



Breakout Session Takeaways

Session Title: Training Plans Suck. Why event organizers are the missing link in runner performance.

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1. **Training plans alone aren't working — only 36% of beginner runners complete them.**

Life gets in the way, and static plans can't adapt. Runners need flexible, ongoing support.

2. **Event organisers are uniquely trusted — and your voice drives real action.**

Runners are 2.3× more likely to start training when it's introduced by you, not a third-party app.

3. **Runners don't just want to participate — they want to improve.**

Mental health, personal bests, and progress are the top reasons they train. Coaching helps them get there.

4. **Coopah helps events increase runner success — and that boosts satisfaction, sell-out rates, and loyalty.**

Partnered runners see a +28% increase in finish rates and are 12% more likely to hit their goals.

5. **Working with a coaching partner makes it easy to offer real support — without adding extra work.**

You already have the trust and the channels. We do the heavy lifting — you stay the voice they believe in.