



Communication Managers Seminar

Growing the Community

Rome 2-4 April 2024



Karin Grute Movin

European Athletics Vice President

Chair of the EA Development Commission

Member of WA Development Commission



FUTURE



loading...



Your Sport For Life

The Road Map - Three Priorities

COMPETITION

DIGITALISATION & INNOVATION

COMMUNITY



Community: Objectives

1. To continue to provide the best possible services to support our Member Federations.
2. To improve relationships with athletes' entourage such as agents.
3. To maintain and strengthen European Athletics' strong relationship with the wider athletics family.
4. To support our host cities in building powerful and lasting legacies around European Athletics events.

Development Commission Team



Karin Grute Movin (SWE)

Chair
Vice President



Sylvain Jolliet

Vice Chair
Administration & Development Director

Members



Ana Krstevska
(MKD)



Dusko Ivicic
(BIH)



Emmanuelle Jaeger
(FRA)



Esther Akihary
(NED)



Katrin Heyers
(GER)



Predrag Momirovic
(SRB)



Tia Hellebaut
(BEL)



Barbara Petrhan
(HUN)



Scott Grace
(GBR)

VIDEO

(2 options to be decided)



What expectations are there for the Development Commission?

“To review and support the growth and development of athletics to build skills and capacity, increase level of participation from grassroots to elite, and help address social issues such as health, wellbeing, offense and social inclusion.”





Goal

Grow participants, people, partnerships and fans and retain them, in order to contribute to a healthier and fitter world through the power and accessibility of athletics: your sport for life.



Tap into change

The development commission's role is to see and understand our environment and to see and tap in to what is changing. We want to find new ways, new tools and new technologies to grow.



2024

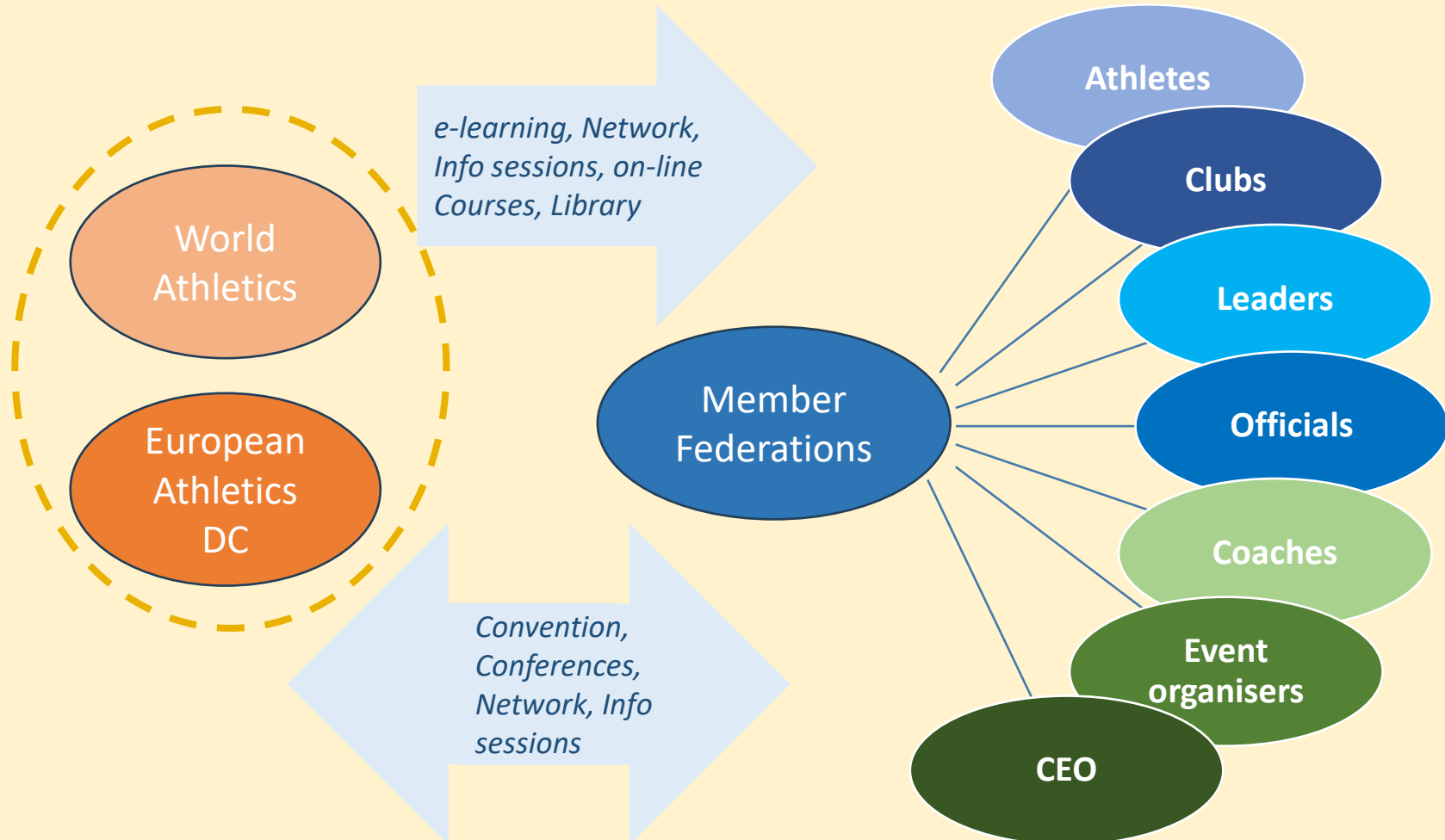
START

Development's role

Trends –
how sports are developing

World Plan –
more participation,
more people,
more partnership,
more fans.

EA strategy –
building communities,
digitalisation, competition



Programmes for different target groups



Programmes for different target groups

*Running Business Conference,
Sustainability,
Safeguarding*

*High Performance Programme,
Running business conference,
Mentoring, I Run Clean,
Safeguarding, Sustainability,
Health&Wellbeing*

*I Run Clean,
Safeguarding,
Sustainability,
Health&Wellbeing*



**Event
organisers**



Clubs



Athletes

Officials



Member
Federations

CEOs

Leaders

Coaches

*Officials Forum,
Official Education
Programme,
I Run Clean,
Safeguarding,
Sustainability*

Programmes for different target groups

Member Federations



Leadership programs, High Performance, Networking & Educational online and in-person, MF info sessions, Governance, Safeguarding, Sustainability

CEOs



Leadership programs, CEO conference, Convention, MF info sessions, Governance & Safeguarding, Sustainability programs

Coaches



High Performance programme, I Run Clean, Safeguarding, Sustainability

Leaders



Mentoring, Future Leaders, Gender leadership, Convention, I Run Clean, Safeguarding, Sustainability, Health&Wellbeing

2024 Calendar

In-person events

March

CEO Conference 13-14.3
(Vouliagmeni/GRE)

April

Communication Managers
2-4.4. (Rome/ITA)

June

Medical Seminar 5.6
(Rome/ITA)
Future Leaders Forum 8-13.6.
(Rome/ITA)

Sept.

Officials Forum 26-29.9
(Place to be confirmed)

Oct

Convention 22-26.10.
Skopje/MKD

Nov

European Running Business
Conference 8-10.11.
(Athens/GRE)

Medical Seminar in Rome

5 June 2024

13:30 – 18:30



Agenda

Universal prevention and education for injury prevention in youth athletes

Jenny Jacobsson (SWE)

Artificial intelligence and injury prevention

Pierre-Eddy Dandrieux (FRA)

Update on antidoping and TUE - interactive

Pedro Branco (POR)

Technologically advanced footwear - benefits and possible musculoskeletal risks

Karsten Hollander (GER)

Update on bone stress injuries - interactive

Karsten Hollander (GER) and Pascal Edouard (FRA)

Update on muscle injuries - interactive

Pascal Edouard (FRA)

Future Leaders in Rome

Forum 8-12 June 2024



Constitution - Article 2 (extract)

The Purposes of the European Athletics Association are to:

- a) **serve the Members** by promoting, developing and governing the sport of Athletics in all forms in Europe;*
- b) **encourage participation in Athletics at** all levels and by persons of all ages throughout Europe through competitions, **events, programmes and activities**;*
- g) **advance the sport of Athletics** through ongoing research and development including the dissemination of technical, medical, logistical and other information about Athletics;*
- k/i) **promote health, well-being and gender equity** throughout the sport;*

Constitution - Article 29 (extract)

The following commission shall be established by the Council and maintained permanently:

A commission to provide advice to the Executive Board and Council on matters concerning the development of the Member Federations and their capability to govern and promote the sport of Athletics in their countries.



Thank you
See you again soon