



RACE DIRECTOR'S CHECKLIST



01. PLANNING YOUR EVENT



02. ON THE DAY



03. POST EVENT





01.

PLANNING YOUR EVENT



BUDGET

Prepare your race budget, ensuring that you have contingency for unexpected costs and expenses. Avoid losing track of your spending by monitoring and updating your budget at regular intervals. Incorporate your pricing strategy when forecasting your income from registration.

- PREPARE AN EVENT BUDGET
- DEVELOP YOUR PRICING STRATEGY



LOCATION

When selecting your venue, the most competitive quote may not be as cost effective as originally anticipated. Make sure you check to see what is or isn't included in the price of the venue. As an example, some venues may not allow you to use indoor facilities, when your event is an outdoor hire, and hence you'll potentially require hiring marquees, portable toilets, etc. It is also a good idea to design a plan of your venue in advance, particularly if you're hiring contractors or letting out expo spots. This will help you organize your staff and volunteers more efficiently on the day of your event.

- SELECT A LOCATION OR VENUE
- CHECK LOCATION AVAILABILITY
- CHECK FOR CONFLICTING EVENTS WITH LOCAL VISITOR INFORMATION CENTRE

- PREPARE A TRANSPORTATION/ TRAFFIC PLAN
- DESIGN PLAN OF VENUE/EVENT SITE

01.

PLANNING YOUR EVENT



EVENT AGENDA

Create a comprehensive event agenda outlining your event goals and develop a realistic timeline. Depending on the type of event you are planning, contact and book your entertainment or speakers in advance. Make sure you prepare scripts or run sheets for your entertainment/speakers if required.

- WHAT IS THE GOAL OF YOUR EVENT?
- DEVELOP EVENT TIMELINE

- ORGANIZE VOLUNTEERS AND STAFF
- PREPARE SCRIPTS OR RUN SHEETS FOR CEREMONIES
- ORGANIZE AWARDS/TROPHIES/ CERTIFICATES & DECORATIONS



LOCAL GOVERNMENT REQUIREMENTS

It is essential that you check local government requirements and gain all the necessary approval prior to your event. You may need to apply for permits or licenses, depending on the type of event you're planning. This includes; food permits, noise permit, approval for promotional signage, route signage, and road closures.

- INFORM LOCAL GOVERNMENT OF EVENT AND GAIN APPROVAL (IF REQUIRED)
- NOTIFY LOCAL POLICE, AMBULANCE SERVICE AND FIRE BRIGADE
- PERMITS & LICENSES
- APPLY FOR FOOD PERMITS
- APPLY FOR A NOISE PERMIT
- REQUEST FOR APPROVAL TO ERECT PROMOTIONAL SIGNAGE
- SEND ROAD CLOSURES APPLICATIONS



01.

PLANNING YOUR EVENT



RISK MANAGEMENT

Make sure you complete a risk assessment involving all key stakeholders prior to your event. Remember to include contingency plans to account for all eventualities, for example, for an outdoor event, a wind management plan.

- BOOK FIRST AID OFFICERS
- CONDUCT RISK ASSESSMENT
- CREATE WAIVERS FOR YOUR PARTICIPANTS

- CREATE RISK MANAGEMENT PLAN
- OBTAIN RELEVANT INSURANCE AND SEND COPY TO COUNCIL (IF REQUIRED)
- CREATE CONTINGENCY PLANS
- SECURITY PLAN
- BOOK SECURITY & TWO WAY RADIOS
- CROWD CONTROL
- CASH SECURITY, USE ONSITE APP TO REGISTER RACE-DAY PARTICIPANTS



01.

PLANNING YOUR EVENT



SPONSORSHIP AND PARTNERS

Sponsorship can be a great way of promoting your brand to a wider audience, in addition to being financially beneficial. Identify potential sponsors and create a sponsorship proposal that is concise and highlights the benefit to your potential sponsor. It is also worth seeking out charity and local organization partners, to help with promoting your event and provision of volunteers.

- IDENTIFY POTENTIAL SPONSORS
- IDENTIFY POTENTIAL CHARITY AND LOCAL ORGANIZATION PARTNERS

- CREATE SPONSORSHIP PROPOSAL
- DELIVER SPONSORSHIP PACKAGES
- FOLLOW UP SPONSORS WITHIN 1 WEEK
- USE SPONSOR/PARTNER TESTIMONIALS AND ALWAYS ACKNOWLEDGE SPONSORS/PARTNERS



WEB AND PARTICIPANT REGISTRATION

Create the ideal user journey, from your event website to your registration process. Your event website is your biggest promotional tool. It is where your audience will be directed from all of your other communication channels.

With this in mind, it's important to impress your audience with a professional website that is easy to use and navigate. Make sure the journey flows easily from your website to an online registration page. Online registration can have a dramatic impact on your participants, often resulting in higher attendance and lower no-shows.

- BUILD YOUR WEBSITE AND ENSURE THAT IT IS OPTIMIZED FOR USER EXPERIENCE
- DETERMINE WHAT IS INCLUDED IN THE COST OF REGISTRATION & ANY ADDITIONAL ITEMS FOR PURCHASE

- BUILD AN ONLINE RACE REGISTRATION FORM

- CREATE CALL-TO-ACTION BUTTONS TO YOUR REGISTRATION PAGE ON YOUR WEBSITE



01.

PLANNING YOUR EVENT



MARKETING AND PROMOTION

When developing your marketing plan, research and outline the appropriate channels where you'd like to concentrate the majority of your marketing efforts. Maintain consistency across your event promotions and marketing to build brand awareness throughout the event journey.

Social Media is one of your key tools. Create a plan to regularly post engaging content on your social media channels and keep in touch with your registrants and potential participants by regularly checking your pages. Integrate social media channels within your event website so that people can like and share your posts, and make their way to your pages to stay involved with updates.

Drive potential participants to your event website by sending out targeted email invitations to your distributions lists.

- DEVELOP MARKETING PLAN INCLUDING DISTRIBUTION OF PRESS MATERIALS
- DEVELOP A SOCIAL MEDIA CONTENT CALENDAR

- DESIGN PROMOTIONAL MATERIAL, BASIC TEXT, LOGO
- DISTRIBUTION OF FLYERS/POSTERS/EMAIL/BROCHURES TO COMMUNITY
- SUBMIT EVENT INFORMATION TO LOCAL EVENTS CALENDARS & WEBSITES

- SEND OUT EMAIL INVITATIONS TO YOUR DATABASE



01.

PLANNING YOUR EVENT



CONTRACTORS

Order the equipment you require in advance. Ensure that you check that all your suppliers meet local government regulation, for example, all electrical equipment should have passed safety inspections. Ask for copies from your suppliers to keep on record.

- ORDER EQUIPMENT E.G. STAGE, LIGHTING, PA SYSTEM ETC.
- BOOK ENTERTAINMENT AND MC IF NEEDED
- BOOK PORTABLE TOILETS, FIREWORKS, MARQUEE, GENERATORS
- CHECK PUBLIC LIABILITY INSURANCE IS IN PLACE
- BOOK FOOD VENDORS
- REQUEST DETAILS OF ELECTRICAL REQUIREMENTS
- REQUEST COPY OF FOOD SAFETY CERTIFICATE FROM FOOD VENDORS
- BOOK AND CONFIRM ALL CONTRACTORS IN WRITING
- SUBMIT DEPOSITS FOR SERVICES



WASTE MANAGEMENT

Make sure you tidy up post-event. This can strengthen your relationship with the venue and local area that you are hosting your event, reducing any issues arising to prevent you from reusing the venue.

- DEVELOP WASTE MANAGEMENT PLAN
- PROMOTE REDUCING WASTE IN MARKETING MATERIALS
- BOOK TOILET CLEANERS AND EXTRA PAPER IF APPROPRIATE



ON THE DAY

Gather your staff and volunteers for a full briefing so they know exactly what to expect from the event – this may be on the day of the event, or a few days before for large events. Go through the chain of command and responsibilities in case of an emergency: provide each staff member and volunteer with a contact list containing mobile numbers of event management.

Once the event has begun, it is a good idea to tweet and Facebook about the event, sharing updates to enhance the participant experience and promote your event. You should also try to monitor your feeds in case any participants or spectators post questions.

- CONDUCT STAFF BRIEFING
- ORGANIZE VOLUNTEER REGISTRATION AREA & ENTERTAINMENT AREA
- CIRCULATE CONTACT LIST WITH MOBILE NUMBERS TO ALL STAFF/VOLUNTEERS
- REVIEW CHAIN OF COMMAND IN CASE OF EMERGENCY
- MONITOR AND POST SOCIAL MEDIA
- ON-SITE REGISTRATION



02.

THE DAY OF THE EVENT



03.

POST EVENT



POST EVENT

The post-event survey is a key indicator of what participants enjoyed most and what could be improved on. This not only highlights what you should work on in the future, but also how you allocate budget to each area. It is also worth surveying your volunteers, staff and other stakeholders, to see if they have any recommendations. Gather evaluations and start planning actions to be taken.

Prepare a close off budget so that you can evaluate the success of your event and share results with key stakeholders.

Thank your staff, volunteers, performers and partners, and prepare a presentation to your sponsors. Have a break, and prepare for next year.

- REMOVE ALL EQUIPMENT AND RUBBISH
- SEND OUT POST EVENT SURVEY
- SEND OUT RACE RESULTS
- EVALUATION WITH KEY STAKEHOLDERS
- HOLD A DE-BRIEF SESSION WITH KEY STAKEHOLDERS
- SEND THANK YOU LETTERS TO STAFF, VOLUNTEERS, PERFORMERS
- SEND THANK YOU PRESENTATION TO SPONSORS
- CLOSE OFF AND EVALUATE BUDGET IN PREPARATION FOR NEXT YEAR
- CROSS-SELL NEXT EVENT

04.

CONNECT
WITH US



SELECT YOUR LOCATION TO FIND YOUR CLOSEST OFFICE



Dallas Office:

Tel: 888-820-5808

717 North Harwood Street,
Suite 2500,
Dallas TX 75201

Email: ACTIVEendurance@ACTIVEnetwork.com