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**EVENT MANAGEMENT**

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## Case Study...

CELTMAN! Extreme Scottish Triathlon – [www.cxtri.com](http://www.cxtri.com)



CELTMAN! Extreme Scottish Triathlon was first staged in 2012, and is creation of Paul McGreal and Stuart McInnes. Described as being "in the spirit of the world's finest extreme triathlons", it is an exceptional race on an exceptional course, in an exceptional location. It comprises a 3.8km sea swim, 202km road cycle, and 40km run across the Beinn Eighe Munro mountains.

It had been a complete sell-out in all 3 editions (including the 2014 race), and attracts a very international field – it brings competitors in from USA, Canada, Australia, Dubai, Singapore, China, and the whole of Europe.

We took care to embed the race into the local community of the Wester Ross area, and ensure they felt it was 'their' race. This means we have great local support, and a fantastic atmosphere for our athletes.

We have attracted prestige sponsors (Craft, Orca, Oakley, Stewart Brewing, MacRae & Dick, Skinfit, Red Bull, Pentland Land Rover, Planet X), and substantial media profile across the world including the BBC2 Adventure Show (2012, 2013, 2014), and a film from a Greek crew that has subsequently been shown at festivals across the world.

Paul is responsible for all aspects of the course and local facilities, risk assessment and safety, NGB sanctioning, volunteer recruitment, engagement with local communities and the budget.

### Key Tasks and Responsibilities

**Budget:** creation and management of the budget, management of entry systems and payments.

**Course Design:** responsible for working closely with the International Federation's Technical Delegate to ensure all courses (Elite, U23, Para, Age Group) all met the needs of the IF in terms of quality, fairness and safety.

**Field of:** Lead a team of volunteers to construct the course – barriers, signage, aid stations, safety installations, road closures, transition areas. Close work with Community Councils, Highland Council, Police Scotland, Scottish

Natural Heritage, private landowners, Forestry Commission Scotland, and National Trust for Scotland on course layouts.

Safety: Briefing and management of water and hill safety teams.

Logistics: Specification and procurement of course materials and services.

Sport Presentation: working closely with the branding, sport presentation and TV teams to ensure the best possible presentation of the sport and event.

