Fourth National Methodical Conference

Methods of Managing Running Events

20-21 October 2016

Framework

Day 1
9.00 – 10.00 Participant registration
10.00 – 10.15 Formal opening

10.15 – 11.45 Session I
Managing the value for runners and other stakeholders of a running event

11.45 – 12.15 Coffee break

12.15 – 13.45 Session II
Managing a running event in social media

13.45 – 14.45 Lunch break

14.45 – 16.15 Session III
Charity activities as an organisation of a running event’s premise

16.15 – 16.45 Coffee break

16.45 – 18.15 Discussion panel
Forms and scope of cooperation between the local government and the running event’s organiser

18.45 Integration dinner

Day 2
Strategic workshops – Methods of managing runners’ loyalty

9.30 – 11.00 Workshops – part 1
11.00 – 11.30 Coffee break
11.30 – 13.00 Workshops – part 2

13.00 – 13.30 Summary of the conference and official parting