



ITU TRIATHLON WORLD CUP

EPG help deliver a world class test event for DAGOC and the ITU.

The ITU Triathlon World Cup is an annual series of triathlon races staged around the world, organised by the International Triathlon Union (ITU), the world governing body of the sport. The Doha leg of the ITU 2006 Triathlon World Cup was used as a test event for the 15th Asian Games.

Our team managed all event overlay & infrastructure and event logistics on behalf of the Doha Asian Games Organising Committee (DAGOC), from the operational planning phase right through to event closure. Managing the procurement and budgeting activity for the event, we also ensured the operational readiness of the venue and managed the event logistics function during the event delivery phase, earning praise from the Olympic Council of Asia (OCA) in its independent audit of the event.

“The Doha World Cup is without question one of the very best triathlon events in the world!”

Wolfgang Thiel of the Olympic Council of Asia (OCA)

The event overlay & infrastructure services procured and supplied included fit-out, wayfinding and field of play preparation, transportation and medical facilities and coordination of activity with external ceremonies and entertainment providers. The OCA was full of praise for the design and execution of the field of play (FOP) for the event including the transition and starting zones.

As the project lifecycle turned into the event delivery phase, our team members managed the event logistics function from the Venue Operations Centre (VOC) supporting all functional areas of the event, including FOP, ceremonies, workforce and catering and also ensured local and international media requirements were met. We also planned and executed the event closure phase to ensure a smooth reinstatement of the Corniche, a pivotal Doha public space, and provided input into lessons learned that could be applied to the triathlon event at the subsequent 15th Asian Games.

Location & Year

Doha, Qatar 2006

Client Sector

Single-Sport Event

Services Provided

Event Overlay & Infrastructure
Event Logistics