



Marketing  
Communication  
Consultants  
Association



## THE UK'S FIRST MARKETING INDUSTRY TRIATHLON – FRIDAY JULY 10<sup>th</sup> 2009

Calling all marketing triathletes or would be triathletes.....

Marketers have long been associated with triathlon participation; it must be something to do with the need to succeed! This tailored event provides the ideal stage for experienced individuals, teams, amateurs and first timers. This is a great networking opportunity for the marketing world to unite in healthy, fierce competition. Whether it's client vs. agency or brand vs. brand, what could be better than a prestigious event at the 2012 Olympic rowing venue; Dorney Lake, Eton, Windsor.

In staging the event we hope to raise £100,000+ for our chosen charities CLIC Sargent and Alzheimer's Society. Whilst fundraising is of course optional, we hope you will join us in trying to achieve this target. The Marketing Industry Triathlon will make for a great day out for spectators and supporters too so families and friends don't have to miss out.

### THE EVENTS:

Four events will be run on the day, set up for both relay and individual participants:

TRIATHLON NAME	DESCRIPTION	IDEAL FOR WHO?	ENTRY FEE	TROPHIES
Super Sprint	400k swim, 10km bike, 2.5km run	first timers	£55	Best male Best female
Sprint	750m swim, 20km bike, 5km run	Those with reasonable levels of fitness & committed to training	£65	Best male Best female
Olympic	1500m swim, 40km bike, 10km run	Experienced tri-athletes already in training	£75	Best male Best female
Relay Team (3)	800m swim, 30km bike, 7.5km run	colleagues with complementary strengths	£95	Best team
				Best company

### WHY PARTICIPATE?

The triathlon is open to anyone in, or connected to sales, marketing and the communication industries. Aimed at all levels of competitor, from complete novices to more seasoned triathletes, this is a great way for people of all ages and abilities to come together and compete side by side.

### HOW DO I SIGN UP?

Simply visit [humanrace.co.uk](http://humanrace.co.uk) and follow the event link for full details and fundraising links or call 020 8399 3579.

[jojo.band@mcca.org.uk](mailto:jojo.band@mcca.org.uk)

[www.mcca.org.uk](http://www.mcca.org.uk)

To energise communication agencies for a changing future, by sharing knowledge, sharing vision and **sharing possibilities**

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## ABOUT THE MARKETING INDUSTRY TRIATHLON ASSOCIATES

**MCCA (Marketing Communication Consultants Association) – [www.mcca.org.uk](http://www.mcca.org.uk)**

**Human Race – [www.humanrace.co.uk](http://www.humanrace.co.uk)**

Founded in 1990, Human Race is a professional event management agency specialising in staging multisport events, typically organising over 15 a year. These include triathlons, duathlons and aquathlons, as well as single sport races, especially in running. Human Race also organised the acclaimed Commonwealth Games Triathlon in Manchester in 2002 which has led to the development of the annual ITU World Cup Triathlon, on the BBC, over the same course in Salford.

Led by John Lunt, the most experienced UK triathlon Competition Director, Human Race will be responsible for all the logistics of the Marketing Industry Triathlon at Dorney Lake and handle all entries. The event will also be promoted to HR's database of circa 70,000 athletes, many of whom are in marketing.

**The Contact Group – [www.thecontactgroup.eu](http://www.thecontactgroup.eu)**

The Contact Group is a developing group of marketing services agencies with centralised business management and development resource. We actively promote a 'contact is good' culture, the sharing of best practice and collaboration with our established international agency partners. This results in better run businesses, better value for money services and better cross agency, cross discipline and cross border co-operation.

Contact Group Agencies are responsible for all branding, advertising, sponsorship and online work supporting the Marketing Industry Triathlon. They have also pledged to enter a number of teams and promote the event through their extensive contact base.

**Marketing Magazine – [www.marketingmagazine.co.uk](http://www.marketingmagazine.co.uk)**

As the leading weekly magazine in the marketing industry, Marketing magazine will be supporting the triathlon through a number of advertising and editorial features. It will also be producing a video of the event.

## ABOUT OUR CHOSEN CHARITIES

**CLIC Sargent – [www.clicsargent.org.uk](http://www.clicsargent.org.uk)**

Every day 10 families are told their child has cancer. As the UK's leading children's cancer charity, CLIC Sargent is the only organisation to offer them all round care and support. That's because we're there every step of the way:

**During treatment** – providing specialist nurses, doctors, play specialists, Homes from Home

**In hospital & at home** – offering specialist social care and family support in the community – specialist youth services, holidays, grants, helpline

**After treatment** – helping survivors, supporting those bereaved, research

**Alzheimer's Society – [www.alzheimers.org.uk](http://www.alzheimers.org.uk)**

Alzheimer's Society is a membership organisation, which works to improve the quality of life of people affected by dementia in England, Wales and Northern Ireland. Many of our 25,000 members have personal experience of dementia, as carers, health professionals or people with dementia themselves, and their experiences help to inform our work.

**Local support:** In over 250 locations across the UK, Alzheimer's Society staff and volunteers work together to provide help and information to people affected by dementia in their communities.

**Telephone help line and online services:** The Society provides reliable and up to date information to help you with every aspect of living with dementia: from understanding diagnosis and assessment to dealing with the financial challenges you may encounter.

**Research:** Every year we invest around £1.5 million in our Quality Research in Dementia Programme (QRD). This money funds important research that will help us to improve the quality of life for people with dementia, by tackling questions related to the causes of dementia, investigating good practice in care and treatment, and pursuing a cure.

**Training and development services:** We provide training for health and care professionals and publish a wide range of training materials and books.

**Campaigning and raising awareness:** With the help of our members and supporters, we campaign for the rights of people with dementia and those who care for them through a combination of detailed policy analysis, lobbying, influencing and direct action.

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