



Press Conference

--- FIRST PART ---

9.00-9.20:

Presentation of ITRA's key communication statistics

9.20-9.50:

Questions

--- SECOND PART ---

10.00-10.20:

QUARTZ, a unique program to better follow runners' health

10.20-10.50:

Questions

Tuesday, 27 August 2019 9:00 – 11.00 am₁

1. Presentation of ITRA's key communication statistics

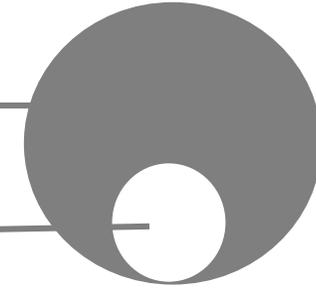
ITRA in July 2019



There are now **1,600,000 runners** whose performance index is calculated by ITRA.

118,000 runners accounts

including **10,000** members



3,000 organizers accounts

including **1,350** members

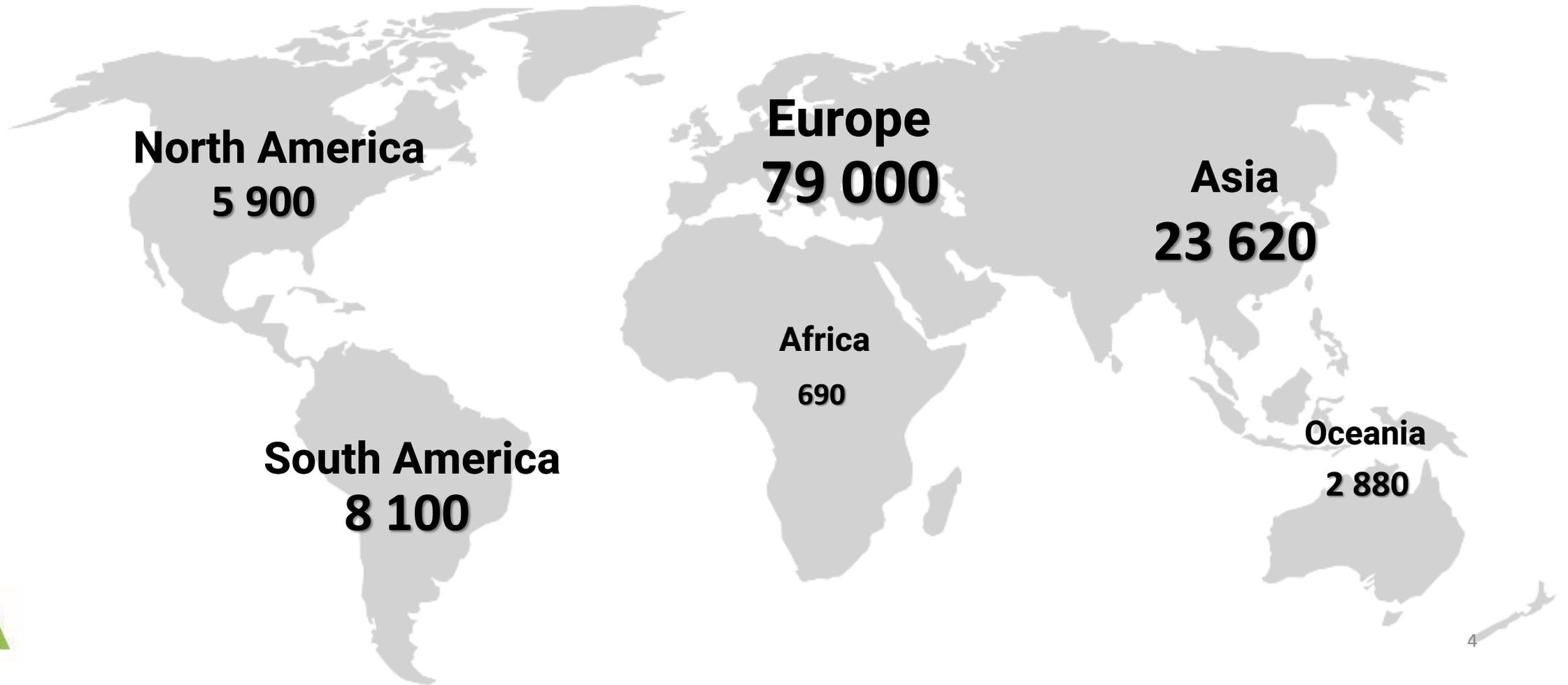


198 countries represented



ITRA Community July 2019

ITRA ACCOUNTS	Africa	Asia	Oceania	North America	South America	Europe
Organizers	80	620	80	300	300	2,000
Runners	610	23,000	2,800	5,600	7,800	77,000



Growth of runners' accounts since 2017



	July 2017	July 2018	July 2019
Number of runners' accounts*	32,400	66,300	107,000
Number of runners member	3,800	7,600	9,800

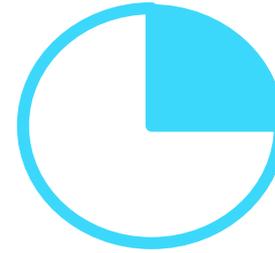
*Runners' accounts
=
Free accounts + members
(8€ membership /year)

+230% of runners' accounts
&
+157% of runners members
in 2 years

ITRA Community Runners' accounts



75% of **men**



25% of **women**



The biggest number of runners who joined our community are **from Europe**

Detailed information about our members



5th country with the highest number of **ITRA members**



in 8th position and the first country **from Asia**



biggest community of **ITRA members from South America**

Race key statistics

July 2019



There are now **24,300 of races** in our calendar since ITRA creation.

- **17 000 races** with ITRA points from 0 to 6 (**5 000** in 2018)
 - **22 500 race results and** an ITRA Performance Index
- **70% of races** on the ITRA calendar **award ITRA points**

Races July 2019

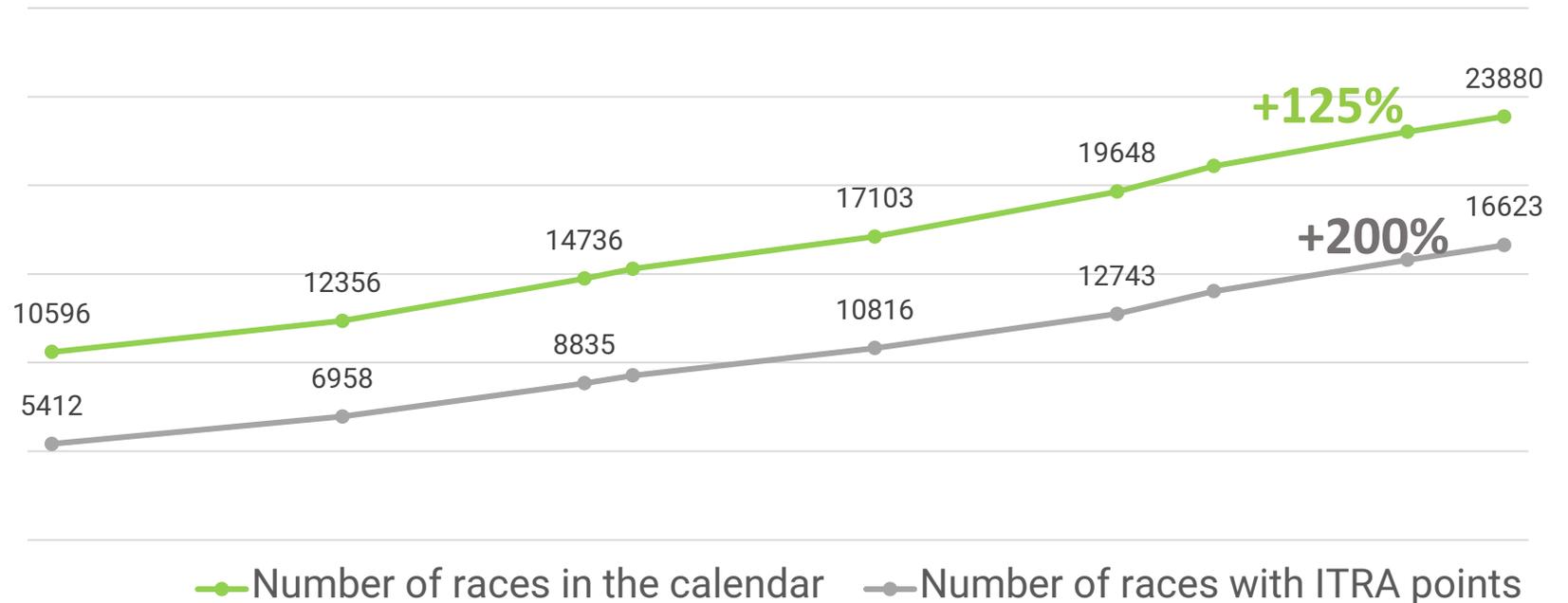
Datas	2017	2018		July 2019	
ITRA Races	3,800	4,800	+26%	5,500	+15%
Number of races with ITRA points	3,200	4,300	+34%	4,900	+14%

Total

❖ In the calendar: **24,300**

❖ With ITRA points: **17,019**

ITRA races vs. Races with ITRA points From January 2017



ITRA Association



The structure:

- General Assembly members: 90
- Steering Committee members: 17
- Executive Board members: 7
- Permanent members: 14
- National Representatives: 67

Region	North America	South America	Asia	Europe	Oceania
Number of NR in 2019	7	9	12	36	3

Number of ITRA National Representatives	2015	2017	2019
Organizers' National Rep.	29	33	26
Runners' National Rep.	15	53	41

National Representatives

North America

RUNNERS' REPRESENTATIVES

David JEKER
 Marcelo JIMENEZ ROQUHETT
 Raul Humberto CASTANON GUEVARA
 Chris MOCKO

ORGANIZERS' REPRESENTATIVES

CAN Sébastien Côté (THE ULTRA-TRAIL HARRICANA) CAN
 CRC Alberto GOCHICOA GOMEZ (CORREMONTES ORIZABA) MEX
 MEX Jamil COURY (ARAVAIPA RUNNING LLC) USA
 USA

South America

RUNNERS' REPRESENTATIVES

Jose MONTES DE OCA
 Ervin SILES
 Sidney TOGUMI
 Enrique SANCHEZ CLAROS
 Pablo Sebastian MENA CEPEDA
 Paola NANDE

ORGANIZERS' REPRESENTATIVES

ARG Marco CAMPOS (TRANSMANTIQUEIRA ULTRA TRAIL AGULHAS NEGRAS) BRA
 BOL Oscar MAHECHA (AVENTURA MONTANA) COL
 BRA David EGAS (TRAIL RUNNERS CUENCA) ECU
 COL
 ECU
 URU

Asia

RUNNERS' REPRESENTATIVES ORGANIZERS' REPRESENTATIVES

[Lei YU](#) CHN Ziling SU (GRIT TAO SPORTS DEVELOPMENT CO., LTD.) CHN
 Amar Ranu IND Janet NG (HONG KONG 100) HKG
 Koichi IWASA JPN Naveej AHAMED (SOLES OF COCHIN RUNNERS CLUB) IND
 Razif YAHYA MAL Hiroki TAKEYABU (YABUSAPO) JPN
 Edmund CURA PHI Romualdo CALBES (VERTICAL TO SKY) PHI
 Mubarak AL KHULAIFI QAT
 Kanin PINSUVANA THA

Europe

RUNNERS' REPRESENTATIVES ORGANIZERS' REPRESENTATIVES

Damir MAKSIMOVIC	CRO	Josef MAYERHOFER (MOZART 100 SALZBURG ULTRA TRAIL)	AUT
Jesper LØVETOFTE	DEN	Admir SABIC (PLANINARSKO DRUTVO ZELJEZNICAR)	BIH
Pablo VILLALOBOS	ESP	Marina HYYTIAINEN (TRAIL 2 HEAVEN S.L.)	ESP
Harri JANTUNEN	FIN	Philippe LE RUYET (ASSOCIATION TRAIL DU KREIZ BREIZH)	FRE
Emilie LECOMTE	FRA	Huw WILLIAMS (PEN LLYN ULTRA)	GBR
Andreas SCHINDLER	GER	Lazaros RIGOS (OLYMPUS TRAILS)	GRE
Nikos ZANAS	GRE	Laszlo CSANYI (MOLLIS PLUVIA KFT)	HUN
Lajos ROHOSKA	HUN	Simone BROGIONI (CAMELBAG SDDR)	ITA
Friedleifur FRIDLEIFSSON	ISL	Miroslaw BIENIECKI (FUNDACJA "BIEG RZEŹNIKA")	POL
Segev APPELBAUM	ISR	Mario LEAL (CLUBE INDEPENDENTE DE ATLETISMO ILHA AZUL)	POR
Pablo BARNES	ITA	Igor VLADIMIROV (MOSCOW TRAIL)	RUS
Andriss RONIMOISS	LAT	Teodor MARKOC (TD PODBRDO)	SLO
Cyril HURSON	LUX	Laurent LELOUP (GENARPS IF)	SWE
Rui PINHO	POR	Caner ODABASOGLU (MCR RACESETTER)	TUR
Katarzyna MELCER	POL		
Alena SHEVCHUK	RUS		
Andrej TEZAK	SLO		
Bernard MAYENCOURT	SUI		
Roman SOPKA	SVK		
Laurent LELOUP	SWE		
Suleyman CAVUSOGLU	TUR		
Valerii SHYPUNOV	UKR		

Oceania

RUNNERS' REPRESENTATIVES ORGANIZERS' REPRESENTATIVES

Aaron KNIGHT	AUS	Ben HOCKINGS (YUMIGO AUSTRALIA PTY LTD)	AUS
Malcolm WEBB	NZL		

Communication

Social Networks

A dynamic community



The community is **growing**, and there is an **excellent interaction** with our posts. We have **very good engagement rates**.

Fans in 2018	January	December	Total	Engagement Rate
Facebook	+21,411	+28,730	+7,389	10% (the average is around 0,27%)
Twitter	+3,768	+5,983	+2,215	1% (the average is around 0,04%)
Instagram	0	+6,140	+6,140	/

Fans in 2019	July
Facebook	+32,433
Twitter	+6,953
Instagram	+12,700



In 2019, we continue to **attract fans**. **Instagram** is our most popular social network.



Newsletter is still a good way to communicate



9 Newsletters sent to organizers and 9 newsletters sent to runners in 2018/2019

- **551,339** emails sent
- Open rate: **50%**
- Click rate: **15%**

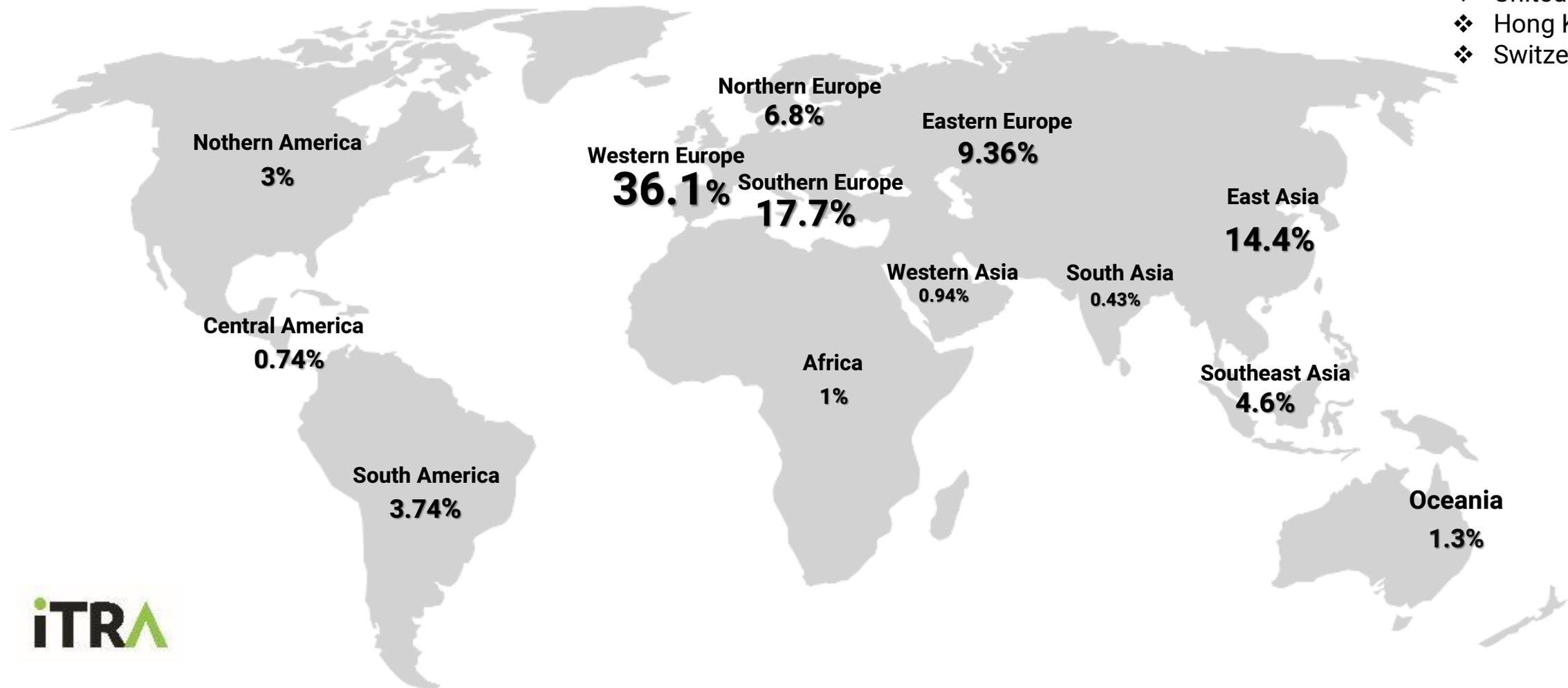
Language	English	French	Spanish
Open rate	49.6%	47.9%	50.6%
Click rate	12.3%	17.9%	15.9%
Number of emails	284,545	159,790	107,003

ITRA Website Users

Summary of 2017-2019

Top 10 countries:

- ❖ France
- ❖ Spain
- ❖ China
- ❖ Japan
- ❖ United States
- ❖ Poland
- ❖ United Kingdom
- ❖ Hong Kong
- ❖ Switzerland



Website

A high traffic rate!

	Connections on the Website	Users
2017	6,316,923	528,277
2018	8,796,502	700,298
TOTAL	+40%	+33%



	Connections on the Website
2018 January – July	4,207,140
2019 January – July	5,823,039
TOTAL	+38%

The number of connections and visitors on the website are **strongly increasing**.

It's a **good sign** for the future website !

Questions

**2. QUARTZ, a
unique program to
better follow
runners' health**

Example 1:

Alex



Profile

- 46-years old man, “regular” runner
- former road runner, started trail-running competitions 5 years ago
- performing his first 100K trail-running race

On the race day

- Alex is feeling good until the Km 65, where he encounters difficulties to eat and drink
- After a few km, he feels a headache and a pain in the lower back
- Km 80: he stops at the aid station and makes his way to the medical team
- He says he is tired and he has a strong headache for more than 10K... but it's his first 100K and he promised to his 10-years old daughter that daddy will cross the finish line with her...
- The medical team asks him if he has any illnesses or takes any specific treatment, he answers no
- The medical team give to Alex an aspirin to finish the race without pain
- Despite the medication, he doesn't feel good and looks for a quiet place to lay down a minute...
- After a few steps, he collapses and remains unconscious

What happened?

→ Alex is allergic to aspirin.

Example 2:

Maria



Profile

- 28-years old woman, “regular” runner,
- started trail-running competitions 2 years ago
- performing her second 30K trail-running race

On the race day

- Maria is feeling good and runs at a good pace the first 15K
- A few km after, she doesn't feel good in the downhill
- She looks for a spot to lay down a minute not too far from the course...
- She collapses and falls over the steep side of the course, hurts herself and is unconscious
- The rescue team, alerted by runners, arrived 20 min after her fall
- After examining her, she is still unconscious but she is breathing
- The medical team concludes it's not a stroke but they still don't understand the origins of her collapse

What happened?

→ **Maria has diabetes and was having a hypoglycemic crisis (this could also happen in the case of a hyperglycemia crisis).**

Observations



Participants' health and safety are event organizers' first priority...

...but, do the race organization really know a participant health data and medical history?

1. in many countries the **medical certificate is not mandatory**
2. the medical certificate done 6 months ago **doesn't show the runner's current health state**
3. if someone has allergies to a medication, is epileptic or has diabetes, **nobody knows it**



In the best cases, organizers ask participants to fill in a medical questionnaire before the race

1. a runner who participates in 10 races in a year will fill out **10 different questionnaires**
2. between the day the runner filled out the questionnaire and the race day, **the runner's health state may have evolved**
3. if a medication or a special treatment is given to a runner by the event's medical team, this action is reported nowhere = **no history for the personal record = no reporting to the following race**

Health Data Protection is ruled under the highest international standards

1. it's **very difficult for a small event organization** to implement such standards on their own

Our solution: QUARTZ Program



For runners

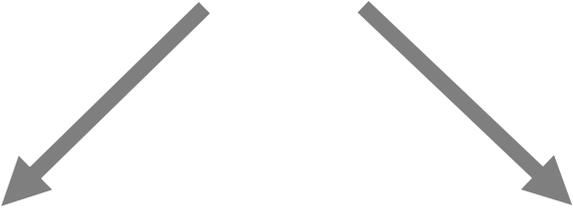


A free **HEALTH SPACE** for ALL runners

An individual health monitoring for the top athletes with **QUARTZ Elite** program



For organizers



Safety precautions for ALL runners to avoid any problem with **QUARTZ Original** program

A medical check-up before the race for the top athletes with **QUARTZ Event** program

What is QUARTZ Original?

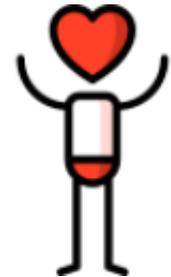
QUARTZ Original

What is it?



A service **for all race organizers, to ensure runners' safety** in trail-running events

A unique and fully secured online platform **to know better the medical state of your runners**

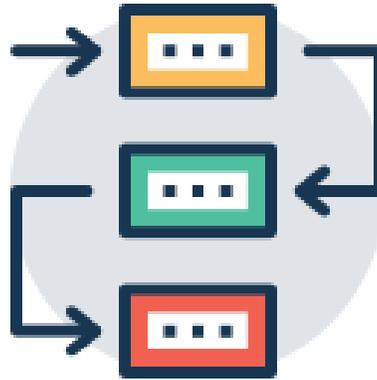


QUARTZ Original

The health space

1. Access to your health space
(through your ITRA account)

3. Keep it up-to-date!



2. Complete it carefully:

- ✓ Medical form (blood group, allergies...)
- ✓ Medications
- ✓ Dietary supplements
- ✓ Treatments (asthma, diabetes...)
- ✓ Blood and/or Urinary test results
- ✓ Medical examination (ECG, X-Ray, medical scan...)
- ✓ Medical certificate for the year

This information can be valuable

In the event of a medical problem occurring during a race, it allows the QUARTZ Event races' medical teams:

- **To consult your health space and know you better**
- **To provide you with the most appropriate care**

Questions



THANK YOU