

In a world where people are busier than ever, athletics must compete for attention with a wide range of sport, leisure and entertainment options for both competitors and fans.

Athletics Connect is a one day conference designed to bring together leaders from the global athletics community, athletes and commentators as they gather in London for the IAAF World Championships 2017.

12
KEYNOTE
SPEECHES

10
PANEL
DISCUSSIONS

4
CONTENT
THEMES

10
MARKETPLACE & TECH
HUB EXHIBITORS

**LOTS OF IDEAS
TO INSPIRE**

The themes for sessions will be as follows:

GOVERNANCE & INTEGRITY

Remaining relevant, rebuilding trust and leading by example is critical to delivering constitutional reform, innovation and ensuring athletics is a safe, clean and fair sport. Everyone has a role to play. Learn about the progress made to date, listen to panel discussions & join Q&A sessions.

EVENT PRESENTATION & TECHNOLOGY

In a world of increasingly short attention spans and audiences who seek the thrill of competition and entertainment, all sports are being challenged to evolve and innovate. Learn how athletics and other sports are tackling this challenge and how technology is bringing fresh perspectives to the athlete, coach and spectator experience.

DEVELOPMENT AND COACHING

Encouraging young people to take up athletics, developing coaches able to nurture their talents and officials willing to run events are all critical components to building a strong future for the sport. Learn from successful youth development programs and hear from federations, coaches and athletes who are leveraging e-learning tools to enhance performance beyond the classroom and on the track.

FAN & PARTNER ENGAGEMENT

Building and growing an engaged fan base is essential for all sports in today's increasingly high speed, highly critical and increasingly competitive quest for investment dollars and audience attention. Hear from the experts about the power of social media to maximise fans and excite partners. Get the inside view from large global brands on what goes into identifying and building successful commercial partnerships.

Each session will follow the same structure:



08.30 DOORS OPEN				
Welcome		09.30 ICC Auditorium		
Opening Keynote IAAF President, Sebastian Coe		09.35 ICC Auditorium		
Area President Project Updates Area Presidents		09.50 ICC Auditorium		
SELECT				
10.35 ICC Auditorium Towards Gender Equity	10.35 Room 17 Area Alignment	10.35 Room 14 Area Representation	10.35 ICC Capital Hall Challenging Convention in Event Format and Presentation	10.35 Room 13 Ask the IAAF
11.55 ICC Auditorium Athletics Integrity Unit			11.55 ICC Capital Hall Technology in Our Sport	
LUNCH				
Marketplace & Tech Hub The Boulevard		13.30 Room 13 Q&A with the IAAF President & CEO		
SELECT				
14.30 ICC Auditorium Developing the Stars of the Future	14.30 ICC Capital Hall The Power of Social Media: Helping Our Fans Create More Fans		14.30 Room 13 Ask the IAAF	
15.30 ICC Auditorium Coaching and Technology: Evolving Together	15.30 ICC Capital Hall Building Brands Through Sport: The New Value of Sponsorship			
16.40 ICC Auditorium Athletes at the Heart of Our Sport Chair - Athletes' Commission, Rozle Prezelj				
17.25 ICC Auditorium Closing Remarks IAAF President, Sebastian Coe				

Available throughout the day:
Congress Q&A surgery sessions (reservations online).

Explore the Marketplace & Tech Hub to meet a range of carefully selected partners.

Session theme key:

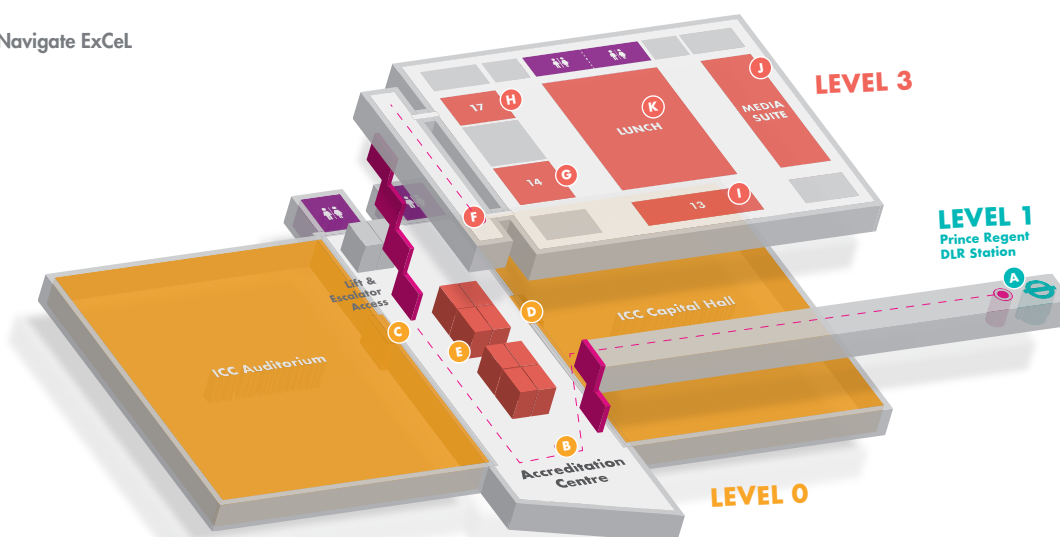


The following translations are available:
ICC Auditorium - English, French, Spanish, Russian & Arabic.

ICC Capital Hall - English, French & Spanish.

Rooms 14 & 17 - English & French.

Navigate ExCel



- LEVEL 1**
A - Prince Regent DLR Station
- LEVEL 0**
B - Accreditation Centre
C - ICC Auditorium
D - ICC Capital Hall
E - Marketplace & Tech Hub (Boulevard)
- LEVEL 3**
F - Media Registration
G - Room 14
H - Room 17
I - Room 13
J - Media suite
K - Lunch