



Marko Vasic

European Athletics, Running Unit Responsible

marko.vasic@european-athletics.org

+41795371139

WHO ARE WE?



Lausanne, SUI





Leading Athletics and Running in Europe !



19 years in Running, 2006 to 2025
9 Years with European Athletics, 2015 to 2024

2024 back to private business with
European Athletics as first & most important client

An aerial photograph of a marathon race taking place on a city street. Numerous runners in various athletic gear are seen from above, moving along the road. Spectators line the sidewalks, watching the race. A red banner with white text is visible along the right edge of the road. The overall scene is dynamic and captures a large-scale public event.

Change

The only certain thing ahead of us is change

Need for a faster digitalisation led by AI implementation

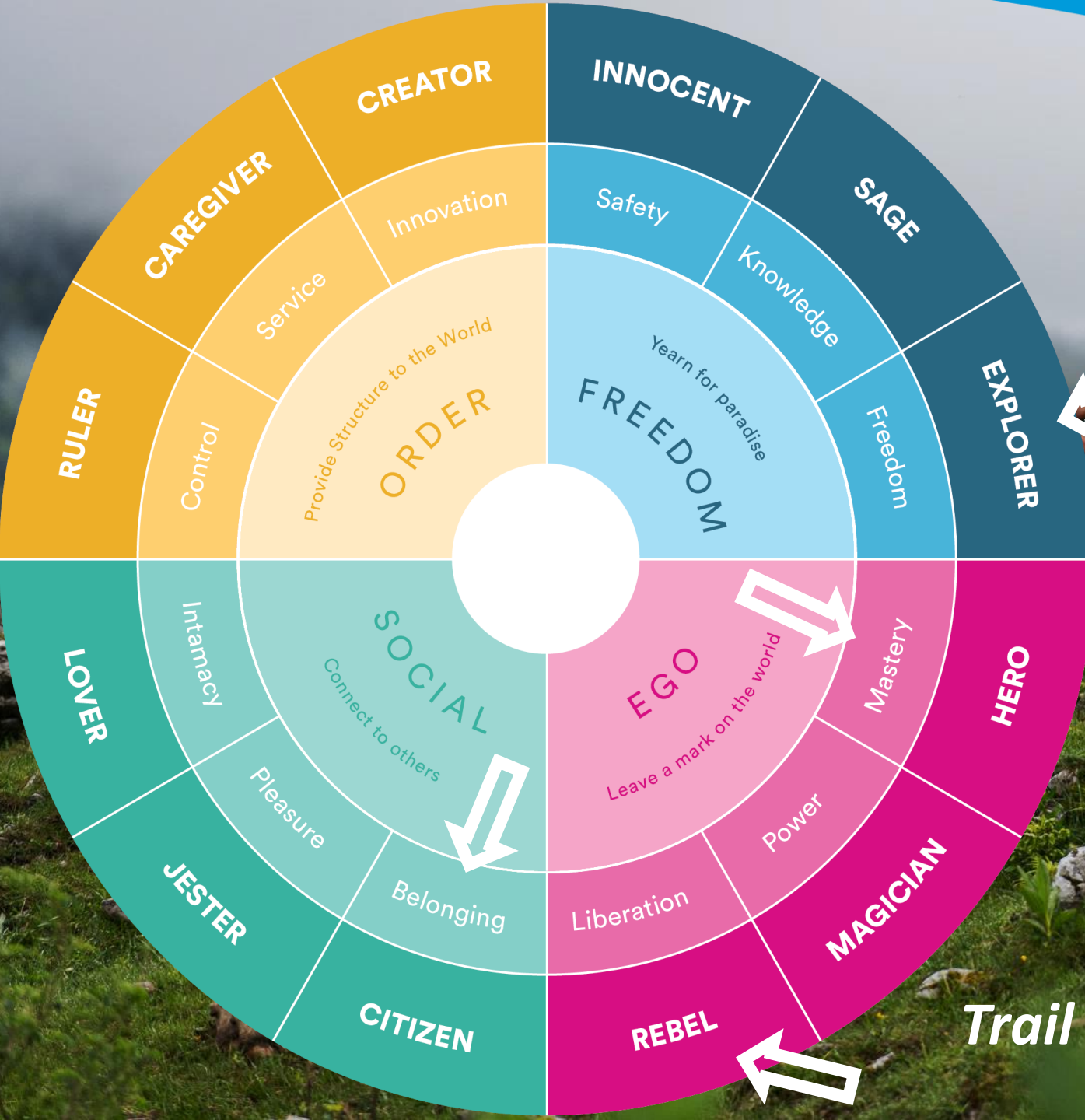
Push for technological advancement of the workforce

Mental Health and Escape to the Nature

Change to meet the needs of the society

Nature as a cure and Trail as the new Marathon





Trail Running as the new marathon



Marko Vasic

Running Unit Responsible

Strength In Numbers

Marko Vasic

Running Unit Responsible

Spectator Sport



EUROPEAN
ATHLETICS
YOUR SPORT FOR LIFE

VS

Participation Sport



Spectator Sport

Athlete Focused

Performance oriented

Stadium/TV driven

Exclusive culture



Participation Sports

Runner focused (every runner a champion)

Health oriented (younger/slimmer/fitter)

Experience driven (life changing)

Inclusive culture (finisher mentality)



IOC: "Faster, Higher, Stronger - Together"

In 2021 Olympic motto was revised for the first time in over 120 years



"Although "Citius, Altius, Fortius" is an expression of excellence, it is not a glorification of performance and victory.

It is about giving one's best, improving, and striving for perfection on a daily basis, both in the stadium and in life."

What Participation Sports can bring to the table?

*Excellence for millions
in Togetherness*

“It is about giving one’s best, improving, and striving for perfection on a daily basis, both in the stadium and in life”

An aerial photograph of a marathon race taking place on a city street. Numerous runners in various athletic gear are seen from above, moving towards the bottom of the frame. Spectators are lined up along the left and right sides of the road, watching the race. A red banner with the 'Virgin' logo is visible along the right edge of the running path. The overall scene is dynamic and captures the energy of a large-scale sporting event.

What makes Runner an Athlete?

Its the Championships feeling!

Championships Vision

It's all about the Championships feeling, for everyone

A Sport for Everyone - Bridging the Gap

- Sport that includes everyone
- Encouraging participation from all ages, genders, and skill levels

“Every Runner an Athlete, Every Athlete a Champion”

- Providing a championships feeling for every participant
- Promoting participation of individuals in recreational running with strong event focus
- Encouraging a shift in self-perception of runners towards being athletes. Excellence through running and for life



An aerial photograph of a marathon race taking place on a city street. Numerous runners in various athletic gear are scattered across the road, moving towards the bottom of the frame. Spectators are lined up along both sides of the road, watching the race. A red banner with white text is visible along the right edge of the road. The overall scene is dynamic and captures the energy of a large-scale sporting event.

European Running Championships

Making every runner a Champion!



START

BUS

BUS

EUROPEAN RUNNING CHAMPIONSHIPS

BRUSSELS » LEUVEN

MARATHON | HALF MARATHON | 10K

Getting 30'000 People to
Run with the Champions!



2025 - A unique moment



The **first ever**
European Running
Championships



Putting road running
and especially the
**marathon in the
foreground**



More medals,
more chances:
half, 10K and Team
Medals



Run with the stars.
It will be the first time
that the masses can
take part in an official
championship.



All runners will run
for their **country**
Country ranking
= 25 athletes

Our target



**30.000
runners**



Marathon:
12.500



Half Marathon:
10.000



10K:
7.500



Spectators:
Saturday: 30.000
Sunday: 50.000

Major media attention with live broadcast on TV



European Running Championships

FRESH EVENT FORMAT, GOOD TO KEEP IN MIND

3 Races	Marathon, Half Marathon, 10Km
Mixed Gender	Men and Women on the single start of each race
Ranking	As usual, Individual and Team (top 3 results), for each gender
Saturday	Half Marathon – start and finish at the same place (Leuven)
Sunday	10Km – start and finish at the same place (Leuven) Marathon – start in Brussels, finish in Leuven (no WR, ER)
No Pacing	Even a mixed-gender race, No pacing will be allowed
Refreshments	Elite Refreshment Stations every 5Km (no individual country)
Entries	Preliminary 13th December, Closing 13th January 14.00 CET Final opening on 12 March, Closing on 2nd April 14.00 CET
Age Limit	At least 20 on 31 December 2025 Marathon and Half Marathon At least 18 on 31 December 2025 10km
Entry Conditions	No entry standards, but you are free to determine national ones



LOC: City of Leuven

Building on the proven concept of the 2021 UCI Road Cycling World Championships we want to create a dedicated fan hub with a high quality and innovative fan experience, bringing the fans close to their heroes, celebrating together in a festive and fun atmosphere.



BRUSSELS



Royal Palace of Brussels



Cinquantenaire Park

START



European Institutions



Royal Museum Of Central Africa



Africa Palace

TERVUREN PARK



Leuven Town Hall



Ibec Tower



Stella Artois HQ



Central Station



University Library

FINISH

LEUVEN

Total D+: 309m



Proposing a unique course

Half Marathon

- Leuven – Leuven.
- Showcasing Leuven at its best.
- Linking the historic and modern city districts.
- Combining the same unique city loop of 10K through the historic heart of Leuven as the marathon course with fast and flat sections through the new part of the city and alongside several new booming cultural hotspots.



Proposing a unique course

10K

- Leuven – Leuven.
- Using the same unique city loop of 10K through the historic heart of Leuven as the marathon course.
- Easy and accesible course to runners of all abilities.







Let us make
history
together in
Brussels-Leuven
2025

RACE  RESULT



EUROPEAN RUNNING BUSINESS CONFERENCE

Porto 2026

Porto 2026

www.erbc2026.european-athletics.com

6-8 November 2026

EUROPEAN
RUNNING BUSINESS
CONFERENCE
Porto 2026

with support of
RACE  RESULT

REGISTER NOW!
Porto Awaits.

6 - 8 November 2026



EUROPEAN
RUNNING
BUSINESS
CONFERENCE
STOCKHOLM 2022

Price your race at the right level – Repricing Strategies

Do we dare to challenge the status quo and explain why?

Panel



Bob Verbeeck



Carlo Capalbo



David Fridell



Marko Vasic

2022

STOCKHOLM

2024

ATHENS

2026

PORTO



EUROPEAN
RUNNING BUSINESS
CONFERENCE
Porto 2026

Supporter
— Announcement —

RACE  RESULT

Grateful to keep moving forward together!

400

Participants

55

Speakers

3

2 Conference
and 1 Race day

EUROPEAN
RUNNING BUSINESS
CONFERENCE

Athens 2024

Key Communication & Experience Resources:

During ERBC Week: Enhancing Participant Experience

Website

Real-time updates to keep attendees informed about schedules, sessions, and event highlights.

ERBC App

Live notifications and personalized updates.
Access to schedules, speaker bios, and event details.

WhatsApp Community

Instant updates and reminders through a dedicated participant group.

ERBC Guides

Comprehensive Participants Guide with schedules, venue details, and tips.

Emails & Newsletter

Essential information delivered directly to attendees' inboxes.

Social Media – LinkedIn

Live updates, recaps, and key takeaways shared during the conference.

ERBC Photos

Professional photography capturing key moments, shared for attendees to relive and promote their experience.

Photos were made available in real-time during the conference via the ERBC App.



EUROPEAN RUNNING BUSINESS CONFERENCE

Porto 2026



EUROPEAN
RUNNING BUSINESS
CONFERENCE
Porto 2026

Supporter
— Announcement —

RACE  RESULT

Grateful to keep moving forward together!



Marko Vasic

European Athletics, Running Unit Responsible

marko.vasic@european-athletics.org

+41795371139