



EUROPEAN ATHLETICS

EUROPEAN RUNNING BUSINESS CONFERENCE

STOCKHOLM 2022

15-17 September

Thursday, 15 September 2022

Morning and midday Arrival & Accreditation

08:30-12:30 **Pre-Conference meetings and networking** (before the ERBC starts)

Flow 1: Trail, Ultra and Mountain running, meeting and networking

08:30-09:15 Where we are today and where we are heading?

09:30-10:15 Trail, Ultra and Mountain running and its international growth

10:30-11:15 Sustainable growth models

11:30-12:15 Future in the nature, conclusions

Flow 2: All about timing and registrations, meeting and networking

08:30-09:45 MYLAPS meeting

10:00-11:15 RACE RESULT meeting

11:30-12:45 HAKU meeting

Flow 3: Race Technology, meeting and networking

08:30-09:15 GetPica meeting

09:30-10:15 TracX meeting

10:30-11:15 GivenGain meeting

11:30-12:15 Njuko meeting

Flow 4: Swedish Mass participation and events (by invitation only)

09:30-10:15 Lobbying

10:15-10:45 Communication

11:00-12:00 Best practice

12:00-12:30 Road Map

12:30-14:00 **Free time to network outside before ERBC 2022 starts**



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Finding a new business model for the mass participation

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The theme of the Afternoon: **In the eye of the runner, putting the runner first!**

Afternoon Day 1 (Four flows to pick from)

14:00-14:30 **Speed dating – where do we come from - To open the ERBC 2022**

Flow 1: The Nordic Model – Strength in Numbers

14:30-15:15 Clubs by the runners and for the runners

15:15-16:00 Event portfolio beyond running events only

16:30-17:15 Building the regional narrative as way to go

17:15-18:00 Future of the Nordic Model

Flow 2: Going Off-Road: Trail, Ultra and Mountain running

14:30-15:15 What can we learn from the UTMB brand and expansion?

15:15-16:00 Beyond your limits? Ultra and Mountain as ultimate experiences

16:30-17:15 World of Trail and where it leads us? Running into the unknown.

17:15-18:00 Future of the Off-Road

Flow 3: Product by the runner and for the runner

14:30-15:15 How to drive back international participants?

15:15-16:00 How to create greater content that will attract runners?

16:30-17:15 Targeting the new runner - Who is the new runner?

17:15-18:00 Future of the runner focused industry

Flow 4: Data & Technology, engagement limits

14:30-15:15 GDPR Practices, learnings, and limits

15:15-16:00 Runner Engagement 365

16:30-17:15 Community Management

17:15-18:00 Digital transformation from the race organizer perspective

18:30-21:00 **Welcome Dinner and ERBC Opening – Stockholm City Hall**

As of 16 June 2022



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Friday, 16 September 2022

The theme of the Morning: **How disruption can be something positive?**

The theme of the Afternoon: **How to transform to be financially sustainable?**

All-day Day 2 (One Flow for All)

09:00-09:45 **2020/2021, what have we learned from this disruption so far?**

How different was this for our sport and our industry?

Where is our endurance limit and what is our recovery capacity?

09:45-10:30 **Partnerships as a way forward? (Ticketing and Destinations)**

Capital and destination cities and ski resorts as our hosts

Amusement parks and Fan-based clubs practices

11:00-11:45 **Spending partners and how can we diversify our income streams?**

Understanding spending of runners and tourists in general

Charities and fundraising, what is current, and what is next?

11:45-12:30 **Digital maturity and what will bring us there?**

Digital Infrastructure to meet the future growth

TV, Online, and digital transformation

12:30-14:00 **European Athletics Lunch** (offered by the organizer)

14:00-14:45 **Price your race at the right level – Repricing Strategies**

Do we dare to challenge the status quo and explain why?

15:15-16:00 **Marketing channel mix: where is the money best spent?**

Limited budget, limited content, unlimited channels

Best kept secrets: what works and what doesn't

16:30-17:15 **World Marathon Majors and SuperHalfs**

WMM Qualifiers and what we can offer?

SuperHalfs and what we have learned so far?

17:45-18:30 **Wrap up and Closing Keynote**

19:30-21:30 **European Athletics Dinner** (offered by the organizer)

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Saturday, 17 September 2022

The theme of the Morning: **Content as the driver in a transforming world**

Morning Day 3 (Four flows to pick from)

Flow 1: Content production – Quality over quantity

08:30-09:15 Runner-generated content

09:15-10:00 Influencers use

10:30-11:15 Race-generated content

11:15-12:00 Storytelling for the runners and about the runners

Flow 2: Live event production

08:30-09:15 Commentators & event storytelling

09:15-10:00 Livestreaming & TV production

10:30-11:15 Postproduction & OTT

11:15-12:00 Generation Z - media trends and commercial rights

Flow 3: Diversity, and Inclusion within the running industry

08:30-09:15 Charities and their values becoming yours

09:15-10:00 Projects that drive inclusion and public attention

10:30-11:15 Diversity in sports and how it generates participation

11:15-12:00 Campaigns that create social buzz around your events

Flow 4: Local Community Building

08:30-09:15 Volunteering as public service in our events

09:15-10:00 Sustainability as the only road to take

10:30-11:15 Public Funding, must have within the new model

11:15-12:00 Uplifting people and communities through running

12:00-12:30 **Networking as the closing of the ERBC 2022 – Look into the future**

Afternoon Departures

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Post-Conference race day experience (optional, after the ERBC finishes)

13:45 Departure to **Ramboll Stockholm Half Marathon** (15:30 Start)
Race and Hospitality Zone (14:00 to 18:00)