
<td></td>
</tr>
</tbody>
</table>
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
Manchester

- 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
Thank You