

COPENHAGEN2014.DK

PROGRESS REPORT

IAAF/AL-Bank
World Half Marathon
Championships
Copenhagen 2014



1. INTRODUCTION - CASE OF COPENHAGEN

In 2011 The Danish Athletic Federation was selected as the host federation of the IAAF World Half Marathon Championships 2014. Our bid was based on "the Case of Copenhagen"; an attempt to build a case study on how to succeed at hosting an international event, no matter what its size. We wanted to build a case that other similar Athletic Federations could use and be inspired by. We wanted to build a case that the IAAF could use as an example of how great things can be achieved with this particular event.

In a few months we know whether or not we succeed in this ambition. But already at this point we feel, that the pillars on which "the Case of Copenhagen" are constructed, have proven to be solid.

We hope that the contents of this progress report will confirm to the World of Athletics, that "the Case of Copenhagen" indeed is the right place, the right programmes and the right event.

2. ADMINISTRATION AND FINANCE

2.1 Local Organising Committee

The Danish local organising committee consists of five Public Institutions of which the Danish Athletic Federation is the main host supported by Sport Event Denmark, Wonderful Copenhagen, Municipality of Copenhagen and the Municipality of Frederiksberg.

The **Steering Committee** consists of members from the five Public Institutions

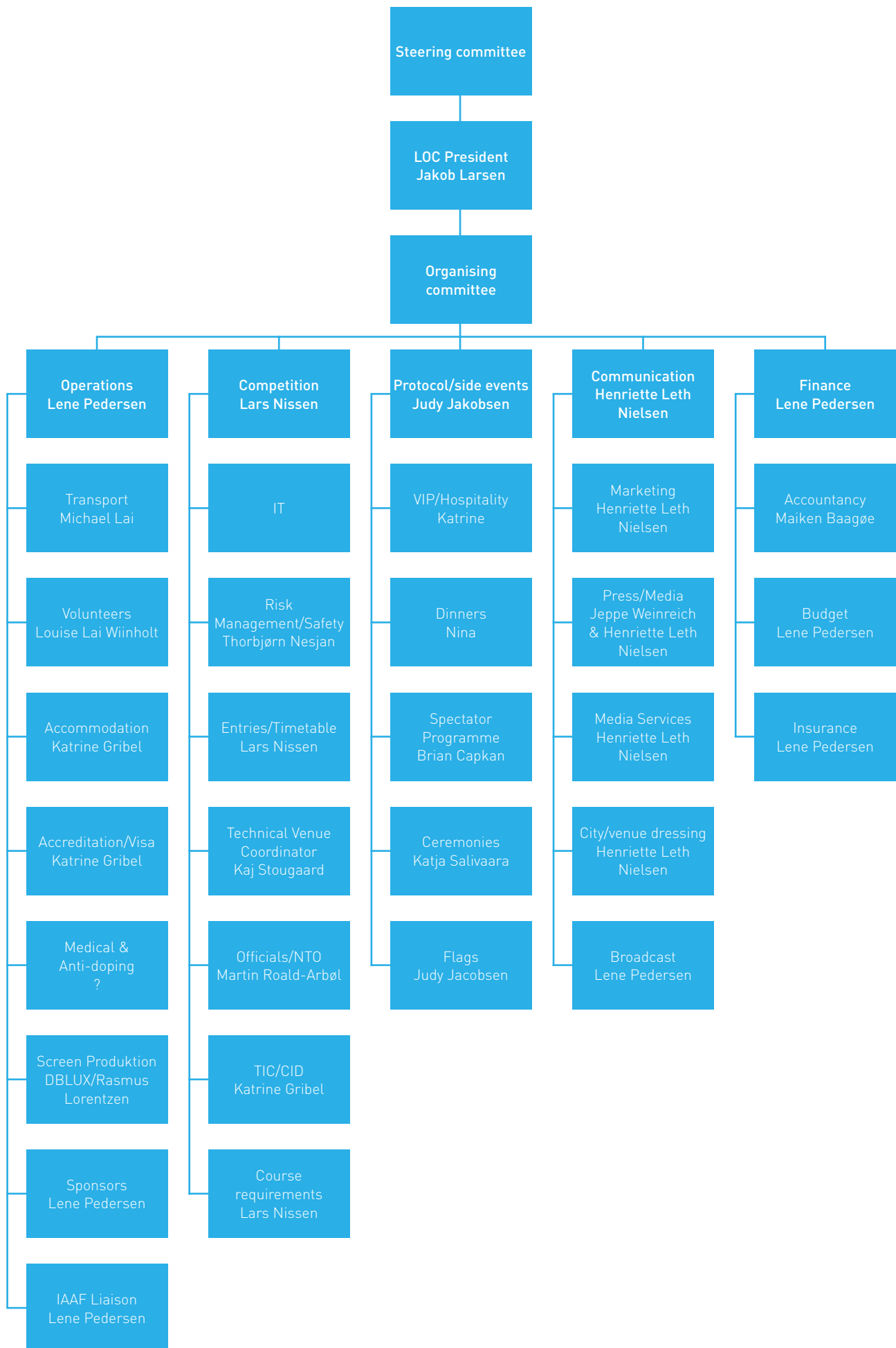
- Jakob Larsen, Director of the Danish Athletic Federation
- Torben Dan Pedersen, Vice President of the Danish Athletic Federation
- Niels Kim Hjorth, Board Member of the Danish Athletic Federation
- Annette Jensen, Board Member of the Danish Athletic Federation
- Hanne Sejer, Vice President of Sport Event Denmark
- Judy Jacobsen, Event Manager Sport Event Denmark
- Lars Vallentin Christensen, Business Development Manager, Wonderful Copenhagen
- Helen Jensen, Municipality of Copenhagen
- Hanne Schønemann, Municipality of Frederiksberg
- Lene Kryger Pedersen, Competition Director WHM 2014, Danish Athletic Federation

The Steering Committees primary function is to support and oversee the work of the Organising Committee and the overall event budget. The Steering Committee meets up every second month to review both.

The **Organising Committee** consists of the staff members working on the WHM2014 on a daily basis.

- Lene Kryger Pedersen, Competition Director WHM 2014, Danish Athletic Federation
- Lars Nissen, Technical Director WHM 2014, Danish Athletic Federation
- Henriette Leth Nielsen, Marketing, Communications and PR, Danish Athletic Federation
- Jakob Larsen, Director, Danish Athletic Federation
- Judy Jacobsen, Event Manager, Sport Event Denmark

The rest of the Organising Committee consists of part time staff and 1500 volunteers.



2.2 Budget

The budget planned for the IAAF/AL-Bank World Half Marathon Championships 2014 is approximately 3 million USD.

Sport Event Denmark, The Municipality of Copenhagen and Frederiksberg have supported the event with a total of 527,273 USD.

The rest of the income stems from the 25,000 mass race places sold. The interest in participating in the mass race held in conjunction with the World Championships was huge and sold out in less than two days. The mass race sale opened up on the 29 November 2012 so almost 1½ year before the race. The reason for the early sale was to secure the funding of the event. The price per mass race ticket is 595 Danish Kroner (approximately 108 USD per ticket). We believe that more places could be sold if the course would allow it but we have promised the participants a world class experience that is why we do not want to push our boundary.

We expect a small but healthy turnover which will be used to support future projects within Danish Athletics.

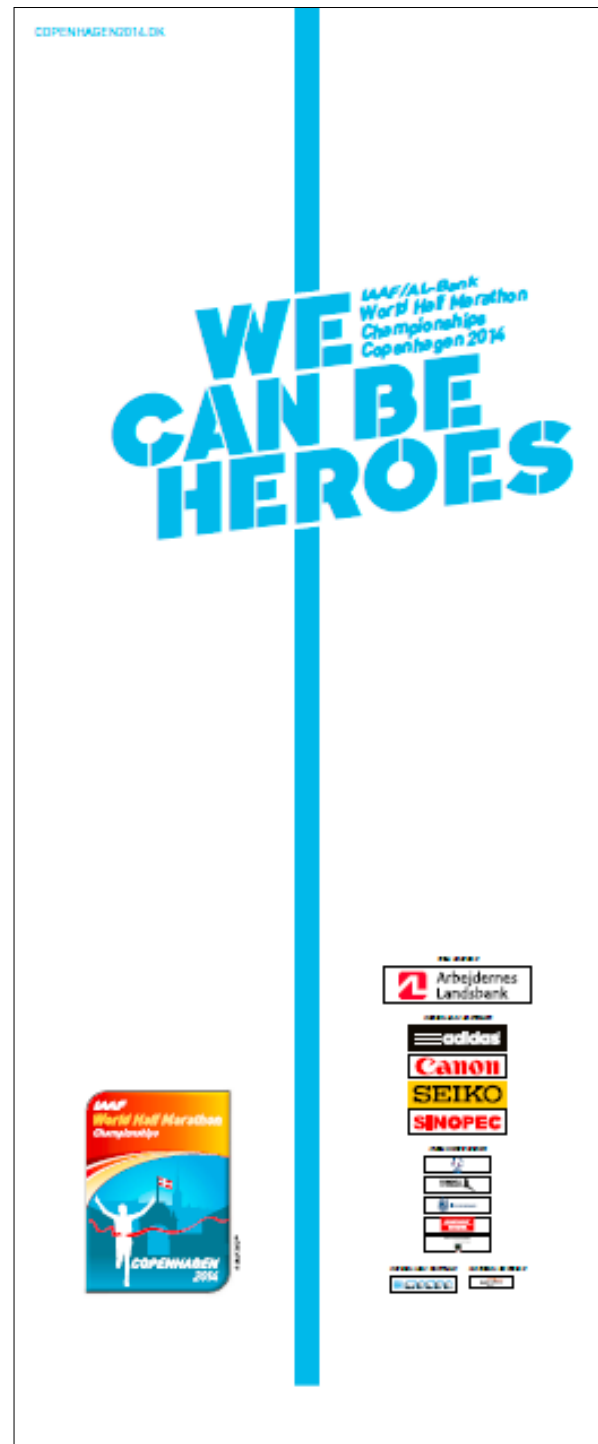
3. PROMOTION AND SPONSORSHIPS

The purpose of our promotional plan is to raise awareness of the IAAF/AL-Bank World Half Marathon Championships 2014 nationally as well as internationally. The key objectives are:

- To promote the involvement of sponsors and partners of the event
- To fill up the mass race
- To increase interest in Athletics and establish a legacy
- To showcase Denmark as hosts of the best IAAF World Half Marathon Championships ever held
- To attract spectators on the day

3.1 Marketing

In August 2012 we started working on the design line for the IAAF/AL-Bank World Half Marathon Championships 2014 together with E-Types, a strategic brand and design agency. The thoughts and elements behind the design is The Blue



Line, clean and aesthetic Scandinavian design, black and white background photos, our own font, the IAAF word mark and the official logo. We chose to produce our own design line for the 2014 World Half Marathon Championships to set the standards and expectations high from the beginning.

The event logo has been designed by our in-house graphic design company Formegon. The local elements in the logo is the Copenhagen skyline with the famous Tivoli Gardens in front with the Danish flag on top of the entrance and Christiansborg Castle, venue for the start and finish line.

The website www.copenhagen2014.dk was launched in September 2012 ready to promote the mass race before the sale opened 29 November 2012. We also promoted the mass race through our Facebook page which grew fast day by day. Today our Facebook page has 14,739 fans!



To promote International Sales we travelled to Stockholm Marathon to hand out flyers



3.2 Press and media

Local, national and international newspapers, magazines, web news and TV often bring stories about WHM 2014. We have a full media plan that we keep building upon to increase awareness. We will collect and save all the articles that we come across.



3.3 Host Broadcast

DR - the Danish National TV station will be the host broadcaster and will send live from the race Saturday afternoon. Their afternoon programme will include interviews with famous participants and other live and pre-produced programmes about running and the Championships.



3.4 City dressing (2 weeks leading up to the event)



186 large poster boards in the city centre



XL Metro Wall ad at the main square of Copenhagen



150 public buss ads



Feel good film in overland trains and train platforms

More dressing

- 170 lampposts in blue foil
- Fence banners
- Signage and banners
- Venue dressing

3.5 Citizen Information

- Public road closing information boards
- 1500 A1 boards to be set-up along the course
- 24,000 A5 flyers distributed directly to the homes of the citizens living in the course area
- 7000 posters and flyers distributed to businesses and public institutions
- 5000 posters on doors
- Monthly info-mail to all participants
- 50,000 flyers/clappers on the day

3.6 Sponsorship

Normally it is difficult to find sponsors in Denmark for sport events but for the World Half Marathon Championships many potential sponsors have contacted us, which is why we decided to enter a Category Release Agreement with Dentsu before the Title Sponsor AL-Bank came on board in September 2012.

Furthermore we have entered a National Supplier partnership with Leaseplan for cars and Maxim for energy drinks.



Lead car: Tesla Model S

We hope to get a few more National Suppliers on board within the released categories.

4. COMPETITION

4.1 Programme

Thursday 27 March 2014

All day Arrival/accreditation – Team hotel

Friday 28 March 2014

14:00 Course Inspection

19:30 IAAF/LOC Dinner at Moltkes Palæ (by invitation)

Saturday 29 March 2014

11:50 Opening Ceremony

12:30 Start 2014 WHM Women

12:55 Start 2014 WHM Men

12:55 Start 2014 Mass Race

14:15 Medal Ceremonies

19:00 Final Banquet at Town Hall of Frederiksberg

Sunday 30 March 2014

All day Departures

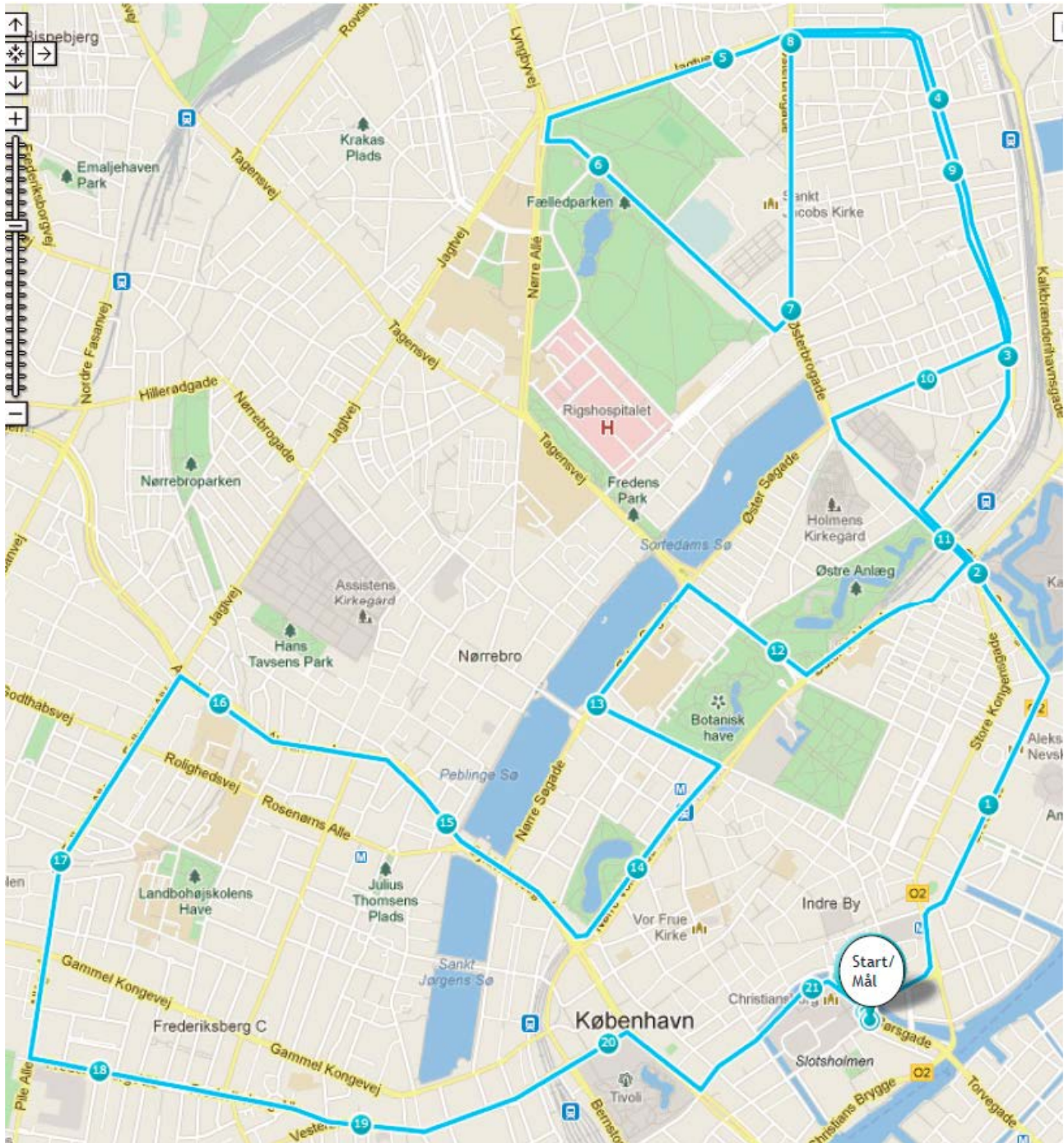
4.2 Competition course – fast, flat and scenic

The course is one loop and located in the centre of Copenhagen. The surface is asphalt and the width varies from 3 to 20 metres. The course is completely flat with a top altitude of 14 metres.

The course has been measured once by the Danish Grade A-measurer Per Jensen and B-measurer Ole Sprøgel. The course will be measured again in more detail, this time with Police escort, on 9 November 2013 and the official measurement will take place one month before the race by Hugh Jones, IAAF.



4.3 Course map



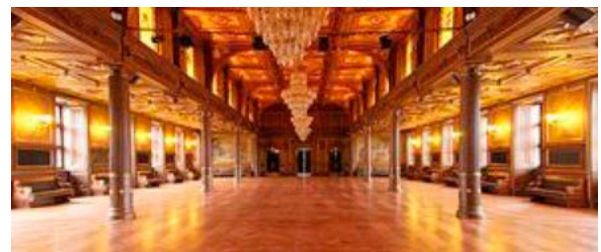
4.4 Training area

The team hotel is surrounded by green parks that are suitable for running. Across the street is a small running path in very beautiful surroundings. This is one of the iconic areas of Copenhagen that many tourists travel to Denmark to see. The park is also part of the famous Christiania free town area.

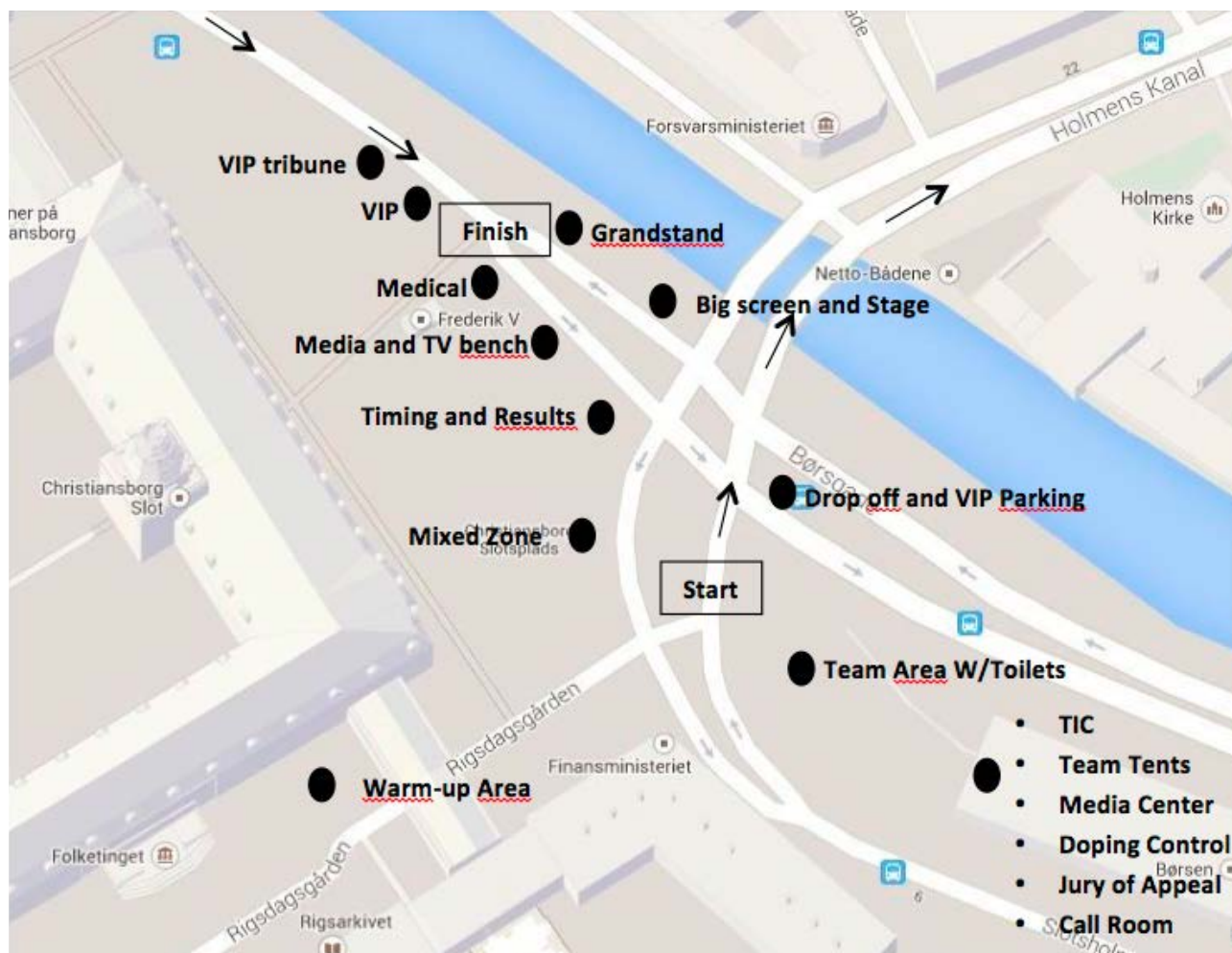
Behind the hotel you find a large park with various great running paths.

4.5 Team tents and call room

We wish to make the race spectacular for everyone involved, especially for the teams. We have therefore booked the old stock exchange for team tents and call room. This way the athletes are as close to the start line as possible and they can stay indoors and keep warm until warm-up.



City/venue map



4.6 Technical meeting

Together with IAAF we have decided to change the technical meeting into a Q&A Session following the course tour.

4.7 Mass race

The LOC is very pleased that the IAAF agreed to incorporate a mass race in the 2014 World Half Marathon Championships. Because of the mass race the event has received tremendous attention from all angles; the Danish athletic society, the Danish running society and all media – everybody runs in Denmark that is why everybody finds this event interesting one way or the other. Our Nordic neighbours have also shown great interest in the event. The 25,000 places for the mass race got sold out in only 1½ day.

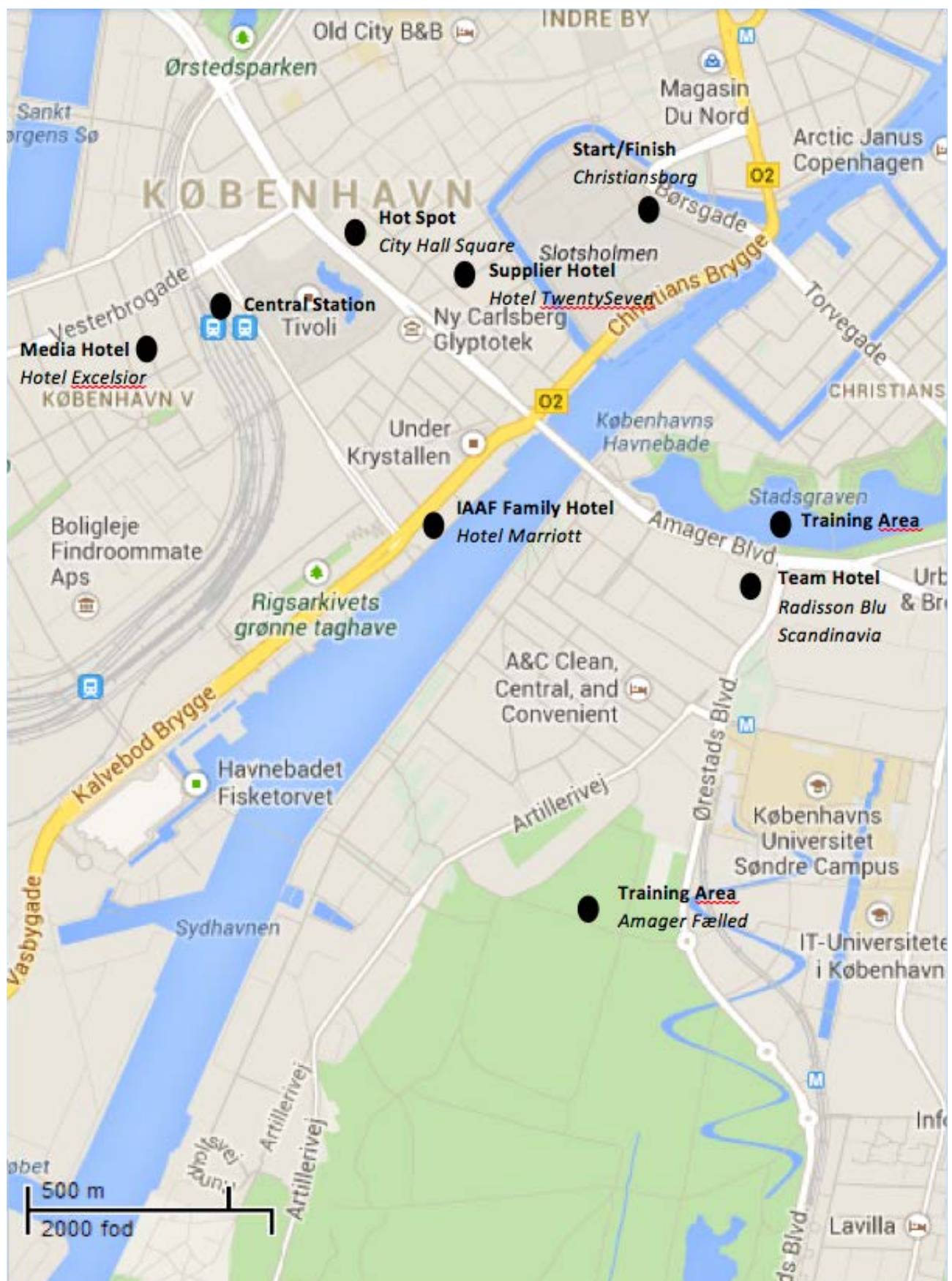
Since the mass race is an integrated part of the elite race we have decided to try and give the mass race participants the same World Championships experience as the elite with same start time, same course, similar commemorative

medals etc. It will be a once-in-a-lifetime-experience! To avoid having any of the mass participants in top ten at any time we have inserted a clause, with a minimum finish time, in the registration terms. It is not possible to win the mass race and we will not offer any prize money for the mass race.

Organising the Championships does now require a much bigger set-up because of the mass race but due to the positive support we have received from IAAF and the Official IAAF Partners we will be using the same suppliers and sponsors for both the elite and the mass race.

4.8 Temperature

The average temperature in Copenhagen on the 29 March is 9 degrees which is perfect for running.



5. OPERATIONS

5.1 Accommodation

All hotels are shown on the city map on the previous page.

IAAF Family Hotel –Copenhagen Marriott Hotel

Located on the quaint harbour in Denmark's capital, Copenhagen Marriott Hotel offers 401 spacious rooms with exquisite water and city views. The stylish guest room featuring luxury Marriott bedding with down comforters and rich linens. The hotel is 1.4 kilometre from the start/finish area. For more info on the hotel please visit <http://www.marriott.com/hotels/travel/cphdk-copenhagen-marriott-hotel>



Team Hotel – Radisson Blu Scandinavia

Rising high above the city skyline, the Radisson Blu Scandinavia Hotel offers stunning views of the ancient City Hall, the church towers of Christianshavn and the picturesque water front. Stylish and modern, each of the 544 rooms offer amenities like free high-speed, wireless Internet access, room service and cable television. The athletes will also have access to a free fitness centre. The hotel is 1.6 kilometres from the start/

finish area. For more info on the hotel please visit www.radissonblu.com/scandinaviahotel-copenhagen



Media Hotel – First Hotel Excelsior (not yet confirmed)

First Hotel Excelsior is close to the Central Station and Tivoli Gardens. First Hotel Excelsior underwent refurbishment from 2008-2010 and offers 100 comfortable rooms, a breakfast restaurant and a cosy library, which can also be used as a meeting facility for up to 14 people. The hotel offers free WiFi.



5.2 Transport

Our National Car Supplier is Leaseplan who will provide 17 electrical cars of various brands for the various purposes. To name a few of the cars the IAAF President will be transported in a Tesla Model S and the same type of car will also be used as lead car for the men. The Crown Prince of Denmark drives this model.



The lead car for the women will be BMW i3 and/or BMWi8 if we can get it in time for the event as it is being launched in May 2014.



Other means of transport

All hotels, venues and the airport are located close to each other – maximum 15 minutes' drive.

Besides from the dedicated cars we can offer the following means of transport during the event week:

- Shuttle bus service to/from airport, dinners, hotels, main venue etc.
- Boat service – if weather allows
- Bicycles located at all hotels – the Copenhagen way
- By foot

5.3 Visa procedure

A Visa procedure has been established to secure a smooth visa application process for all non-EU Nationals. Citizens of the European Union (EU) do not require a Visa to enter Denmark.

The visa procedure has been sent to all teams as part of the official invitation from IAAF. The local organising committee has a Visa Manager who will be able to answer all questions related to visa application.

5.4 Volunteers and officials

Due to the large set-up 1500 volunteers are required. The LOC Volunteer Manager has recruited the volunteers through sports clubs in the Copenhagen area. Each club provides a coordinator for their team. The LOC Volunteer Manager is in direct contact with the team coordinator. Each club receives a fee of 250 Danish Kroner (50 USD) per volunteer for the club.

Adidas has kindly agreed to sponsor jackets for all volunteers. The officials will receive a full outfit from Adidas. The officials are being appointed by the local organising committee and approved by David Bedford, IAAF Technical Delegate.

To ensure that the volunteers are motivated for the job and ready to face the potential challenges on the day we have arranged two workshops on the 22 March 2014 lead by motivational speaker Mark Anthony. During the workshop the volunteers will also be instructed in the emergency plan and other important information. Furthermore all volunteers will receive a written guide with all relevant information.

Security

Thorbjørn Nesjan from the Danish Emergency Management Agency is the LOC responsible for Security. He has experience from previous large events held in Copenhagen and has worked within the agency for many years. Together with the police, fire brigade, the hospitals/emergency rooms, volunteer paramedics, the Danish Home Guard etc. We will establish an emergency plan and emergency procedures for the event.

Overall security in the city lies with the Danish Police and they are already working on the event their end. Initial meetings have already been held with police and the fire brigade.

A central unit will be established on the day in the event area where the responsible person from all authorities will be gathered and all major decisions will be made here.

A private security company, the same as the Parliament uses, has been appointed to keep the event area safe from Thursday 27 March to Sunday 30 March 2014. They will also screen the old stock exchange and the venue area in the morning of race day. The Secret Service will also screen the area since the Crown Prince of Denmark will participate in the race.

6. MEDICAL AND ANTI-DOPING

Thorbjørn Nesjan will also take responsibility for the medical teams and procedures. There will be a medical tent by the finish line and approximately 5 mobile medical teams covering the course by bicycles. Each team has a doctor and paramedics so that most injuries can be dealt with on the scene to avoid sending people to the emergency room. Extra ambulances will be placed near the course and a thorough plan for getting the ambulances to/from the course has been made. All volunteers will be instructed on how to react in the various emergency situations.

The LOC anti-doping doctor will, together with the IAAF Medical and Anti-Doping Delegate, be responsible for anti-doping from the teams arrive until they depart. Anti-Doping Denmark has been hired to take the tests required. Anti-doping rooms have been booked at the team hotel and at the old stock exchange in the impressive Chairman's office.

7. PROTOCOL

The LOC has appointed a Protocol Manager who will be responsible for opening ceremony, medal ceremonies, speeches, dinners etc. together with the IAAF Protocol Manager.

The team flags will be displayed as part of a decorative flag alley covering the final 50 metres before the finish line.

The Old Stock Exchange has allowed the IAAF to display the IAAF flags on top of the building.



The IAAF/LOC Dinner Friday night will be held at Moltkes Palæ, an old manor house in the heart of Copenhagen. The guests will be offered a boat sightseeing tour before the dinner. The tour is optional. The rest of the guests will go to the dinner venue by bus. During reception and the 3-course dinner subtle entertainment will take place.



The Final Banquet on Saturday night will take place at the City Hall of Frederiksberg. The Final Banquet will include dinner and dancing. Shuttle busses will bring the guests back and forth all evening.



8. SIDE EVENTS

The LOC will create a packed spectator programme to entertain the runners as well as the spectators. The vibe from the spectators and upbeat music is what is most important to the runners, we have experienced. Therefore we have booked 40 bands and DJ's to play along the course.

Due to the time of year we have booked extra mobile coffee stands, made deals with coffee shops and bars along the course to ensure that the spectators can keep themselves warm and happy while watching the race.

We have also invited sports clubs to get involved and either entertain or cheer along the course.

We will also encourage shops and other businesses along the course to be creative and decorate their shops in blue to promote the event.

At the 20 kilometre mark we have a grand hot spot where we have a large screen, stage and

grandstand. At this hot spot our sponsors and partners are invited to meet the public with various activities.

For promotion purposes we have an extensive cooperation with 37 races, which has showcased the championships with exhibitions, competitions and general communication.

In cooperation with 20 clubs we have launched a IAAF/AL-Bank World Half Marathon Championships pre-event training programme series featuring coaches trained by the federation.

We have held several school competitions featuring a championships mini-exhibition and participation of runners expected to be part of the Danish team.

We expect to initiate a cooperation with the City of Copenhagen offering certified pre-event training through our clubs to all public-sector workers taking part in the race.

9. LARGE SCREEN PROGRAMME

We have promised the 25,000 participants that they will be given a world class experience. Therefore we will create a fantastic large screen programme for the start/finish area with entertainment, music, live interviews etc. from 9am to 5pm on the day so that they are fully entertained before and after the race.

10. ENVIRONMENTAL PLAN

The City of Copenhagen is constantly working to improve their green initiatives and the city has a goal of being CO2 neutral by 2025.

Most hotels in Copenhagen, and the hotels we use for WHM 2014, hold The Green Key. Green Key® is a worldwide available eco-label awarded to leisure organisations such as hotels and conference centres.

To obtain Green Key the company has to fulfill a list of environmental requirements, for example to decrease and limit the production of waste, the use of water, electricity, etc. The criteria also include demands on policy, action plans, education and communication. Today, Green Key is established in more than 2100 companies in 40 countries - Denmark initiated the Green Key.

Green initiatives for IAAF/AL-Bank World Half Marathon Championships 2014

- Electric lead cars and electric dedicated cars
- Reduce print by using online marketing material whenever possible, e.g. bulletin, mass race programme, spectator programme, volunteers programmes etc.
- Tap water at 4 out of 5 water stations
- Recycling of water bottles
- Bicycles for staff – almost 50% of the Copenhageners go to work by bicycle
- The mass participants clothing left in the start area will be collected for the Red Cross

Copenhagen has been awarded European Green Capital 2014 by the European Commission.



For more information please visit <http://ec.europa.eu/environment/europeangreencapital/winning-cities/2014-copenhagen/index.html>

2014

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TITLE PARTNER



OFFICIAL IAAF PARTNERS



PUBLIC INSTITUTIONS



OFFICIAL IAAF SUPPLIER



NATIONAL SUPPLIER

