



Dear Race Organizer,

Do you believe your event has greater potential than it's currently showing? That it deserves more attention, more runners, and more relevance in today's booming running landscape?

If the answer is yes, we invite you to join a one-of-a-kind experience this September in Warsaw!

Across Europe, races are selling out, running culture is thriving—and yet, many long-standing events struggle to break through the noise. This **two-day forum** was designed precisely for those who are ready to rethink, rebuild, and rise.

Whether you're running a grassroots race or leading a well-established event that needs a fresh boost, this event will equip you with the tools, insights, and connections to take your race from good to great.

FROM MEDIOCRITY TO GREATNESS – HOW TO TRANSFORM YOUR RACE?

26–27 September 2025 | Warsaw, Poland

Organized by: Warsaw Marathon Foundation

Powered by: Warsaw Convention Bureau

In partnership with: Koźmiński University – CEE's #1 Business University

WHY YOU CAN'T MISS THIS EVENT

Real-World Strategies – Learn how once-local races became internationally relevant

Peer-Driven Learning – Join interactive sessions created *by race directors, for race directors*

Tactical Workshops – Gain actionable insights in marketing, operations, and strategic growth

Behind-the-Scenes Access – Explore the full machinery of the 47th Nationale-Nederlanden Warsaw Marathon

Powerful Networking – Exchange ideas with 20 selected European race leaders in a focused, working-group format

OUR SPEAKERS

- **Lorenzo Benfenati** – Maratona di Roma (Italy)
- **Yoshi Groen** – Bijlmer Run / Run4Art (Netherlands)
- **Sotiris Kyrianakos** – Athens Marathon. The Authentic (Greece)
- **Fabien Rassek** – Head of Sales, www.finishers.com (France)

Each of them brings a unique perspective—from mega-city logistics and brand positioning, to niche community events and runner engagement technologies.

AGENDA

FRIDAY, 26 SEPTEMBER 2025

Theme: Strategy, Trends & Transformation

14:30–15:00 Registration & Welcome Coffee

15:00–15:15 Opening: Why Are We Here? - Introduction to the Programme

15:15–16:30 Running Is a Business - Fabien Rassek, Head of Sales, Finishers.com

16:30–17:00 Coffee break & networking

17:00–18:30 3 Cities – 3 Transformations. Case stories from guest speakers:

- Lorenzo Benfenati (Maratona di Roma)
- Sotiris Kyrianakos (Athens Marathon. The Authentic)
- Yoshi Groen (Bijlmer Run, Amsterdam)

18:30–19:00 Q&A with Speakers

19:00–21:00 Behind the Scenes (1): Visit the start/finish area of the 47th Nationale-Nederlanden Warsaw Marathon

SATURDAY, 27 SEPTEMBER 2025

Theme: Practical Tools & Actionable Insights

08:45–09:00 Coffee & Kick-off

09:00–10:00 Inspiration from Transformation - small group operational sessions

10:00–10:30 Self-assessment: Diagnose Your Race

10:30–12:00 Behind the Scenes (2): the Operation Center and refreshments break

12:00–12:45 Fix One Thing - Mini-workshop

12:45–13:45 Case Study: 20 Years of Change in Warsaw - Marek Tronina, Warsaw Marathon Director

13:45–14:15 From Plan to Action - create the roadmap

14:15–14:30 Summary & Certificate Ceremony

SATURDAY AFTERNOON EXTENSION (Optional but Highly Recommended)

- Pierogi Party – An open-air culinary celebration with Warsaw locals
- Guided Access – Explore the elite start, media center, expo, and technical zones

- Meet the Marathon Team – Informal conversations with the people behind Poland's largest race
- from 6 PM – Sightseeing in Warsaw with the partner Warsaw Convention Bureau

The details of the presented agenda are subject to change.

BONUS EXPERIENCES INCLUDE

- Entry to the 47th NN Warsaw Marathon or Nice To Fit You 10K
- Access to VIP zones and elite athlete areas
- The open-air *Pierogi Party* with Warsaw locals
- A unique behind-the-scenes access to the operational zones of one of Europe's fastest growing races

KEY INFORMATION

- Limited to **20 participants** (first come, first served)
- Lectures and workshops: on **Friday, 26 September** from 2:30 PM to 9:00 PM, and on **Saturday, 27 September** from 9:00 AM to 2:30 PM
- Entry Fee: **€400 + VAT**
- Language: **English**
- Travel & accommodation not included, but we're happy to help with suggestions

If you're ready to challenge the status quo and reimagine your event's future, this is your moment.

Reserve your place now at: <https://rejestracja.maratonwarszawski.com/en/>

or request more details by contacting us at: RDP@maratonwarszawski.com

We look forward to transforming the future of running together.

Warm regards,

The Warsaw Marathon Foundation Team

maratonwarszawski.com

