



Breakout Session Takeaways

Session Title: Building Community with Culture & Movement

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- 1. Movement brings people in, but culture makes them stay.**
Running events succeed when they are designed with intention around how people feel, not just how fast they move.
- 2. Community is built in the details.**
Music, language, vendors, storytelling, and who is honored send powerful signals of belonging that directly impact trust, loyalty, and return participation.
- 3. Run clubs create niche belonging; community runs build ecosystems.**
Smaller groups offer safety and identity, while larger community events unite diverse groups around shared pride in place, movement, or purpose.
- 4. Culture is not branding — it's lived experience.**
Culture shows up in who is centered, whose stories are told, and whether people feel seen when they arrive, participate, and leave.
- 5. Community-centered design is a growth strategy, not a “nice-to-have.”**
Intentional community building drives higher retention, deeper brand loyalty, and attracts sponsors seeking authentic engagement.
- 6. You don't need a bigger budget — you need deeper intention.**
Sustainable impact comes from designing people-first experiences, building real partnerships, and offering multiple ways for communities to engage.