

Advisory notes for IAAF Label Road Races 2009

General remarks

Before completing your application for an IAAF Road Race Label, please read carefully and ensure that you have understood fully the Regulations.

To be awarded an IAAF Road Race Label, you must comply with all relevant parts of the Regulations and certify that you will respect the Regulations and all the requirements for IAAF Label Road Races. Furthermore, your Application must be endorsed by your IAAF Member Federation. Your IAAF Member Federation shall not charge you for this endorsement and you must send a further signed copy of your Application directly to the IAAF at the same time as you send the original to your national governing body.

Any false statement or failure to comply will result in removal of your IAAF Label Road Race status.

Promotion of your IAAF Road Race Label

Races shall engage their maximum efforts to promote their events and their IAAF Road Race Label status to their local and national communities and internationally through all available media channels.

The IAAF promotes IAAF Label Road Races through the IAAF web site and may also include highlights from IAAF Label Road Races in its television magazines *Athletix* and the *Running Road Show*, which are distributed internationally.

The value of your IAAF Label is also proportional to the amount that you promote it.

Promotional means may include the use of the Label on all of your promotional literature (leaflets, flyers, programmes, posters); display banners with your IAAF Label on and around your course; use of the IAAF Label Logo on official vehicles, race merchandise, timing gantries, press conference backdrops, etc.

The more you promote your IAAF Label, which is the recognition by the World Governing Body of the excellence of your event, the greater its value to you.

Media Services

Staging Press Conferences before and after your race is an important means of communication to the media regarding your event, the elite athletes whom you have engaged and other important information for participants and spectators. Similarly, regular communication with the media through press releases will enable the press and other media to publish information about your event that will raise its profile and encourage greater participation.

Wherever possible you should prepare brief biographies of all of the elite athletes participating in your race; do not assume that the press will have this information if you do not supply it: the more information that you provide the greater the likelihood that you will get more media coverage.

Try to find human interest stories that promote the positive aspects of your race among the mass participants; communicate about the charities that may be supported through your race and by runners. Promote your IAAF Road Race Label.

Provide on-site media with the best possible working facilities. Ideally, depending on the resources of your race, you should provide photographers with one or two photo trucks, so that they can follow both men and women race leaders: nothing gives a better impression of your race than great images in the media! Make sure that photographers and TV have a clear and unencumbered line of site to the finish, ideally you will have a professional photographer as 'photo chief' to ensure good order in this area. The winners crossing the line are generally the photo that all press will publish.

If possible provide media with free internet access in a dedicated press centre to enable them to get their stories and photos to their newspaper/internet site/agency as quickly as possible. Make sure that media can follow your event on a large video screen, TV monitors or a dedicated commentary information system.

Services to Runners

You must endeavour to provide the highest possible level of service, comfort and support to all participants in your race. You are providing a service and the runners are your 'customers'. Happy runners say good things about your race and will come back and bring their friends and family with them; unhappy runners will do the opposite! The goodwill of your participants is the biggest capital that you can build-up over the

years and it is also one of the easiest things to lose if you do not take your runners' needs and expectations into account.

Your race should have an internet site in at least two languages (national and at least English are recommended), providing full details about the race, with an online entry system, providing runners with the most possible information about the course, getting to and from the race and, eventually, accommodation. Online registration increases the possibility of your race attracting overseas entrants and facilitates their participation.

Results for all participants should be available on this website as soon as possible after the race.

You should offer as much information to media as possible on your website, including all information regarding media credentials and press conferences, elite athletes, mass participation, history, etc.

Medical and Anti-Doping

You should provide medical aid and emergency services proportional to the number of participants in your event. Particular attention should be paid to these services and the provision of adequate water and cooling stations when there is the likelihood of extreme conditions that may create hazardous conditions for runners. Your race medical staff should work in close cooperation with your local medical and emergency services (police, fire services, hospitals).

All IAAF Label Road Races are required to undertake at their expenses a number of doping controls in accordance with the Regulations. The minimum number of doping controls to be carried out depends on the Label category and is specified in the Regulations. All controls shall include EPO testing. These tests are expensive (approximately \$/€500 per test, depending on the laboratory) but they are an essential part of the fight against doping in our sport. Races will be contacted by the IAAF Medical and Anti-Doping Department in competition testing co-ordinator with all necessary information regarding the number of tests to be carried out, the testing laboratory and other useful information. Race Directors must ensure that appropriate facilities are available for carrying out doping controls in accordance with IAAF Anti-Doping Procedural Regulations.

Ecology

Ecology is an area of increasing concern in this era of climate change and greater awareness of the impact of all of our activities on the planet.

Races should set an example by being as 'eco-friendly' as possible. Initiatives can range from encouraging runners to use mass transportation to get to the race start to using as many recyclable items (drinking cups, etc) as possible and ensuring that all waste is sorted and cleared from the race venue for recycling.

Races should try to use electric or extremely low emission vehicles, also bearing in mind that the front runners have to breathe the fumes coming from lead vehicles, TV and photo motorbikes, timing car, etc.

Good management of this sort will also have a positive effect on the local community, reducing the negative impact of your event for local residents.