

Event Management Course and Workshop

For Triathlon Local Organizing Committees (LOCs)

Facilitators: Terry Hooper & Marlene Hooper



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

TRIATHLON
ALBERTA

TRIATHLONBC

World
Triathlon



Course Sessions

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

Session 1: Setting the Stage

- Goals
 - Describe Key Event Groups of People (aka 'Actors')
 - Review Each Actor's Perspective of Expectations, Wants and Needs
 - Ready to Create a Successful Event Script
 - Develop and Execute a Plan

*All the world's a stage,
And all the men and women merely players;*

Event 'Actors'

- On Stage
 - Field of Play (FoP)
 - Racer
 - Volunteer
 - Core Volunteers
 - Contracted Partners
 - Technical Officials
 - Media

- Off Stage
 - Outside FoP
 - Spectator
 - Sponsor
 - Hosting Locale
 - FSO
 - Facilities
 - Vendor

Racer

Who is Your Racer?

- Kids of Steel, Age Group (Beginner to Experienced), Elite, Teams, Para

Why Come to an Event?

- Repeat of a Good Experience
 - Had Confidence, Satisfaction, Services, On Time, Equipment Repairs
 - Fair Cost vs Value
- Costs
 - Event Fees, Travel (including time), Accommodation
 - Calendar Conflicts with Other Events, Holidays, Vacation
- Value
 - Match Personal Goals
 - Cachet, New Experience, Qualifier, Recognition
 - Swag (e.g., t-shirts with sizing), Other Benefits (e.g., Lunch included)

Racer Expectations

Some Things are Taken for Granted

- Identifiers: Bib, Bike Numbers, Wristbands
- Safe, Fair, and Properly Directed
- Results (When Appropriate)
 - Accurate, Accessible
 - Medals (Including Finisher/Participation Souvenir), Podium, Trophies
- Swag
 - Package Pickup (Cap, Bib, Bike/Helmet Stickers).
 - T-Shirt
- Social Functions

Racer Expectations

Be Informed

- Communicate via Web Site, Email, Facebook, Instagram
- Entry Options, Distances, Dates and Schedule, Fees, Course Cutoff Times, Swag, Meals
- Event Location with General Course Info and Maps
- Registration:
 - Dates: Open, Early-bird Cutoff, Close
 - Cutoff Capacities, Wait List, Cancellation Policy
- Athletes' Guide
- Venue Orientation at Site
- Event-Day Pre-Event Briefing
- Public Address Announcer

Volunteer

Who is Your Volunteer?

- Family, Community Support, Experiential, Sport Fan
- Sources: friends, fellow athletes, parents, teachers, youth volunteers (local high schools), other sports organizations, and the general public!

Why Come to an Event?

- Key: Personal Pride in Participating
- Contributors to the Community and Participants' Goals
- Feel Valued and Appreciated
 - Organized, Check-in, Package Pickup (with Swag)
 - Informed, Trained, Supported, Thanked
 - Food, Water, Snacks

Core Volunteers/Staff

- Captains
- Volunteer Organizer
- Package Pickup
- Logistical Support
- Race Day Check In
- Swim, Transition, Bike, Run, Finish
- Announcer
- Athlete and Volunteer Services

Contracted Partners

- Timing
- Security
- Medical and Safety (e.g., Lifeguards)
- Suppliers of Food, Drink, Snacks
- Transportation for Equipment and People
- Traffic Control/Management, Local Police
- Mechanical (Bike) Support
- Facilities

Technical Officials

Who are your Technical Officials?

- They are Volunteers Too!

Lead Technical Official (Technical Delegate)

- Partner to Assist in Interpreting and Applying Rules, Advising on Event Setup, Review Web Site and Athletes' Guide Technical Information, Provide or Assist in Briefings

Technical Officials

Sanctioning Assistance

- Pre-Registration
- Finalized Two Weeks or More Before Event
 - Marine Plan, Road Plan, Run Plan, Transition Configuration, Site Plan, Contingency Plans
 - Competition Jury

Race Day

- Event Modifications, Postponements, Cancellations
- Protests
- Official Results
- Appreciation
 - Expense Funding, Swag

Media

Who are your Media?

- Event Photo- and Videographers
- Traditional and Non-Traditional Media
 - Newspapers, Television, Radio, Streaming

Why Come to the Event?

- Invitation
- Local Content

Expectations

- Event Background, Education, Schedules, Positioning
- Ensure Media Waivers are in Place

**INTERMISSION
BEFORE
SESSION 1: PART 2**

Event Management Course and Workshop

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Session 1: Part 2

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Session 1: Part 2

Off-Stage 'Actors' (Outside FoP)

- On Stage
Field of Play (FoP)
 - Racer
 - Volunteer
 - Core Volunteers
 - Contracted Partners
 - Technical Officials
 - Media

- Off Stage
Outside FoP
 - Spectator
 - Sponsor
 - Hosting Locale
 - FSO
 - Facilities
 - Vendor

Spectator

- Who is your Spectator?
 - Guest of a Racer, Member of the Community
- Why Come to an Event?
 - To Cheer Participants, Engage with Others, Have Fun
- Expectations
 - Schedule
 - Parking
 - Course Positioning
 - Race Awareness
 - Washroom Facilities
 - Medical

Sponsor

- Who are your Sponsors?
 - Government Entities, Organizations, Businesses, PSO
- Expectations
 - Event Background, Engagement, and Visibility
 - Sponsorship Tiering
 - Value for Investment: Cash Funding or In-Kind
 - Branding Visibility and Appreciation
 - Opportunity for Event Activity Engagement
 - Positive Event Image:
 - Public, Participant, and Volunteer Feedback

Hosting Locale

- Residents
 - Road Usage, Closures, and Restrictions
- Government (Province, District, Municipal)
 - Insured
 - Permits
 - Hospital and Police
 - Traffic Control Plans
 - Positive Community Feedback and Image
- Other Groups in Conflict with Facilities Usage

Provincial Sports Organization

- Sanctioned
 - Registrant Affiliation Membership (Insurance)
 - Fees
 - Lead Technical Official (Technical Delegate)
Assigned and Collaboration
- Subsidy Support Requirements Met
- Other Support Offerings
- Promotion

Facilities

- Booked in Advance and Used as Agreed
- Swim: Pool or Open Water Lake with Boats
- Transition
 - Open Space with Fencing, Ingress and Egress Lanes
 - Parking Lot, Grass Area
- Cycling: Closed or Quiet Roads with Usage Permits
- Run
 - Outdoors Space Permits
 - Indoors Track Bookings
- Finish and Post-Race Areas
 - Garbage Containers
 - Washrooms
 - Weather-Protected Access

Vendor

- Event Background, Engagement, and Visibility
- Value for Investment
- Branding Visibility
- Positive Public Image

Event Organizer/Race Director

Accountable for All
Above Actor's
Needs and
Expectations

Event Management

- Event Organization Registration with Government
- Finance and Financial Viability (Budgeting)
 - Includes Accounting and Bookkeeping
- Bookings, Permit Applications, and Tracking
- Marketing
- Planning, Timelines, and Tracking Status of Logistics and Tasks
- Racer Registration (Registration Fees, Taxes, Partner Memberships, Refunds)
- Volunteer Registration and Deployment
- Collaboration and Communication: PSO and Other Partners
 - Initial Planning Through to Post-Event

Event Organizer/Race Director

- Logistics Equipment and Setup/Teardown
 - Equipment Storage and Inventory
 - Race Communications: 2-Way Radios/Apps, Announcer
 - Site Security: Pre-Race Day
 - Ensure Basic Needs for All are Provided
 - Racers, Volunteers (including Officials), Spectators
 - Food, Water, Shelter, Replenishment inc. Recovery Area
- Area Captains
 - Early Coordination, Communication, and Supporting Information
- Qualifier, Elite, and Para Event Considerations
- Repeatable

Next Sessions:

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
- Session Format
 - Advance Video Presentation with 'Live' Workshop
 - Task Checklist
 - Timely Addressing of 'Actors' Needs/Wants
 - Practical Experience Information
 - Templates and Examples
 - Additional Resources

**THANKS
FOR YOUR
CONTRIBUTIONS!**