



2019 THEME “MASSPARTICIPATION 365”

WHAT IS MASS PARTICIPATION WORLD?

Mass Participation World fosters year-round collaboration & best practice within the Mass Participation Industry. Engagement is across all verticals including running, cycling, triathlon, obstacle racing & swimming with all members of the industry from Governments and cities to federations, brands, rights holders, suppliers and not-for-profit organisations.

It started in 2015 with the Inagural Mass Participation Asia Conference in Singapore and in 2019 has evolved into Mass Participation World which will see engagement across four key verticals:

-  A growing network of Conferences
-  Advising & consulting
-  A research and insights platform
-  Education - including free webinars, online workshops and Master Classes

In its first three editions hosted across Singapore and Bangkok, MPA has hosted over **600** delegates from **21** different countries, featuring almost **200** renowned presenters from Asia and beyond and is increasingly attracting industry attention.

WHERE AND WHEN?

MPW will continue to be hosted at the Hilton Singapore from 2-4 December 2019, once again immediately after the Singapore Marathon.

WHAT DOES MPA OFFER?

MPW offers a packed 3 day program that will include

-  Keynotes, Panels & Case studies
-  Inaugural Industry Awards
-  Workshops
-  Half day innovation showcase
-  Networking events
-  City Tours
-  Morning runs
-  Expo

THE CONFERENCE

DELEGATES

MPA attracts a wide variety of attendees from across the region and beyond, with delegates traveling in from all corners of the globe including Australia, China, India, Hong Kong, UK, Mexico and the USA, typically representing one of the following:

Brands/Sponsors

Event sponsors or corporations already partnering with or thinking of owning or sponsoring a mass participation event

Event Owners/ Organisers

Businesses that run events or use events as an engagement tool including event owners

Government Agencies

Governments or cities currently hosting mass participation sports events or exploring the potential benefits for economic, health & social impact

Marketing, Digital & PR Agencies

Agencies supporting mass participation sports events or exploring using these events for engagement purposes

Industry Suppliers

Goods and service providers supplying to mass participation sports events

Non-Profit Organizations

NPOs using mass participation events as fundraisers and awareness platforms



PRESENTERS & CONTENT

MPA is dedicated to gathering the best thought leaders to share their wealth of knowledge. Almost 200 speakers from 15 countries have presented at our conference, including the likes of **Steve Cram CBE**, **Michelle Taylor** (TCS), **Rich Harshbarger** (Running USA), **Greg Hooton** (IMG Events), **Victor Cui** (ONE Championship), **Ben Slack** (Tennis Australia), **Lim Teck Yin** (Sport Singapore), **Allessio Punzi** (IAAF), **Unmish Parthasarathi** (ICC), **Mike Nishi** (Chicago Marathon), **Chris McCormack** (Super League Triathlon), **Shayne Bannan** (Mitchellton Scott) amongst many others.

MPA DELEGATES LOOK FORWARD TO THE FOLLOWING:

-  The latest trends and successes of mass participation sports
-  Growing markets and opportunities for mass participation sports
-  Insights and inside knowledge from industry leaders
-  Both commercial and operational aspects of running a mass participation event
-  Networking and fostering collaboration with others in the industry