




Daily Agenda

Monday, July 25

5:00pm–
6:30pm

Early CheckIn and Registration

Key

-  Race Directors
-  Timers
-  Nonprofits

Tuesday, July 26

8:00am–
9:00am

Registration, CheckIn, and Breakfast

Grand Ballroom

9:00am–
9:45am

Kickoff: The State of the Industry

It's been a roller coaster ride in the endurance industry over the last two years. We take a look at what the numbers tell us about the current state of the industry and what we see coming in the upcoming months.

Grand Ballroom   

9:45am–
10:00am

Break

10:00am–
11:00am

Speed Round: The Best (and Most Underrated) Features

We update our technology **a lot** (2000+ times per year!) to keep up with the ever-changing industry. Join our sales team for a lightning-fast round of all the latest updates, key features, and frequently missed settings that you need to know.

Grand Ballroom   

11:00am–
11:15am

Break

11:15am–
12:00pm

Re-Growing Your Event

Thought you were a marketing expert in 2019, only to see your 2022 numbers tank? Get an update on the latest marketing numbers, go back to the basics to re-engage your lapsed participants, and get creative with your marketing strategies to reach new audiences.

Grand Ballroom   

RaceDay Registration & CheckIn: Timer Flow

RaceDay is your time to shine. Run through the ideal setup and flow of your RaceDay Registration and CheckIn and ensure your next RaceDay is flawless.

Chestnut 

Demo Room Open

Locust

12:00pm–
1:15pm

Lunch

Grand Ballroom

Daily Agenda

Tuesday, July 26

1:15pm–
2:00pm

Email Marketing: Mastering Email V.2

Email marketing may seem passé, but it continues to be one of the most effective ways to promote your event (for free). In this session, we will cover the essentials of the new Email V.2 system, including list uploads and management, email template design, reporting, and the using robust personalization options to create more effective emails.

Grand Ballroom



Timer Business Session: Helping Races Rebuild

It's been a tumultuous few years. Catch up with your peers with a guided discussion session covering the challenges your races are facing, how you can help them re-engage participants and rebuild their events, and more.

Chestnut



Financial Reporting

Need help breaking down your RunSignup reports and providing your accounting team with the information they need? This hyper-focused session will cover the basic financial reports in the system, provide definitions and examples, and show you how to share financial access and export your reports.

Walnut



2:00pm–
2:15pm

Break

2:15pm–
3:00pm

Email Marketing: Best Practices and Email Strategy

You know how to build and send an email. But should you? How often? What content should you include? When should you send from your race vs. your organization? This session takes your knowledge about email marketing to the next level, covering stats, trends, and best practices to help you build a better email marketing strategy.

Grand Ballroom



RaceDay Tech Updates

Our RaceDay technology is updated continuously and frequently. Make sure you're up to date on the latest releases and newest features for the RaceDay Suite.

Chestnut



Managing Volunteers

Volunteers are the backbone of your event. Learn how to use the integrated Volunteer Management System to register, track, and manage your volunteers – and get them checked in on RaceDay!

Walnut



Demo Room Open

Locust

3:00pm–
3:15pm

Break

3:15pm–
4:00pm

Key Components of Your Event Website

Your website is the public representation of your event. Learn how to use your RunSignup website components to build a website that is beautiful, functional, and dynamic.

Grand Ballroom



Certified Timers Meeting

Certified Timers Only. Join us for a round-table discussion of the state of the timing industry, best practices to help you get more out of the RaceDay Suite

Chestnut



Gamifying Peer-to-Peer Fundraising Events

How can you make fundraising fun and raise more? This session reviews the basics of Peer-to-Peer Fundraising on our registration platform, and then delves into how you can add interactive elements to motivate and reward your fundraisers.

Walnut



4:00pm–
4:15pm

Break

Daily Agenda

Tuesday, July 26

4:15pm–
5:00pm

Thinking Beyond Endurance to Grow Your Business

In 2020, race directors suddenly became experts in virtual events. Now, with the event landscape shifting again, it's the perfect time to expand your horizons and find new and creative events that allow you to apply your skills and grow your business.

Grand Ballroom



Registration 101 for Timers

Provide your races with better support and make your services indispensable by building a better understanding of the RunSignup registration platform. This covers the basics of race setup, website customization, and essential settings for timers.

Chestnut



Activating Groups and Teams

Learn how to select the "right" type of team for your event – and how that team structure can bring more participants to your events (and ensure more fun once they are there).

Walnut



Demo Room Open

Locust

5:00pm–
6:00pm

Break

6:00pm–
9:00pm

Dinner at Vue on 50

Join us for dinner with Philadelphia's most spectacular views. Meet in the lobby of the Warwick Hotel between 5:45 and 6:00 to join us for the 10 minute walk over, or meet us at the venue (1717 Arch St., 50th Floor).

Daily Agenda

Wednesday, July 27

6:30am–
7:30am

Suite Run

Join us for the traditional endurance conference morning fun run! Not up for running? Log onto RaceJoy to cheer on your peers, or join our RaceDay team to see how they monitor and score the event in real time.



7:30am–
8:15am

Break

8:15am–
9:15am

Breakfast

Grand Ballroom

9:15am–
10:15am

RaceDay: The Participant Experience

RaceDay is the culmination of all your work – and the best way to ensure participants come back, year after year. See the RaceDay flow in action and learn how you can streamline and optimize your event for a better experience.

Grand Ballroom

10:15am–
10:30am

Break

10:30am–
11:15am

Race Director Discussion Session

This one is all about YOU. Bob will moderate a discussion with your peers, diving into the unique challenges of 2022, the local and national trends you are each experiencing, and what solutions are helping your events to return and thrive.

Grand Ballroom

RaceJoy Setup Demo & Scenarios

Certified Timers Only. Review the basic setup of RaceJoy and the settings and features that help create the best event experience for a variety of event scenarios.

Chestnut

11:15am–
11:30am

Break

11:30am–
12:15pm

Strategic Pricing and Discounting

Pricing is about more than just the bottom line. Review the various tools and settings that allow you to use pricing to prompt action, and then cover the pros and cons of each option to help you select the right pricing strategy for your event.

Grand Ballroom

RaceDay Scoring Demo & Troubleshooting

Certified Timers Only. Improve your RaceDay Scoring problem solving skills and build a better troubleshooting process to ensure accurate scoring, every time.

Chestnut

RaceJoy Overview

Curious about RaceJoy but unsure if it would benefit your race? Learn about how RaceJoy can be used to improve the participant experience through a unique audio experience – while making it easier for you to monitor your event.

Walnut

Demo Room Open

Locust

Daily Agenda

Wednesday, July 27

12:15pm–
1:15pm

Lunch

Grand Ballroom

1:15pm–
2:00pm

Cultivating Efficiency- Participant Management & Customer Support

Learn how to use your RunSignup tools to automate content, provide flexibility, and improve communications, reducing customer service while expanding participant understanding.

Grand Ballroom



Key Timer Challenges and Solutions

We've surveyed you and your peers, and now it's time to talk. This session encourages interactive problem solving and a fresh approach to the biggest timer challenges of 2022.

Chestnut



TicketSignup 101

Ready to build your first ticket event? Get a head start with this demo-focused session covering the ticket wizard, enabling advanced tickets, and all the key features you need for your ticket events.

Walnut



Demo
Room
Open

Locust

2:00pm–
2:15pm

Break

2:15pm–
3:00pm

Closing: Town Hall

Have questions? Join Bob as we put him on the hotseat, and get all your burning questions answered!

Grand Ballroom



3:00pm–
4:30pm

Closing Reception