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EVENT MANAGEMENT

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Case Study...

ITU World Duathlon Championships 2010



The World Duathlon Championships were hosted in Edinburgh in 2010. The races attracted 200 Elite competitors (including the Women's Champion, Cat Morrison from Scotland), 50 Para-Duathletes, and 1000 Age Group competitors from across the world.

Duathlon comprises a 10km Run, 40km Bike and a final 5km Run. The 2010 World Duathlon Championships were staged on closed road courses within the iconic Holyrood Park, with the finish line situated between the Scottish Parliament building and Holyrood Palace.

The event had many stakeholders and funders, including; Event Scotland, City of Edinburgh Council (CoEC), British Triathlon Federation (BTF), Triathlon Scotland (TS), International Triathlon Union (ITU), and the sponsors, who included GE and Tata Steel.

Paul was asked to join the Local Organising Committee (LOC) as Race Director only 3 months prior to the race. It had become clear that the delivery of event carried substantial risks of missing deadlines or quality standards with an entirely volunteer workforce. It was necessary to have a more dedicated Race Director, and Paul brought the required skills, knowledge and experience of handling large multisport events.

As Race Director, Paul worked as a contractor to the British Triathlon Federation. He had responsibility for delivering all aspects of the Field of Play (course) to the specifications of the International Federation – at a basic level, to produce and manage a safe and fair course for all athletes.

The Para-Duathlon brought some special requirements – many athletes used hand bikes and racing chairs. This required careful course and transition design.

Key Tasks and Responsibilities

Budget: Responsible to LOC and Steering Group for delivering the FOP on budget.

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 Play Construction: Led a team of contractors and volunteers to construct the course – barriers, signage, aid stations, safety installations, road closures, site compound, transition area. Close work with Historic Scotland and City of Edinburgh Council on course layouts and road closures.

Course Turn-rounds: Devised schedules and managed a team of staff and volunteers to change course layouts (sometimes overnight, sometimes within minutes) to enable all races to proceed smoothly.

Logistics: Specification and procurement of course materials and services.

Event Management: responsibility helping to recruit and manage the volunteer team. This was particularly important to Triathlon Scotland, as the 'legacy' from the event was viewed and measured in terms of the up-skilling of volunteers, and in recruitment and retention of volunteers for the sport.

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

