2nd AIMS MARATHON SYMPOSIUM 2008

"Adding Value to your Marathon"

8 November 2008

Symposium Detailed Sessions Program *– V3 –21 Sept. '08*

Transport to the Symposium Venue (8:30-8:50)

SYMPOSIUM OPENING SESSION (9:00-9:20)

Welcome (2' each): 1. **Mr. Spyros Zagaris**, ***Mayor of Marathon Municipality***
2. **Mr. Vasilis Sevastis**, ***President of SEGAS***

Greetings (3' each): 3. **Mr. Lamine Diack, *President of IAAF*** *(not confirmed)*
4. **Mr. Hiroaki Chosa**, ***President of AIMS*** *(not confirmed)*

Official Opening (5'): 5. **Mr. Athanasios Nakos, Deputy Min*ister for the Interior, Public Administration and Decentralization***

1ST SESSION (9:20-10:35): "The needs of the runners and the services of the event"

Main Presentations: (15' each)

1. "What are the important needs of today's runners and how to be served by a Marathon organization"
Jeff Galloway, *Author-Coach*

2. "The management & marketing mix of a successful Marathon event. The usefulness of the parallel events"
Carlo Capalbo, ***Race Director of Prague Marathon***

1st round of discussion amongst the panelists and the audience (15')
Presentations by a Special Guest - Case Studies by Marathon Organizers (15')
2nd round of discussion amongst the panelists and the audience (15')

Transport to the Opening Ceremony Venue (10:40-10:50)

ATHENS CLASSIC MARATHON OPENING CEREMONIES (11:00-12:30)

Transport to Marathon Museum for Lunch & Return to Symposium Venue (12:40-14:15)

2ND SESSION (14:45-16:15): "Maximizing the media awareness of your event-race"

Main Speakers: (15' each)

1. "The Marathon event from the Television point of view"
Patrick Maitrot, Commercial Director Partnerships, Eurosport

2. "Local & international Media: You must be ready for them!"
Bob Ramsak, International Journalist

1st round of discussion amongst the panelists and the audience (20')
Presentations by a Special Guest - Case Studies by Marathon Organizers (15')
2nd round of discussion amongst the panelists and the audience (20')

Coffee Break (16:15-16:45)

3RD SESSION (16:45-18:15): "The important role of the supporting organizations"

Main Speakers:
(15' each)

1. "The role of the State, the City and the local communities on supporting the organization of a Marathon event"
Mayor of a City organizing an international Marathon race *(to be announced)*

2. "How to attract sponsors and set a successful sponsorship program"
Nick Rusling, Managing Director, IMG Mass Participation Sport

1st round of discussion amongst the panelists and the audience (20')
Presentation by a Special Guest - Case Studies by Marathon Organizers (15')
2nd round of discussion amongst the panelists and the audience (20')

CLOSING SESSION (18:15-18:30)

Summary:
(3' each)

1. **Mr. Paco Borao**, ***Vice President of AIMS***
2. **Mr. Sean Wallace-Jones**, ***IAAF Senior Manager Road Running***

Thank you Note:
(2' each)

3. **Mr. Spyros Zagaris**, ***Mayor of Marathon Municipality***
4. **Mr. Kostas Panagopoulos**, ***President of Athens Classic Marathon***

Closing Statement:

5. **Mr. Horst Milde**, ***Chairman of AIMS Marathon Symposium O.C.***

Cocktail (18:30-19:00) *(at the Symposium Venue)*

Transport to the Hotel (19:10-19:30)

Transport to the Dinner Place (20:15-21:00)

Dinner (21:00-23:30)