

No short cuts.

Totally committed.



“Most marathon courses have defined characteristics... Guernsey has its stunning coastal route. The branding has encapsulated this perfectly. What's more, LR&D brought together a wholly committed Organising Committee and an enthusiastic sponsor in Sportingbet to great effect.”

Peter Head
Guernsey Marathon Race Director



Langlois Robertshaw & Delbridge

Advertising Marketing Public Relations

+44 (0) 1481 246668

In the long run...

When has there been a more important time in the finance industry to lift staff moral and self-belief? LR&D Managing Director, Tom Robertshaw hits the road to look at a unique team-building option that won't send your finance director into an apoplectic rage.

With most businesses currently focussing on the bottom line and cutting expenditure it would be folly to overlook the pressing requirement of building team spirit among your key staff. Experts agree that there is a fundamental need to inspire employees to work their way through the bad times so as to be at the top of their game when the good times return?

It is ironic that when the need is at its greatest the funds are at their lowest. Not many marketing teams will be sent on a leadership challenge to climb Kilimanjaro this year and the accounts department's expensive team-building trip to a celebrity chef's cookery school in Padstow or Provence will almost certainly be put on the back burner. So, what is the alternative?

CENTENARY

On Sunday 30 August, in the centenary year of the very first event of this kind in the island, the Sportingbet Guernsey Marathon is to be held, the first to be run for 18 years.

Organisers are expecting runners from the UK and France to come and enjoy one of the prettiest and most exhilarating courses anywhere. Starting and ending at Footes Lane and including the stunning scenery along the island's west coast from Pleinmont to Bordeaux, the race has all the elements to make this as spectacular as it is demanding.

One key element in the Sportingbet Marathon will be the business team relay which Race Director, Peter Head, says is the perfect team building exercise.

"The event will raise money for three local



One key element... will be the business team relay the perfect team-building exercise.

charities, Headway, Hope for Guernsey and the Mines Awareness Trust, and we are particularly keen to get as many members of the local community involved as possible.

"We also know that running 26.2 miles requires a great deal of training as well as dedication and stamina. We are asking local businesses to enter teams into the race so that they can share the distance between them, raise money for the charities and be part of a prestigious event.

TEAM-BUILDING

"We believe that there are tremendous social, health and team-building benefits for companies as their staff train and prepare for the event. We are looking for teams of 5 from each organization with each athletes running between four and six miles each."

"I am greatly encouraged by the number of Sportingbet staff who have risen to the challenge and who I, as a representative of

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the Marathon Club of Guernsey, am helping prepare for the big day."

Getting staff on the road to better health, fitness and group camaraderie through the Sportingbet Guernsey Marathon is a cost-effective and exciting way to raise money for deserving local charities but also a great branding exercise for your business. Kit out your team in branded t-shirts and caps and don't forget that there will be many weeks of training where your company logo will be seen pounding the pavements at all hours of the day.

SPONSORSHIP

"Not everyone will be able to run" continues Peter. "But they can also get involved raising sponsorship and advising on the right diet required to ensure the best result. Why not appoint someone in the office to look after the food you eat in the workplace. It has to be the best if the team is to succeed in the task ahead.

Eating fresh produce, and getting the right combination of protein, grains, fruit and vegetables is important. Salads and raw vegetables are especially beneficial because they have not lost any nutrients due to cooking. Fish and chicken are better than red meat. Your goal as a runner is to make sure you eat the best combination of foods to maintain a healthy body and an appointed food monitor can help with this. Don't forget to avoid fast foods as they have too much saturated fat and low quality carbohydrates.

"But if you are going to take part your training programme needs to be structured," says Peter.

"As you build up your distance, always start your longer runs slowly, probably slower than all your other training runs, you will be stronger at the end if you do. If you can't hold a conversation without effort – you're running too fast and the social aspect of jogging with colleagues and building relationships is very important in team-building." ■

If you would like more information on how to enter please go to www.guernseymarathon.gg