

Event Management Course and Workshop

For Triathlon Local Organizing Committees (LOCs)

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Course Abstract

- **Goals**
 - To increase the knowledge, skills, and capabilities of the individuals and groups involved in managing events.
 - To plan, organize, and produce safe, successful events that meet stakeholder needs.
- **Target**
 - Community Level, Volunteer Event Organizers Sanctioned by Triathlon Provincial Sport Organization (PSO)
- **In Scope**
 - Triathlon PSOs: Alberta, British Columbia, Saskatchewan
 - Indoor and Outdoor Swim Events
- **Attendee Prerequisites**
 - Event Organizing Experience: None to Moderate
 - PTO 1 and 2 'Trained' Status (Preferred)

Course Content Sources

- Triathlon Alberta
- Triathlon BC
- World Triathlon
- Personal Experience



Course Sessions

- Format
 - Recorded Video Followed By Live Workshop
- Session 1: Setting the Stage
 - Expectations and Roles of Various ‘Actors’
- Sessions 2 – 4: Writing the Event Script
 - Pre-Event, Event Days, Post-Event
 - Tasks, Timelines, Checklists
 - Address All Actors’ Wants, Needs, Expectations
 - Sample Templates and Examples

Writing the Event Script

- Act 1: Ten to Five Months Prior
- Act 2: Four Months to One Week Prior
- Act 3: Event Week, Day(s), and Post Event

*The items discussed will be provided in a checklist

Writing the Event Script

Act1: Ten to Five Months Prior

- New Event vs. Repeat

Ten Months Prior

- Engage PSO
- Grants: Discover, Monitor, and Respond
- Establish Organization's Government Credentials
- Initial Budget
- Document Management
- Set Tentative Event Date
- Course Layout and Facility Availability
- Reserve Race Equipment

Eight Months Prior

- Set Up Communications Platforms
 - Web Site, Email and Distribution, Facebook, Twitter, Instagram
 - Pre-Announce Event
- Create Overall Organizer Guide
- Confirm Core Volunteers and Engage
- Sponsorship Confirmation and Capturing
- Determine and Book Medical Services

Six Months Prior

- PSO Sanctioning and TD Assignment
- Book Traffic Control
- Begin Marketing
- Select Source for Event Food
- Book Timing
- Consider Engaging Schools and Clinics

Five Months Prior

- Book Security
- Source Expensive Race Items
- Resolve Registration Dependencies
- Create Online Registration
- Draft Volunteer Guide
- Create Volunteer Signup
- Start Soliciting for Volunteers

Next Sessions:

Writing the Event Script

- Act 2: Four Months to One Week Prior
- Act 3: Event Week, Day(s), and Post Event

**THANKS
FOR YOUR
CONTRIBUTIONS!**