

## **Title of the workshop**

### ***Running events in Europe: Social, Economic and Psychological Impacts***

#### **Rational and aim**

Running events are one of the fastest growing markets within the European sport industry. It is estimated that in Europe there are over 50 million runners today (Scheerder & Breedveld, 2015). These European runners are estimated to spend 9.6 billion euro annually on running-related activity (Scheerder & Breedveld, 2015). Organized running in the form of city marathons has also shown considerable growth, recently. At present, there are more than 100 major international marathons worldwide and thousands of smaller ones (Alexandris et al., 2019). Running events have a multiple role; they can contribute to the promotion of physical activity and active lifestyle and build community welfare, since they are associated with social / community integration and economic benefits (Theodorakis et al., 2015, Gratton et al., 2006). This is particularly important because such events take place in local communities, where their impact can be particularly strong (Djaballah, et al., 2015, Taks et al., 2015). Furthermore, they can contribute to personal wellbeing; recent research has shown that successful running events are associated with personal happiness for participants, psychological well-being, and improved quality of life over the long term (Alexandris et al., 2019; Theodorakis et al., 2019). Considering the ongoing interest in running events, this workshop aims to report recent research conducted in the context of the “Run for Health” Erasmus+ sport project and further invite running events related research.

Researchers working on any of the potential subthemes below are encouraged to submit papers:

- Economic impacts of running events
- Social and psychological impacts of running events
- Running events and quality of life
- Marketing running events
- Running events and promotion of an active life-style
- Segmentation analysis in running events
- Running events and national / European policy
- Partnership and governance of running events
- Future trends in running events
- Running event and technology
- Funding running events
- Sponsorship strategies in running events

## **Envisioned form and flow**

The Erasmus+ project will be the starting point of the workshop, and it will be presented shortly at the beginning of the session. Presented papers will be categorized according to the themes and delivered shortly within each theme. These short presentations will be followed by discussion in which the contributors will participate, and the audience will have the opportunity to ask questions and comment.

## **Submission requirements:**

Abstract required; short paper encouraged

## **Conveners**

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