

6TH AIMS MARATHON SYMPOSIUM 2012
“Levels & Quality Control of a Marathon Event”
Marathon Town, November 10th 2012
PROGRAM *draft 2 (Sept '12)*

Transport to Tomb of Marathon for the Marathon Flame Ceremony (09:00'-09:45')

ATHENS CLASSIC MARATHON OPENING CEREMONY (10:00'-10:45')

*Transport to the Athens Classic Marathon Start Venue for the Lighting of the Marathon Flame Cauldron -
Walk to the Marathon Run Museum – Walk back to the Marathon Start Venue for Lunch and the Opening of
the 6th AIMS Marathon Symposium (10:50-13:15)*

SYMPOSIUM OPENING SESSION (13:30'-13:50')

- Welcome (3' each):
1. **Horst Milde**, *Chairman of AIMS Marathon Symposium O.C, Berlin Marathon, Germany*
 2. **Iordanis Louizos**, *Mayor of Marathon, Greece*
 3. **Paco Borao**, *President of AIMS, Spain*
 4. **Kostas Panagopoulos**, *President of ACM Organizing Committee, Greece*
 5. **Ioannis Sgouros**, *Head of the Region of Attica, Greece (tbc)*
 6. **Nikos Karahalios**, *General Secretary of National Tourism Organization*
- Official Opening (5'):
7. **Yannis Ioannidis**, *Deputy Minister of Sports, Greece (tbc)*

1st SESSION (13:50-15:00): “Levels of Services & Provisions of a Marathon Event”

- Main Speakers:
(20' each)
1. “Technical Specifications & Competition Management: Basics & Beyond”
Fernando Jamarne, Race Director, Santiago Marathon, Chile
 2. “Registration & Race Services: Runners' Expectations & Satisfaction”
Mark Milde, Race Director, Berlin Marathon, Germany

Case Studies by Marathon Organizers (5' each)
Discussion amongst the panelists and the audience (20')

Coffee Break (15:00-15:15)

2nd SESSION (15:15-16:30): “Quality Control & Event Services”

- Main Speakers:
(20' each)
1. “Event Services: How to Add Value to a Marathon Event”
Gary Boshoff, General Manager, Comrades Marathon, South Africa
 2. “*Quality Control Principles & Procedures for a Marathon Organization*”

Case Studies by Marathon Organizers (5' each)
Discussion amongst the panelists and the audience (25')

CLOSING SESSION (16:30-16:40)

- Summary:
1. **Hugh Jones**, *AIMS General Secretary, UK*
- Thank you Note:
2. **Kostas Panagopoulos**, *President of Athens Classic Marathon, Greece*

Transport to the Symposium Hotel (16:40-17:10)

FREE NIGHT FOR EVERYBODY