# RaceDay Tech Primer

*For Race Directors*

RunSignup RaceDay

# Today’s Approach

We will be covering how RaceDay Technology can help you provide an experience your participants now expect from you. We will focus on the **What** and **Why.**

The **How** to use these tools is available in the links provided in the handout and will be emailed to you.

Additional guidance can be provided by your timer, RunSignup account manager, or RunSignup’s support (info@runsignup.com).

RaceDay RunSignup

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# Today's **Agenda**

- Role of a Timer
- Pre-Event Day Setup
- RaceDay Registration
- Scoring & Timer Technology
- RaceDay CheckIn
    - Participants, Volunteers
    - Dynamic Bib Assignment
    - Results kiosk, medical
- Participant Tracking
    - Text Alerts
    - RaceJoy
- Results, Photos and Video

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# Role of a Timer

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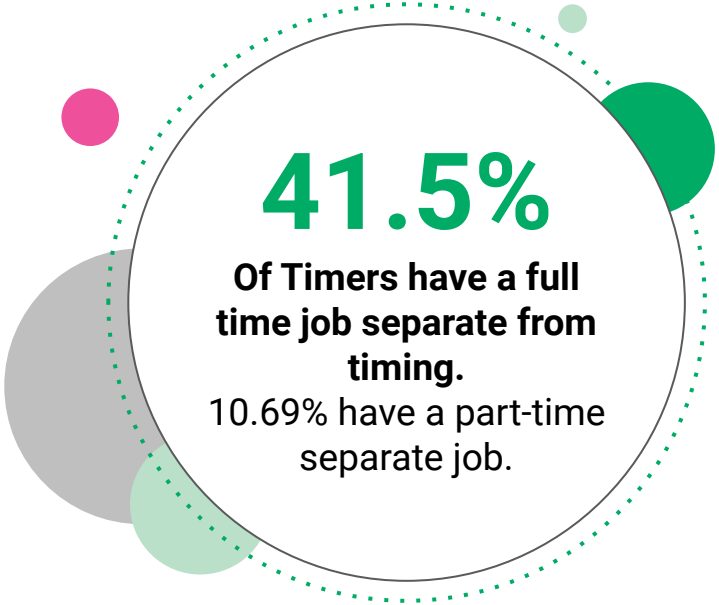
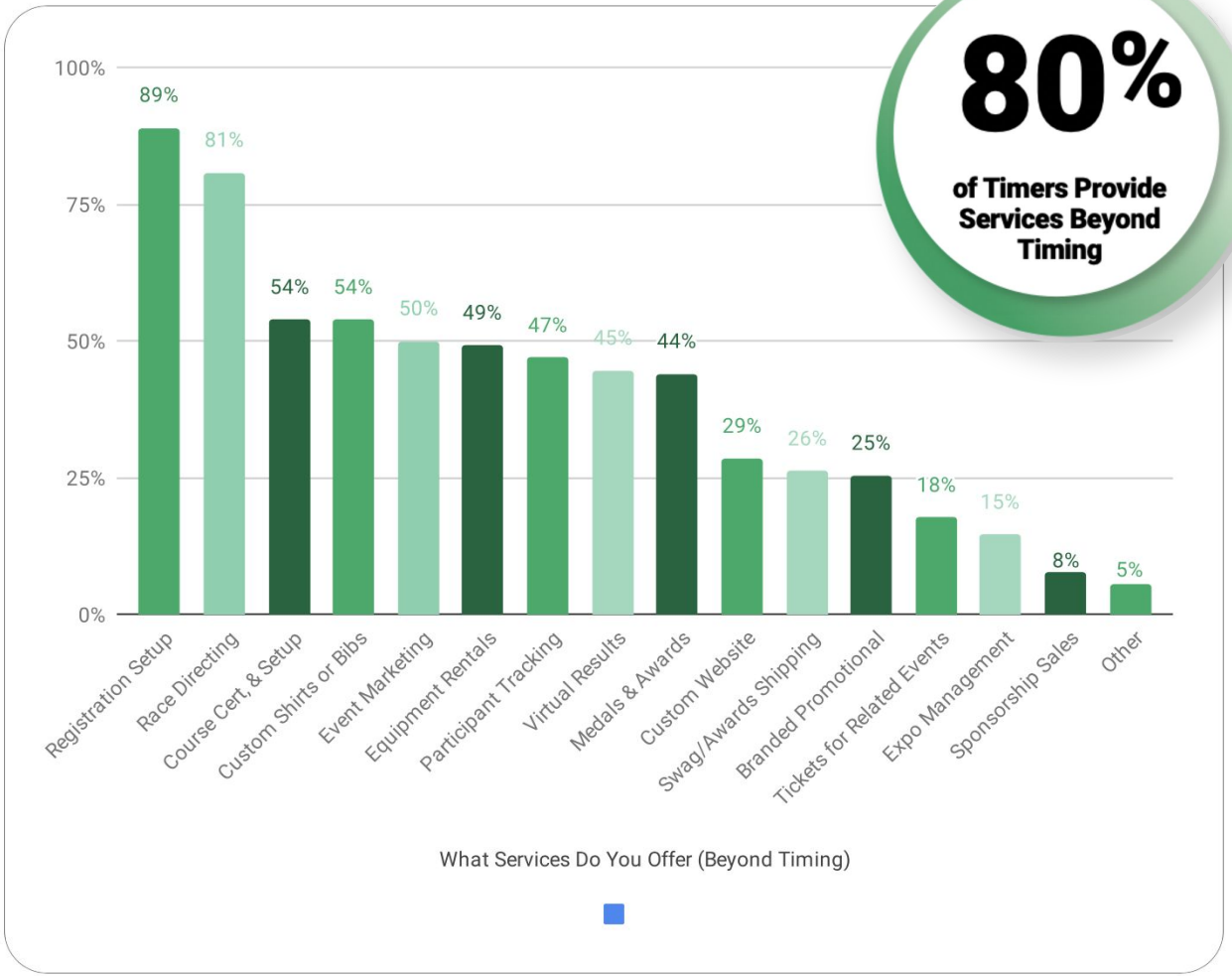
# Timer's Role
# **Backbone of the Endurance Industry**

- Foundational role is to time, score, provide results for participants
- Involves heavy financial and knowledge investment in timing equipment and scoring software
- Most have experience with events and know potential challenges and ways to overcome them
- Viewed as the technology expert for events
- Many have another job or source of income



Timers do much more than timing. **From Registration to packet pickup.**



# Pre Event
# **Setup, QR Codes**

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# QR Codes
# **Provide Promotion and Easy Access**

Examples:

1. Registration URL
2. RaceDay Registration
3. **Participant ID for rapid check-ins**
4. Results page
5. Donations
6. Volunteer check-ins

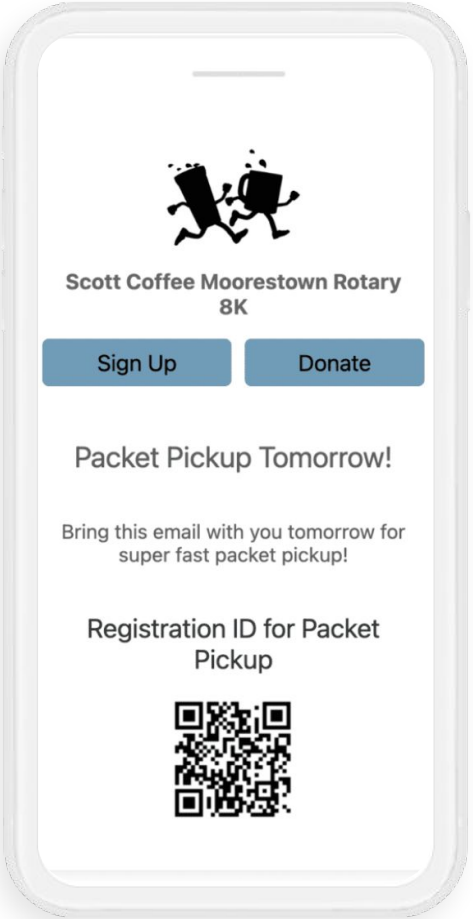
RunSignup automatically generates QR codes for you!

# Transform Packet Pickup **Email Participants Registration ID**

Using QR Codes at Packet Pickup creates a highly efficient process and overcomes issues with manual approach.

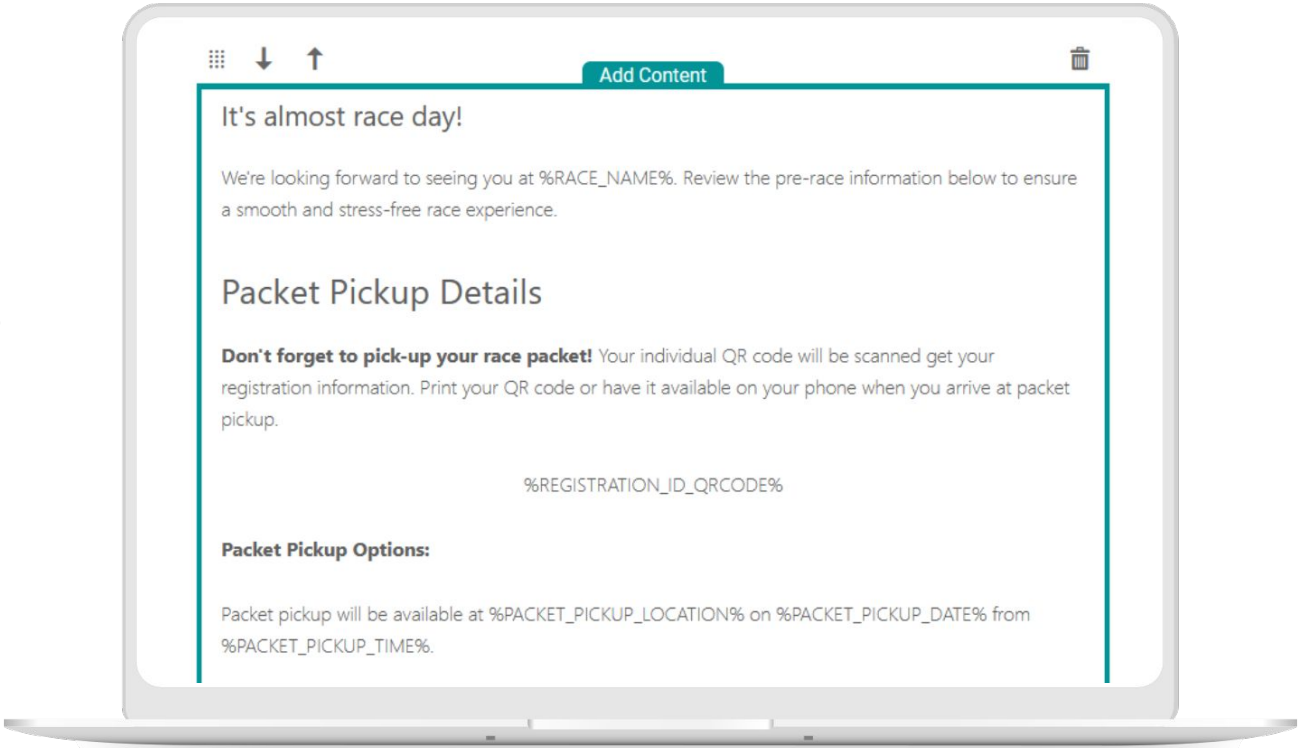
📣 Tip: Include QR code in email subject line so participants can easily locate the email.

Integrates with RaceDay CheckIn app (process participants in 6 seconds!)



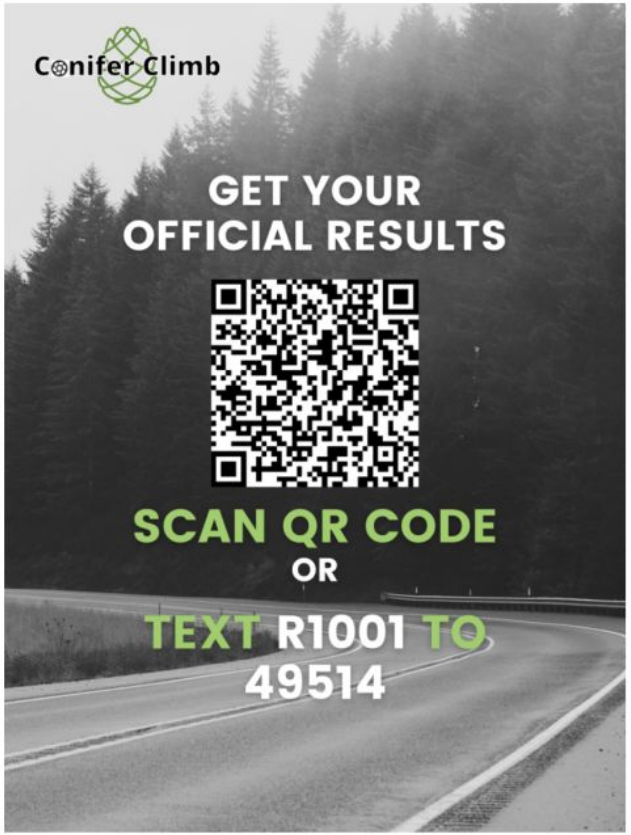
# Transform Packet Pickup **Email Participants Registration ID**

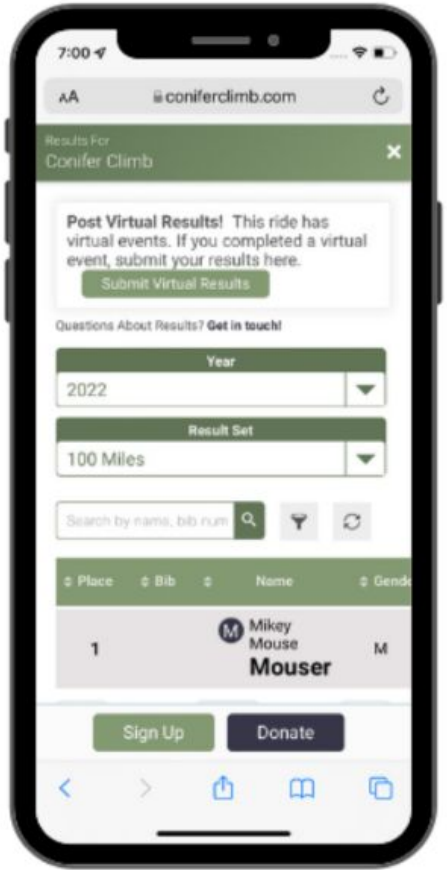
Example of Packet Pickup Pre Race Email.



# Give Participants Quick Access to Results

## **Post at Race Site**

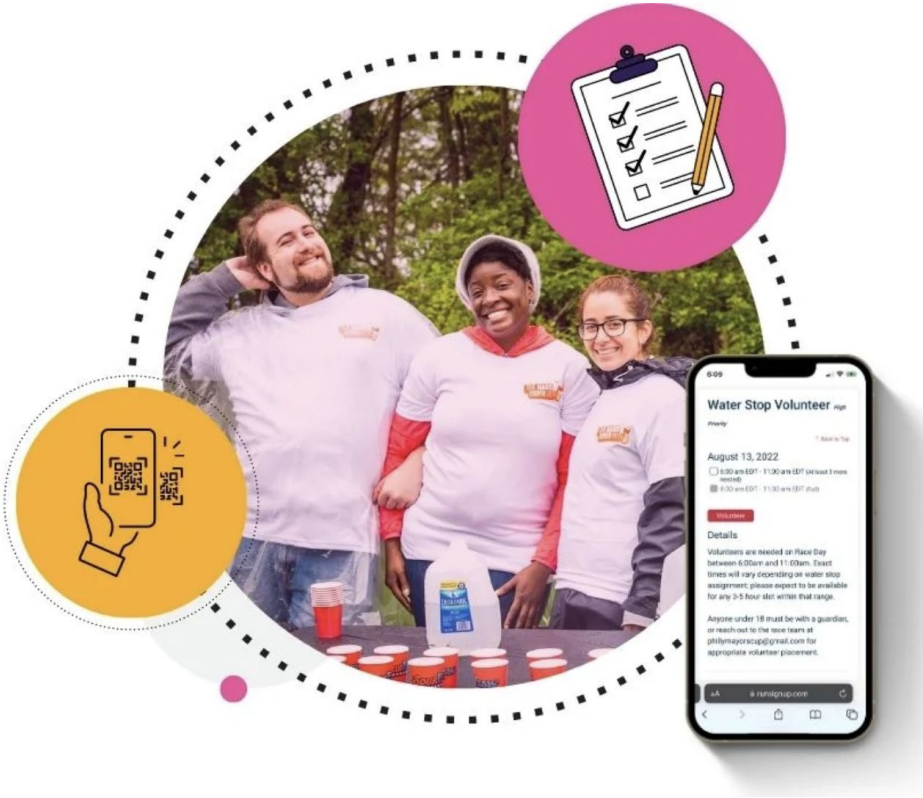


# Encourage Donations
# **Use QR Codes in Promotion Materials**

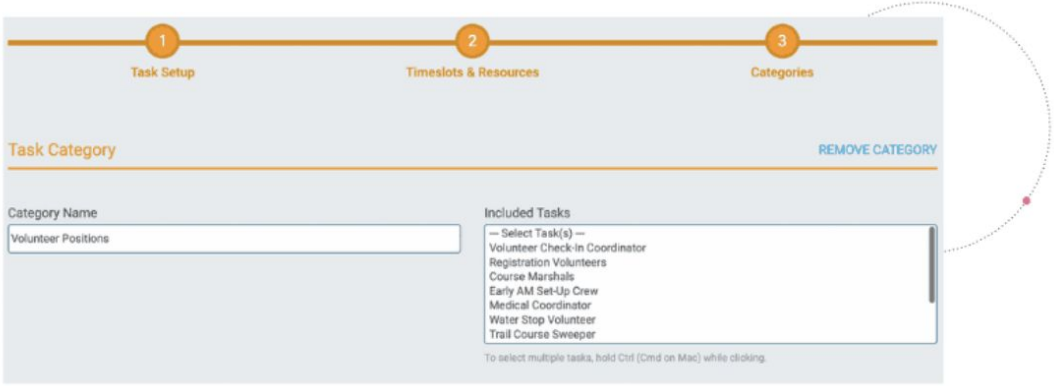
# Volunteer **Management**

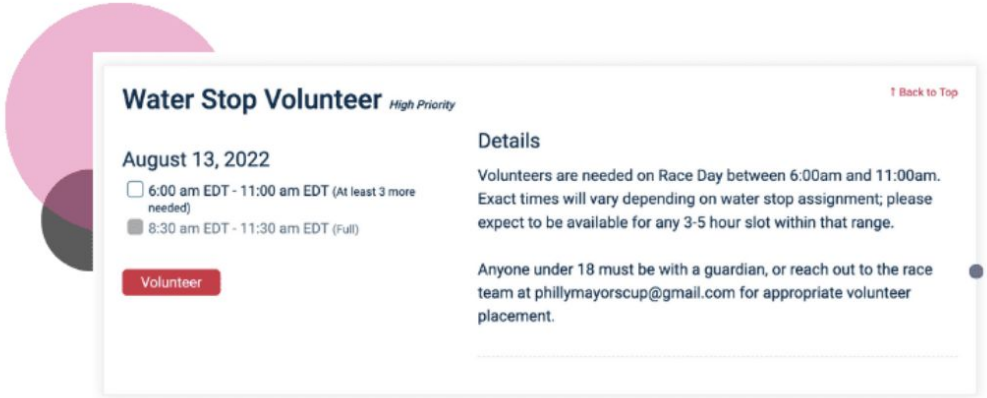
- Set up RunSignup's free volunteer management solution to help encourage and manage volunteers.
- Integrates with RunSignup's CheckIn app for event day management of volunteer staff.
- Helps ensure sufficient coverage and avoids confusion.



# RunSignup Volunteer **Management System**

- Volunteer task management system
  - functions, time slots, locations, instructions, number needed, etc.
- Integrated email
- RaceDay CheckIn app
- Volunteer reports



# RaceDay **Registration**

RaceDay RunSignup

# RaceDay **Registration**

- Enable RaceDay Registration for your race.
- Keep registration open **even after the race starts** for additional revenue and happy participants.*

**Not all technologies support this. RunSignup's integrated approach means you have more flexibility.*

## Percent of Registrations on Race Week and Race Day

| Year | % of Race Week Registrations on RaceDay | % Total Registrations on RaceDay |
|---|---|---|
| 2019 | 9.3% | 2.3% |
| 2020 | 11.8% | 3.1% |
| 2021 | 8.9% | 2.2% |
| 2022 | 9.5% | 2.4% |
| 2023 | 9.8% | 2.4% |

**2.4%** of Registrations Were on **RaceDay**

# RaceDay **Registration**

- Offer On Site Registration Stations
  - At Packet Pickup, running stores, sponsor locations, etc.
  - Multiple points of onsite registration can help keep lines to a minimum and encourages increased registrations.

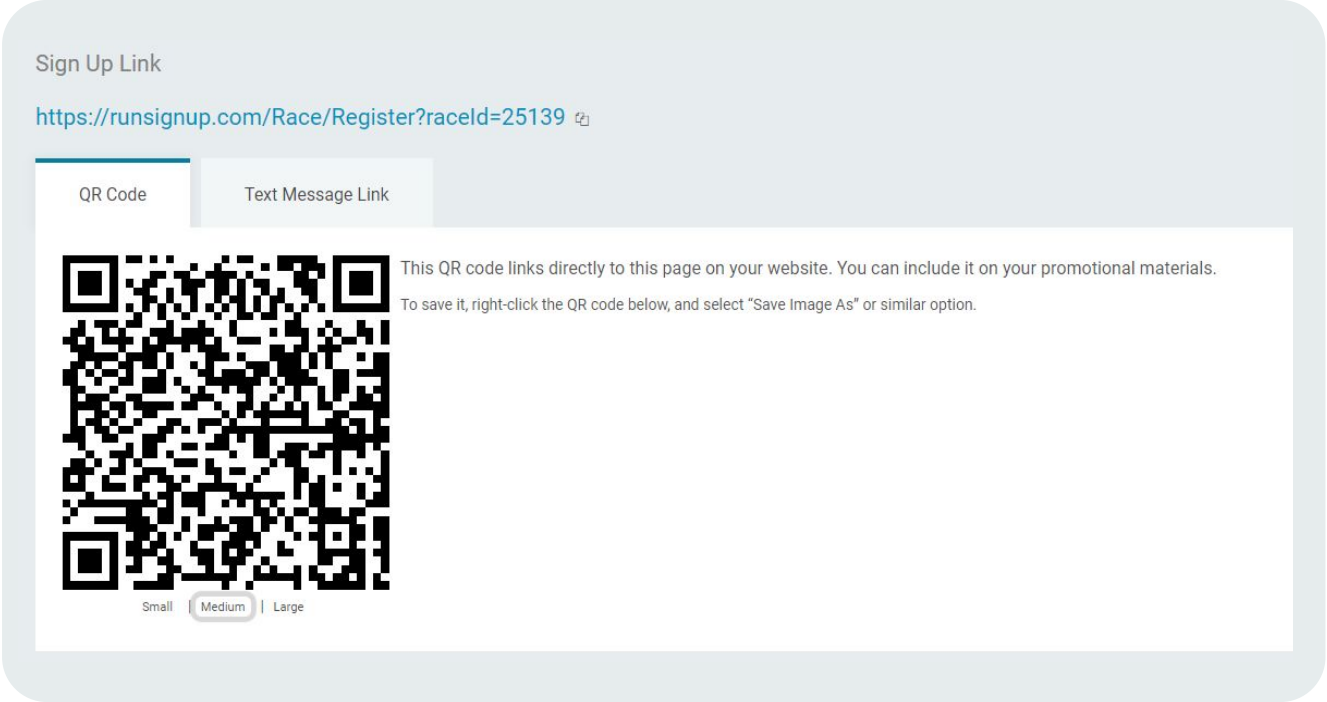
- Tips:
  - By setting expectations in advance, you can limit confusion
    - Clearly state whether or not you are accepting onsite registrations
  - Ensure you have registration OPEN at RunSignup - if taking online registrations
  - **Train your volunteers/staff on how to handle questions or issues**

# RaceDay Registration **Pricing Strategy**

- Increasing the cost of late registrations encourages earlier commitment while providing revenue boost from late deciders.
- Early registration helps inventory and purchase management (bibs/tags, give away items, cups, finisher medals, etc).

# Onsite **Registration**

**QR Codes are auto generated for you to use in your promotional materials**



# Scoring **Technology**

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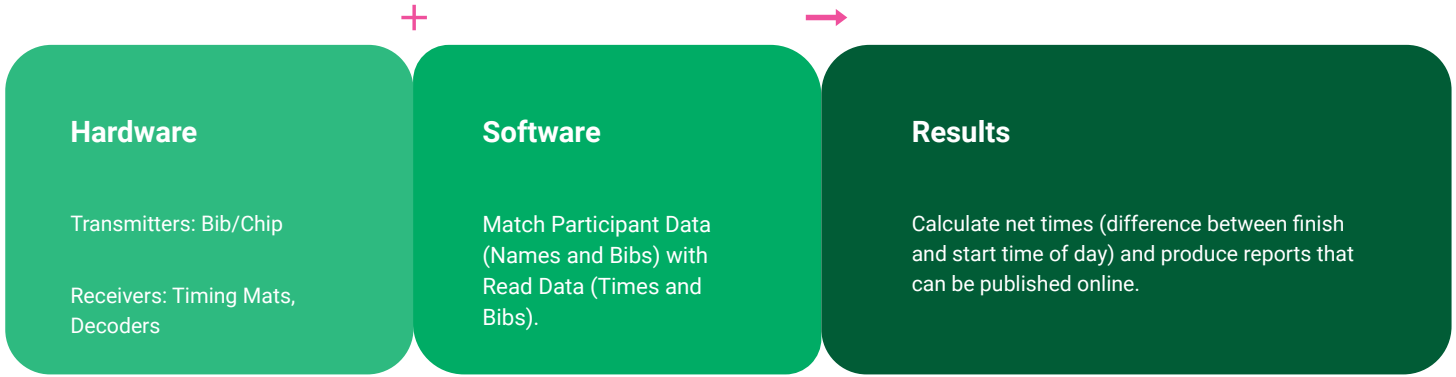
# Types of Scoring Technology: **CHIP, BIB**

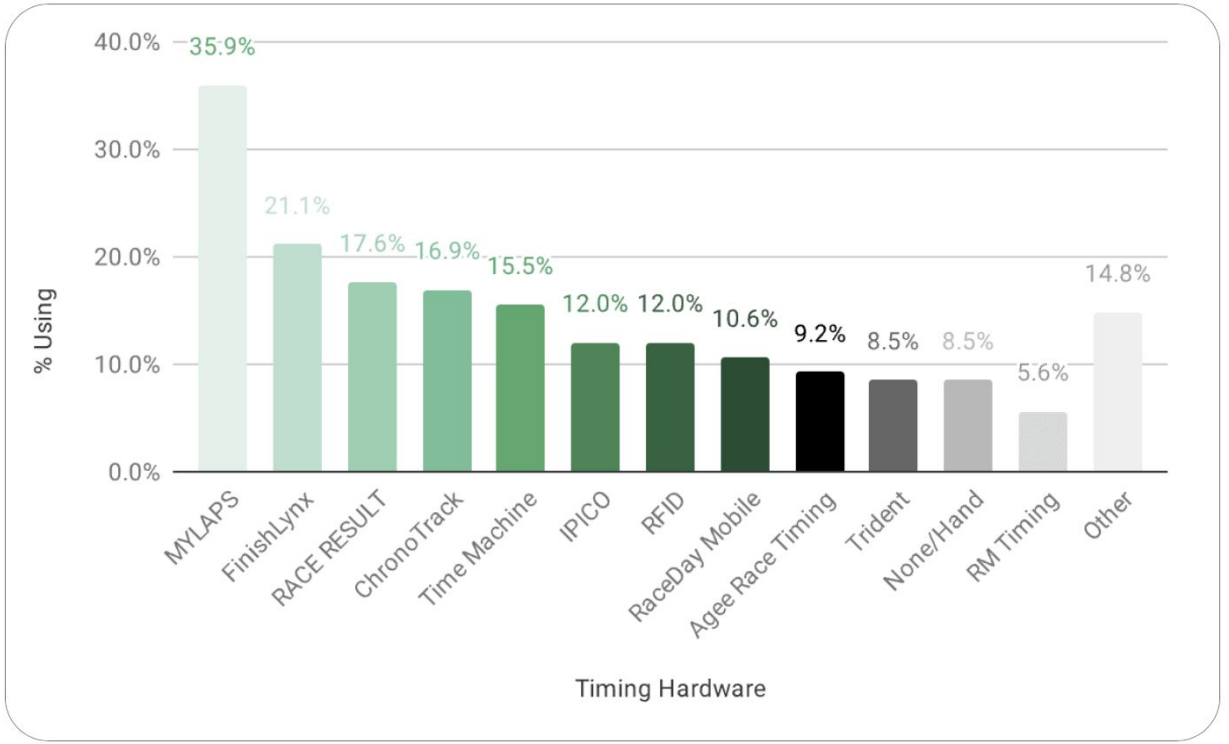
- As participants cross timing equipment, these chips transmit their ID to timing controllers.
- Races 5k or under typically do not have splits.
- This is typically at the start and finish and any additional split points (or verification points) the timer sets up on the course.
- The larger and longer the race, the more expected split points.



# Timing Equipment: **Decoders**

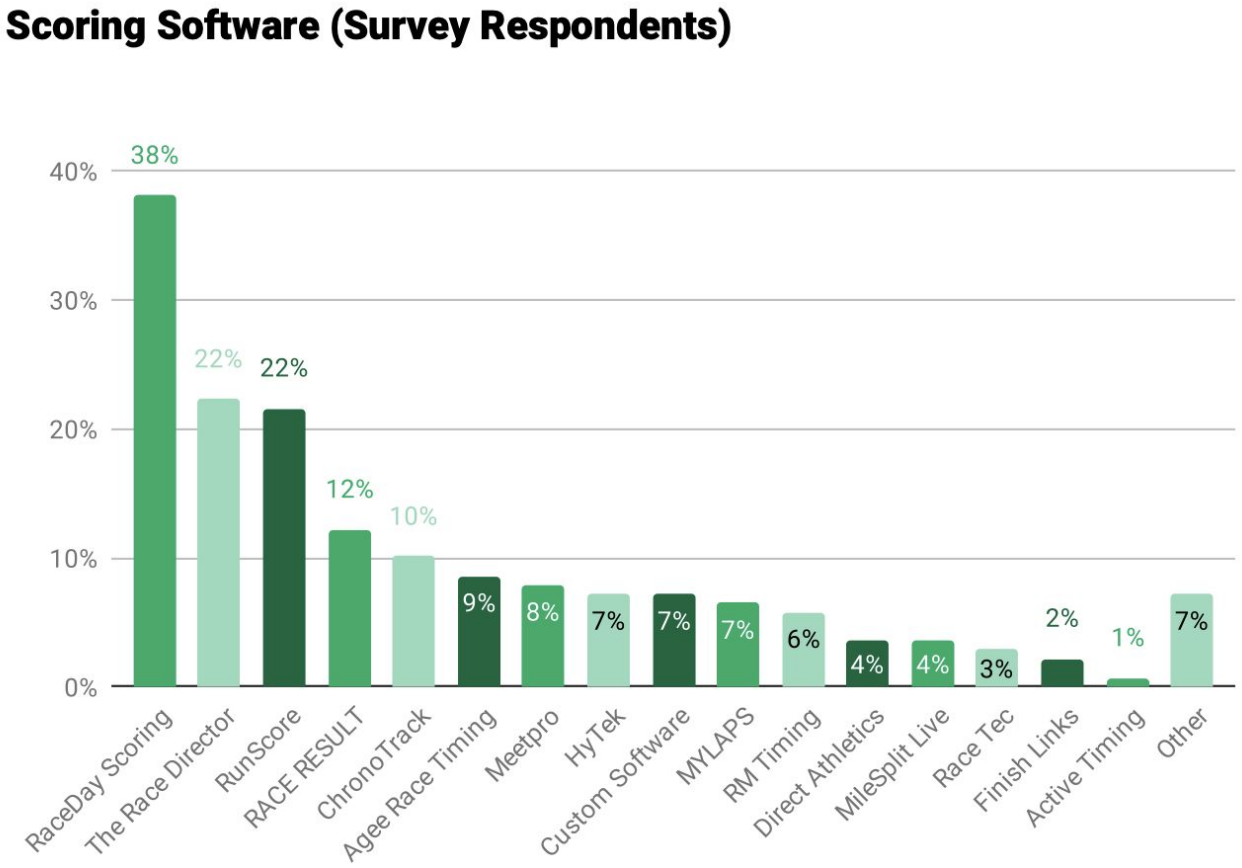
There is a large variety of chip timing equipment that timers can use and all of these systems can work with RunSignup technology.

Many timers use a mix of equipment they have invested in over the years.




Data from Race Trends

Many timers use multiple scoring software. **Will depend on race, timer staff, and other technology.**



# Timing Software: **Scoring**

Scoring software is the central component of the race day experience.

**Streamlining connections between participant, scoring, and result data is critical to making your event a memorable experience for your participants and spectators.**

Keep this in mind when determining which timer you will be working with - make sure that they are able to integrate well with RunSignup so that you can **leave registration open until the last minute to make more money,** and have **results posted instantaneously with immediate result notifications.**

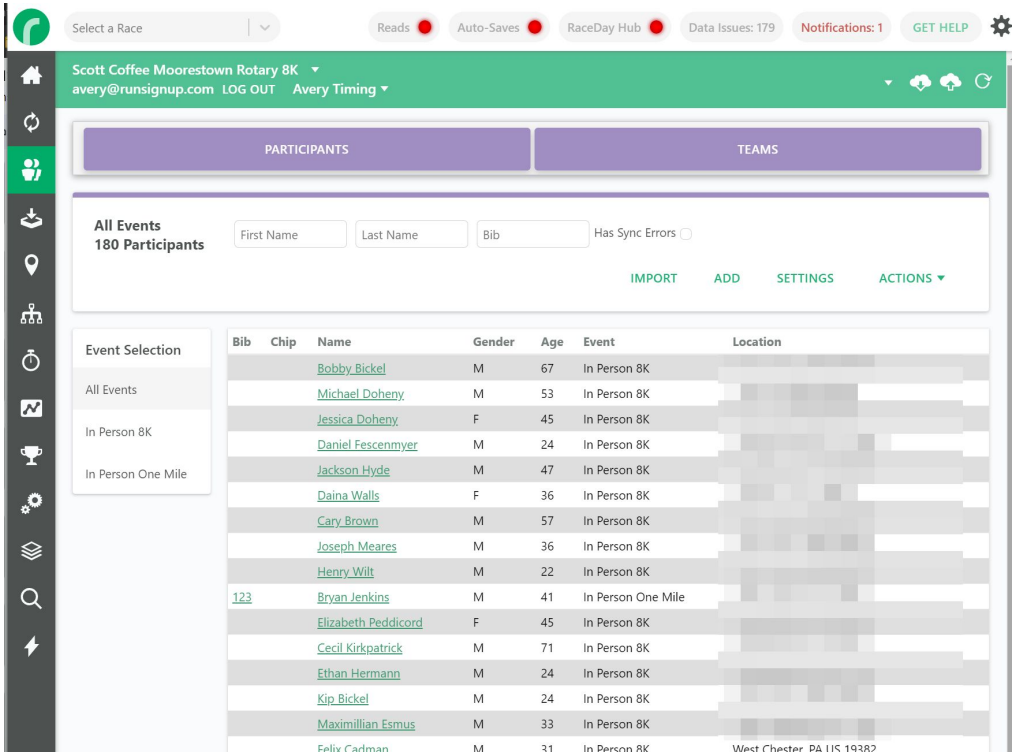
**Ask Your Timer:**

- **How late can I leave online registration open?**
- **How quickly are results posted online?**

# Timing Software: **Participant Syncing**

RaceDay Scoring integrates directly with RunSignup's cloud platform, so that **participant data will be in alignment with your online registration data at all times**.

This means that you **don't have to worry about spreadsheets and updates** as you get closer to race morning - you can leave online registration open until the gun goes off (or after!).

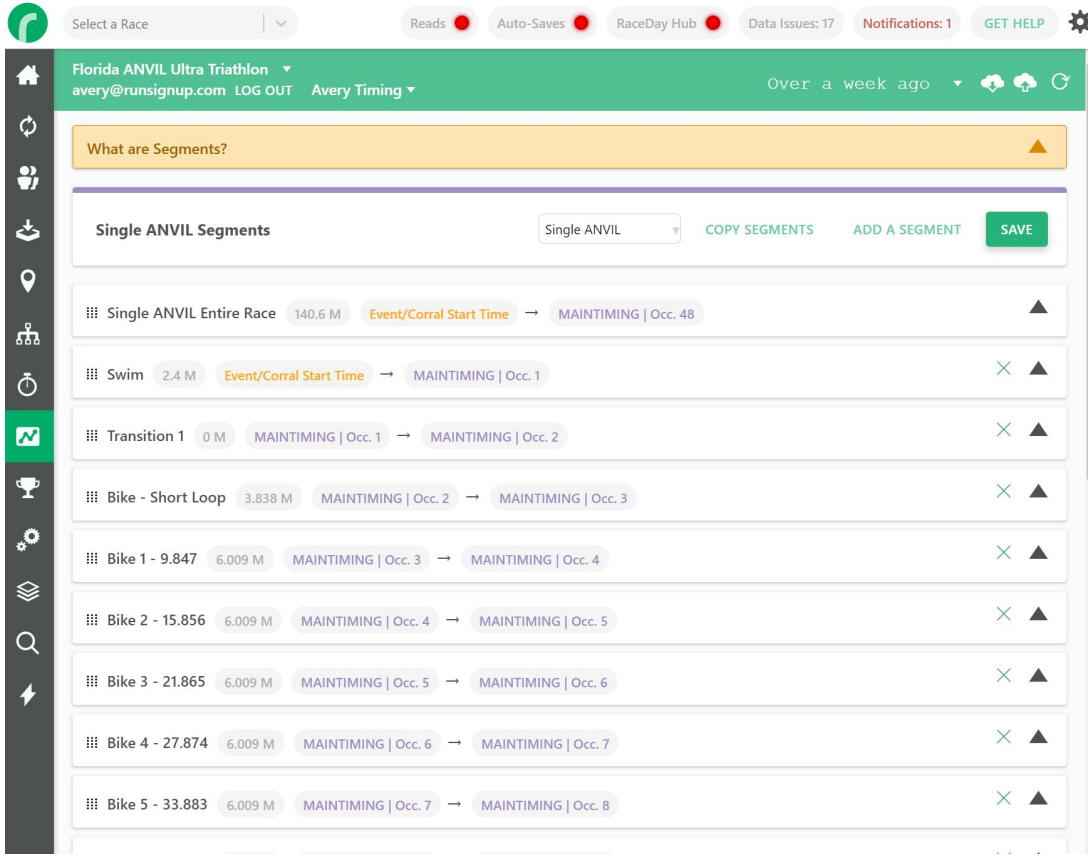


# Timing Software: **Result Calculations**

RaceDay Scoring is a flexible platform where Timers can build out complicated scoring scenarios with ease.

Be sure to **communicate any unique scoring scenarios with your Timer ahead of time**, so that you can be sure that they are able to provide you with the results that you need for your unique events!

Video Guide on Lap Races: [RaceDay Scoring for Lap Events (youtube.com)]

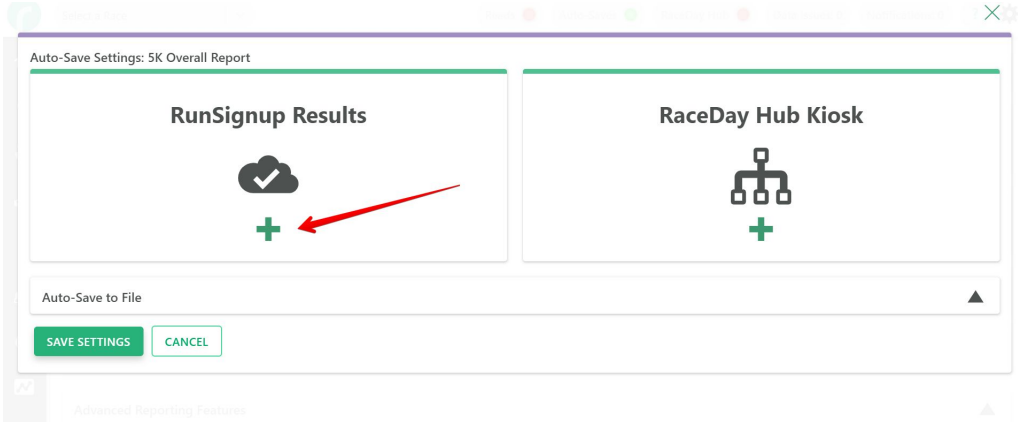


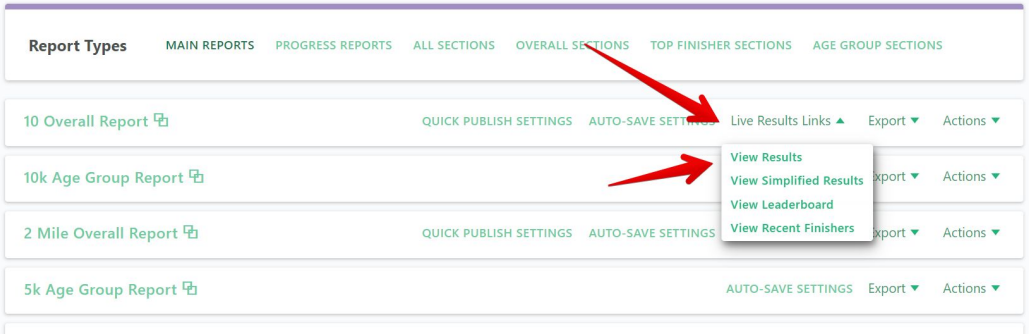
# Timing Software: **Result Publishing**

Result publishing to RunSignup is simple with RaceDay Scoring, and **results will be posted automatically as participants cross the finish line/split points.**

This means that your participants will get **notified about their finish as soon as possible!**

Learn more here: [Publishing Online Results to RunSignUp : RaceDay Scoring (rdscoring.com)]



# Importance of Data **Integration Between Technologies**

- Registration
- Participant Changes (selected course, name, age, etc)
- **Check-In, Packet Pickup**
- Bib Assignments/Changes (timer's tracking of participant's time)
- Progress Alerts (text, email)
- Participant Tracking
- **Scoring Software**
- Results
- Online Photos

**Highly Recommend Your Timers Use RunSignup's RaceDay Scoring for Full Integration with RunSignup technology.**

# RaceDay
# **Check In App**

*Participants and Volunteers*

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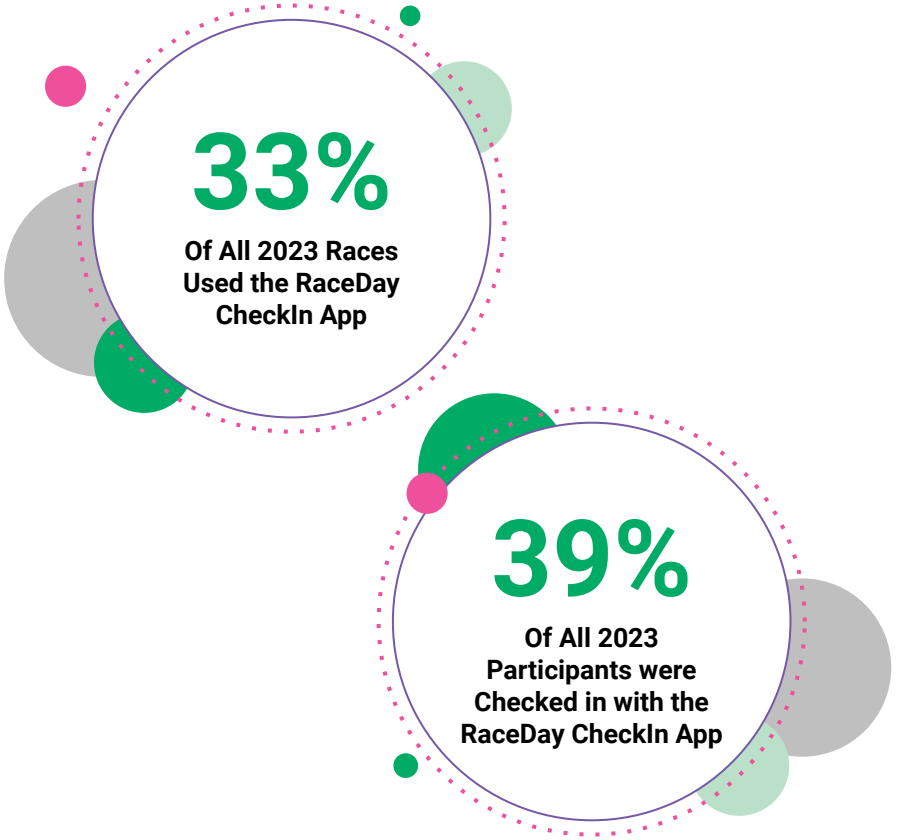
# RaceDay **CheckIn App**

- Game changer for events of all sizes.
- Most valued product by timers.
- Timer's role to set up and integrate with other technology.

## In 2023:

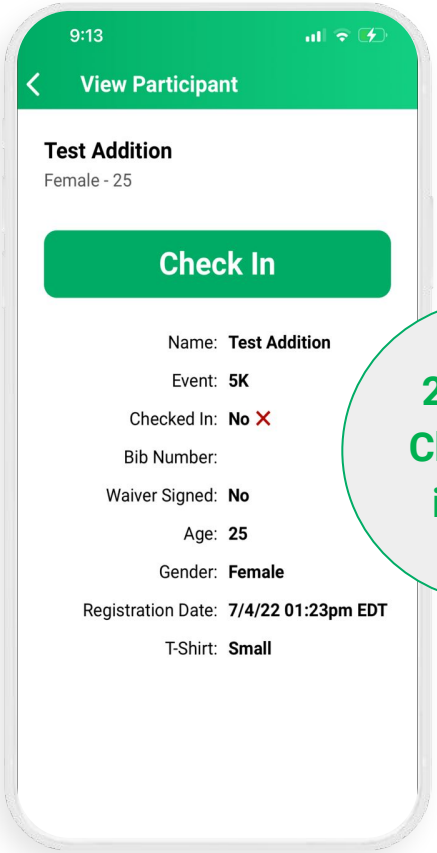
9,500 races used RaceDay CheckIn app
5,000 races had 200 or less participants
3.7 million participants checked in with app



# RaceDay **CheckIn App**

- **Expedites** the check-in process for participants and volunteers
- **Dynamically Synchronizes** with other data points (registration, bibs, scoring)
- **Easily Process** check-ins and changes
- **Provides Insights** to race organizers

- Two million check-ins in 2023
- Used across all event types and sizes throughout the U.S.
- FREE tool for RunSignup registration customers
- Available for Apple and Android phones and tablets




**2 Million Check-ins in 2023**

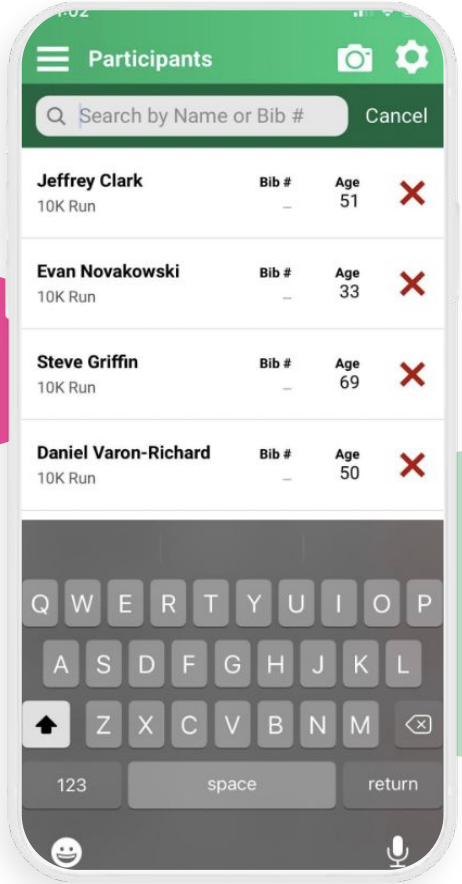
# Key **Settings**

**Examples:**

- Require Bib
- Auto-Show Camera on Bib Assignment
- Giveaway
- Allow Un-Check Ins
- Prevent Duplicate Bibs
- Validate Bibs

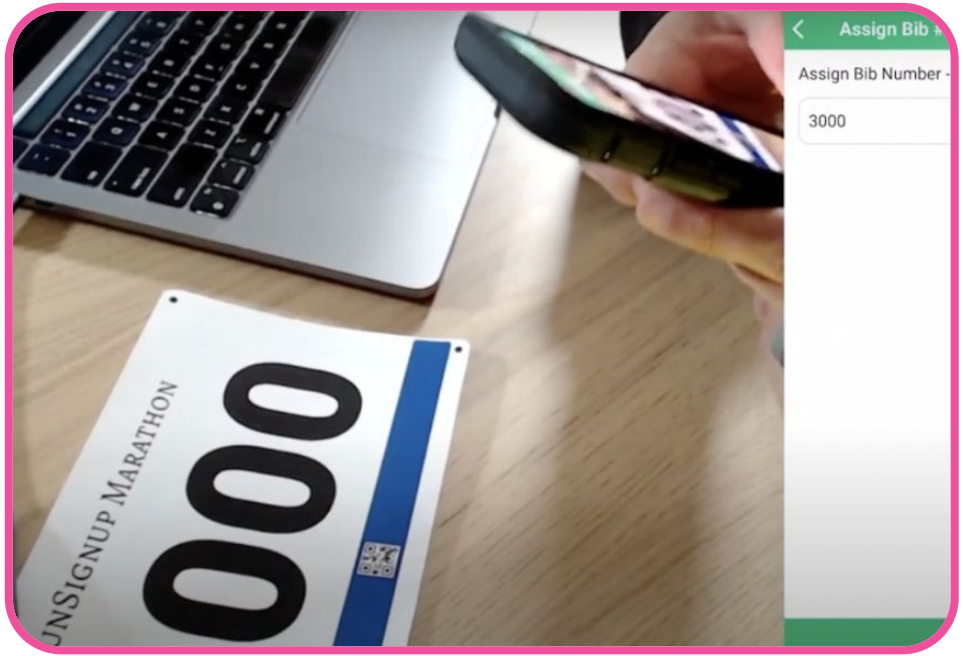
**Additional settings (like waivers and event transfers depend on the specifics of your event)**

- Video Guide: [What is the Deal with Presets and Configurations? - YouTube]

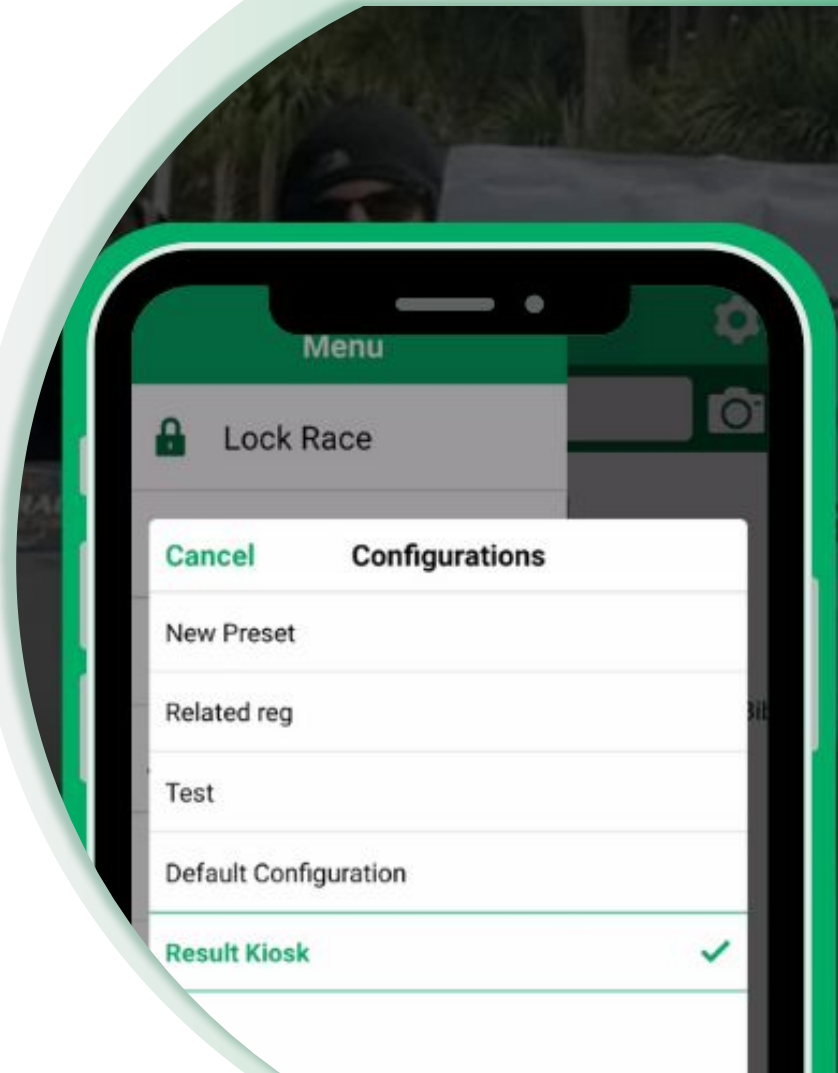


# RaceDay Check In App & **Dynamic Bib Assignment**

- Reduces cost and waste with no show participants.
- Offer Rapid Fast Check-Ins
  - Process participants in 6 seconds!
  - QR Code participant lookup + Quick scan of bib = Done!
- The largest of events are adopting this approach.



# RaceDay CheckIn
# **Other Functions**

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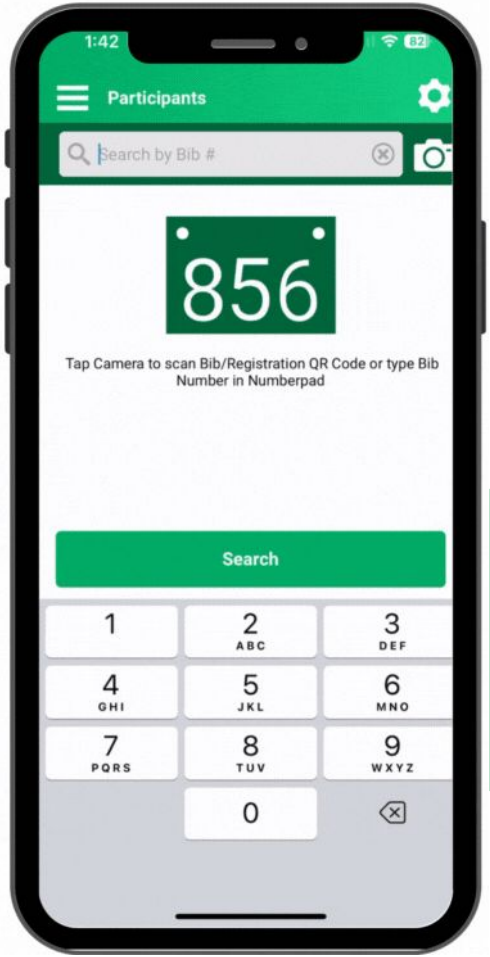
# Results
# **Kiosk**

RaceDay CheckIn supports a Result Kiosk Mode which will allow you to easily re-use your CheckIn devices to be used as a result lookup kiosk after the Race is over.

This makes your day easier as you don’t have to bring along separate devices for result kiosks.

Video Guide: [RaceDay CheckIn App Now for Results Kiosk, Medic Tent and More (youtube.com)]



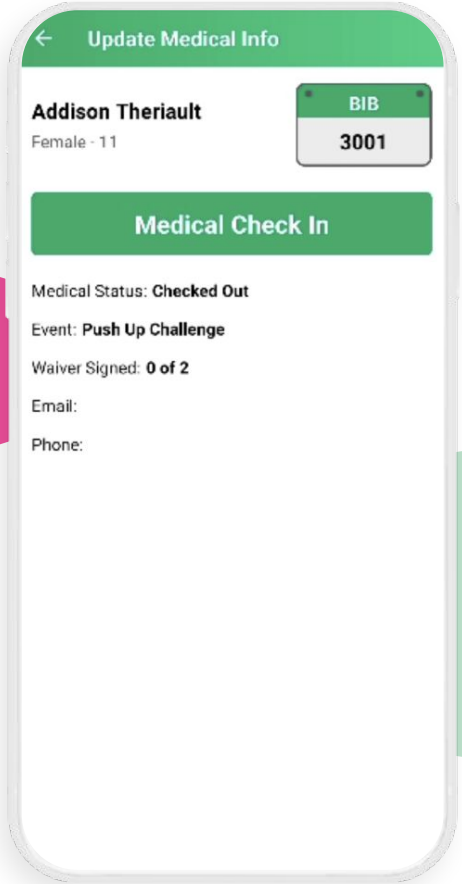
# Medical **Mode**

RaceDay CheckIn has a Medical Mode Configuration that can be used as a way to check participants in and out of a medical tent.

This data is stored at RunSignup and can be downloaded for future reference if needed.

Additional data can be shown on this screen if needed, for example your registration provider may have included questions about medical info.

Video guide: [(1) RaceDay CheckIn App Now for Results Kiosk, Medic Tent and More - YouTube]

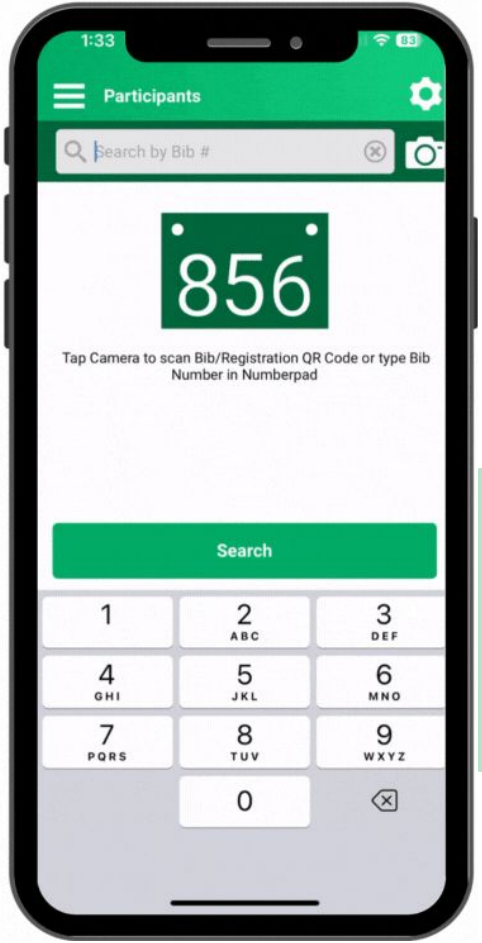


# Change Info **Mode**

**RaceDay CheckIn can also be used as a way to quickly update Participant Information by customizing the “Lookup Result” setting.**

This will change the flow of the app after looking someone up so that you will land on the page where you can update information about a Participant.

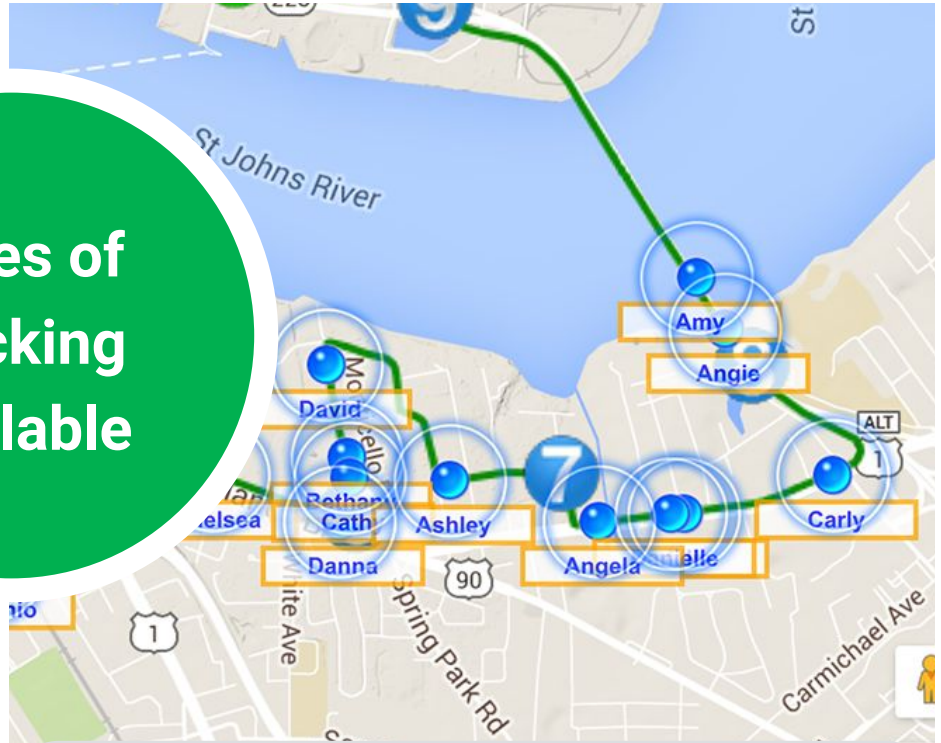
**For example**, you may have a Configuration set up to quickly change the Corral assignment for participants who show up for the early start. You could have a staff member using this configuration to look people up by scanning their bib, then changing their Corral to Early Start.



# Participant **Tracking**

RaceDay RunSignup

# Types of Tracking Available




Traditional
Bib/Chip Tracking
Official-Timed Tracking

GPS Tracking
Continuous Timed Tracking

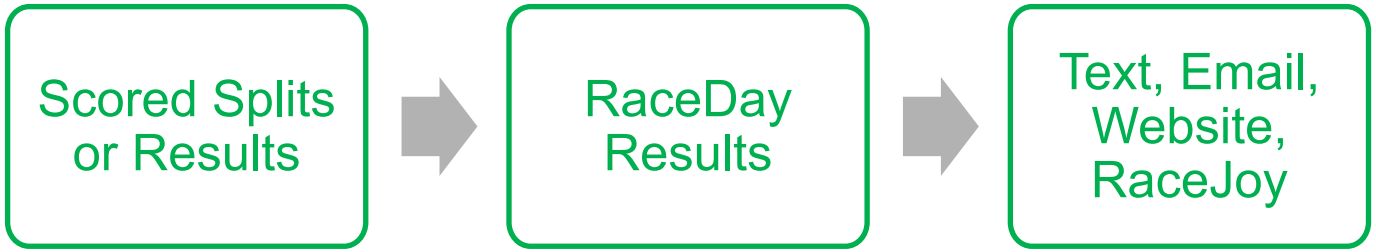
# Bib/Chip **Tracking**

- Official scored live tracking updates based on RFID Technology
- Simplified approach for participant (just do the race)
- Setup experience
  - Go to website /app to opt-in for text/email alerts
- **Frequency** of alerts are dependent on amount of timing equipment
  - Timers need to ensure equipment stays connected
  - Need to use software that continuously posts timing data to notifications system
    - e.g. RaceDay Scoring
  - Budget for the costs for this equipment deployment

# Deliver Result and **Split Notifications**

RaceDay RESULTS

Free service for RunSignup races
using Registration Services

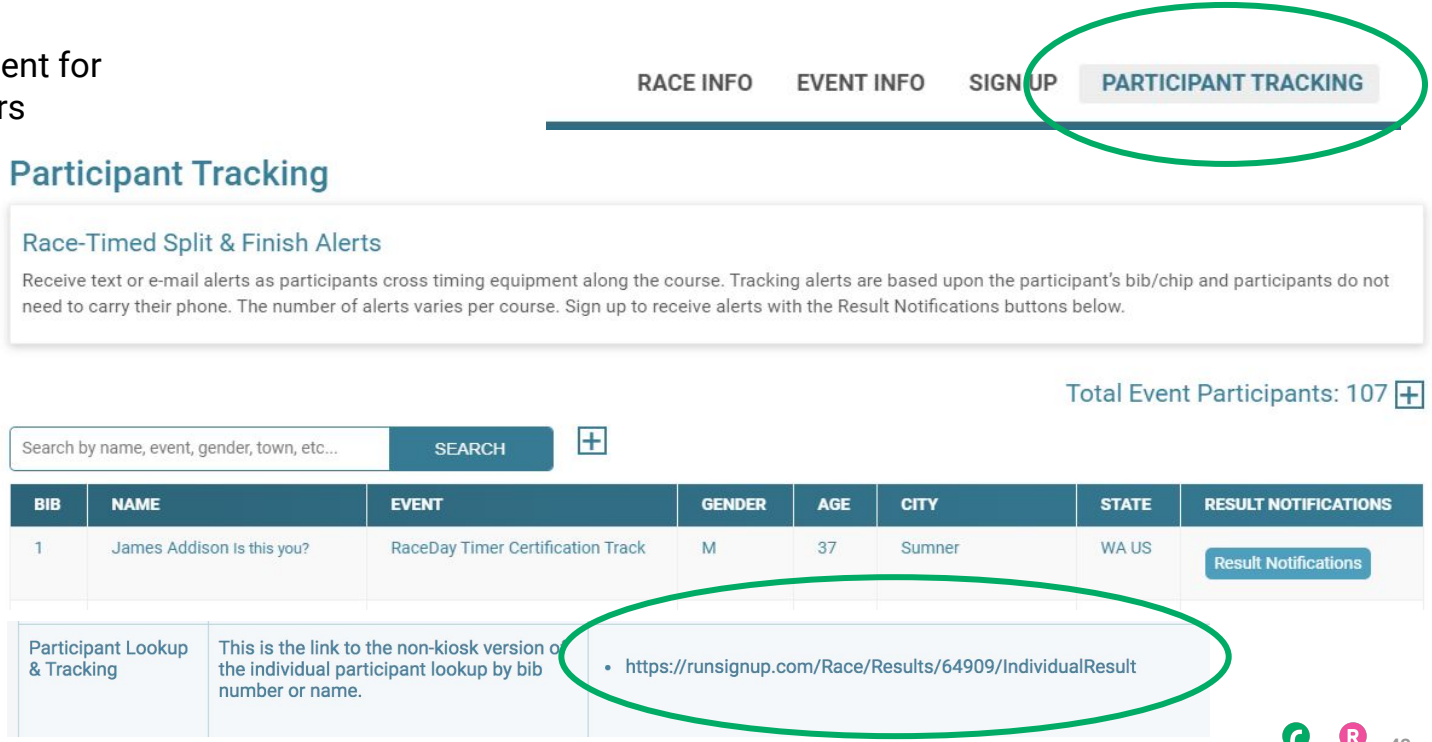



**One Click Super Easy Integration with RaceDay Scoring!**

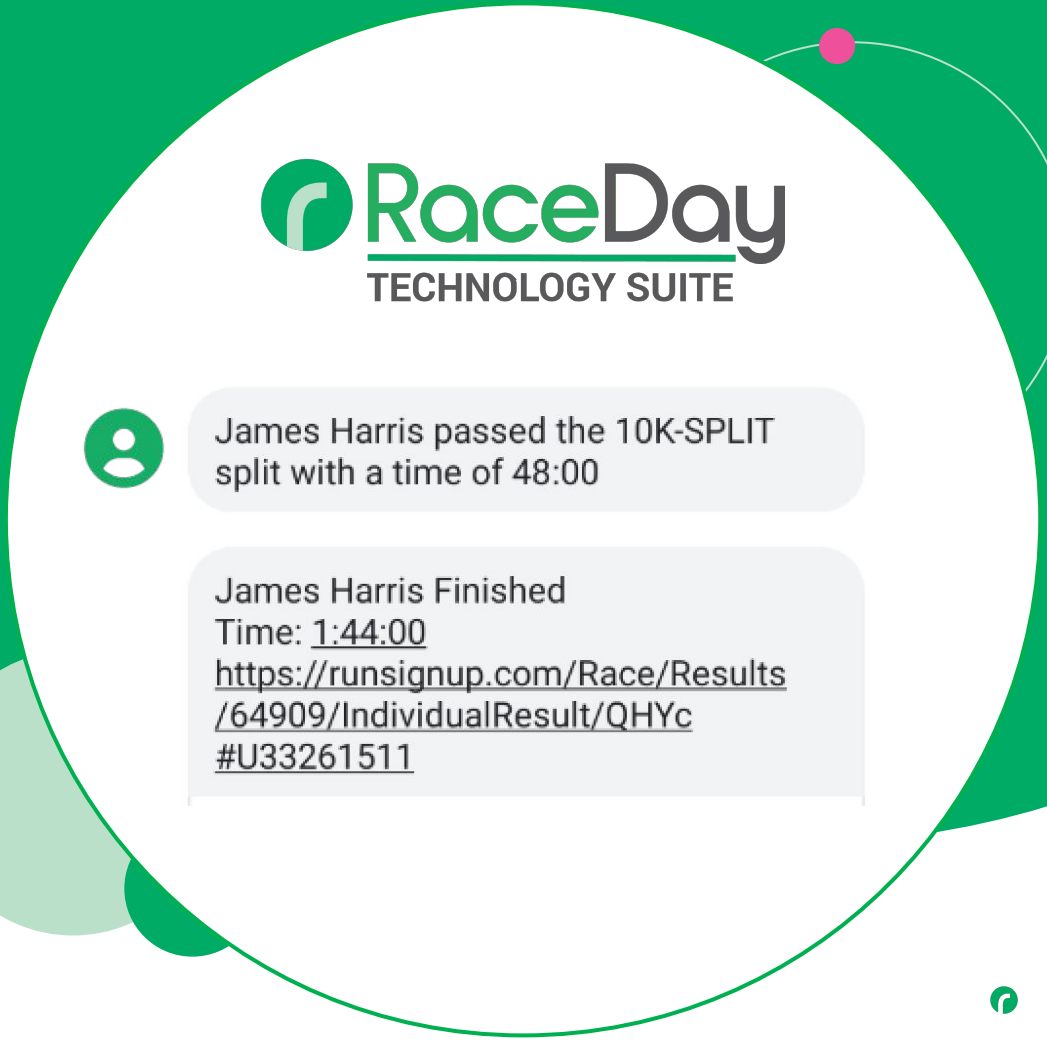
# RaceDay
# **Text Alerts**

Simple One-Click Enablement for Participants and Spectators

Text Notifications are Enabled using Participant Tracking Menu Option and You Can Also Setup a Runner Tracking Link for emails, websites and social sharing.



# RaceDay
# **Text Alerts**



# GPS **Tracking**

- Uses a tracking device to track the participant and staff location
- Provides more value with knowing the participant's location real-time
- Offers a safety advantage for events
- Requires the participant to carry a device/phone and activate tracking
- No additional timing equipment is needed – saved costs
- Supplements official scored timing alerts

# RunSignup's **RaceDay App**

*Changing the Race Experience*

**Offers much more than just tracking of participants.**

RaceJoy®

**2 Million**
Lifetime Users

**7,400+**
Events

**10+**
Years in Business

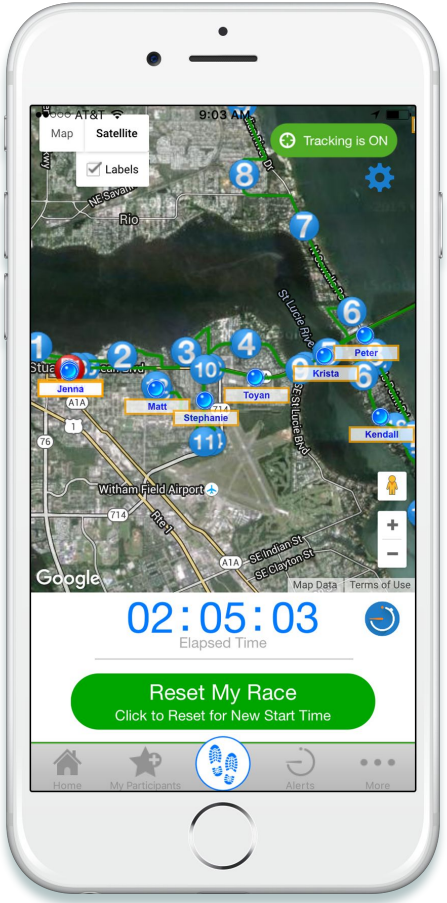
# Elevate the Athlete **Experience**

- **Offer a socially connect event experience**
  - Participant tracking and cheer sending
- **Participants tracked by remote spectators through their phone**
  - No extra equipment needed
  - Works in offline cellular conditions for participants
- **Create custom themed audio experience**

Exclusively Available through RaceDay Certified Timers

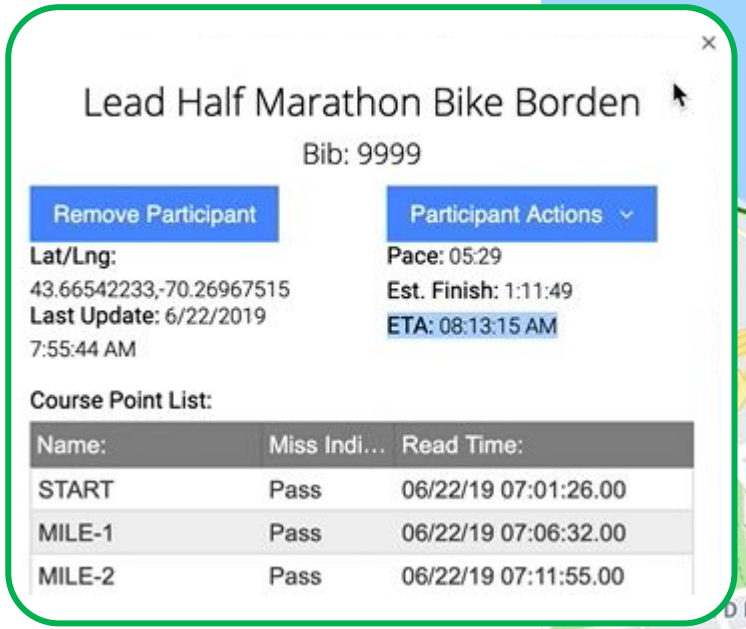
# Additional **Features**

- **Progress Updates: Every Mile**
- **Spectators Send Cheers in the App**
  - **Whether on site or across the world!**
- **Central Monitoring & Communications System**
- **Off Course Alerts (for on-site events)**
- **Results Integration**
  - Virtual events results pushed from app
  - In-Person results displayed in app

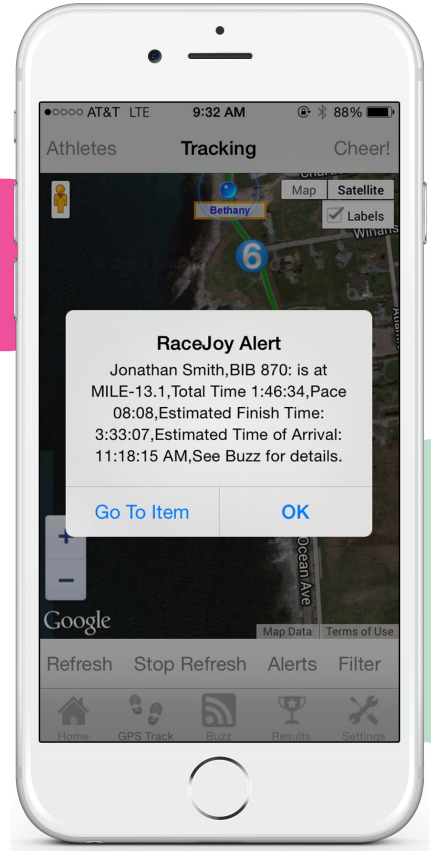


RaceJoy

# RaceDay **Monitoring**



# RaceJoy - Bringing it **all together in 2024!**




## RFID BIBTag Timing Notifications in RaceJoy

- Direct Streaming of Timing Data from RDS to RaceJoy Users
- Participants don't have to carry their phone.. Based on your Timing Data streaming into RDS
- Simplified enablement for Spectators
    - Don't have to setup prior for Text Alerts or find that link – just say RaceJoy!
- Easy and free for your timers that use RaceDay Scoring!

# RunSignup **Results**, **Photos and Video**

RaceDay RunSignup

RaceDay Photos

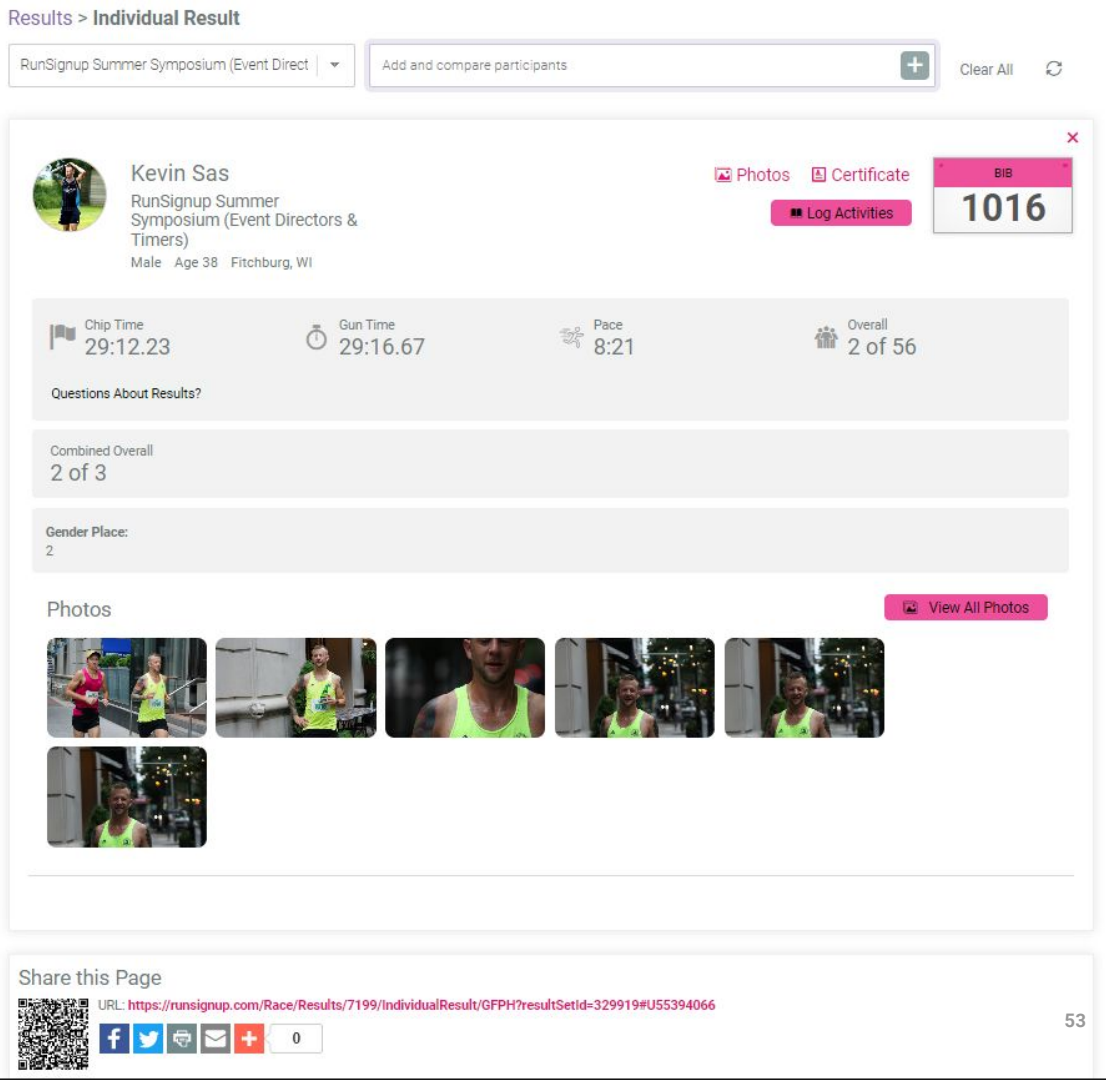
# Review and Relive The Event
# **Results, Photos, Videos**

- Bring participants back to your race website after the event concludes
- Provide an instant reminder of the fun of the day
- Can be printed as a permanent keepsake from your event
- Make ideal images to use in future advertising for your event
- Watermarks on photos provide you an additional branding opportunity or sponsor reward.

# Perks of Results at **RunSignup**

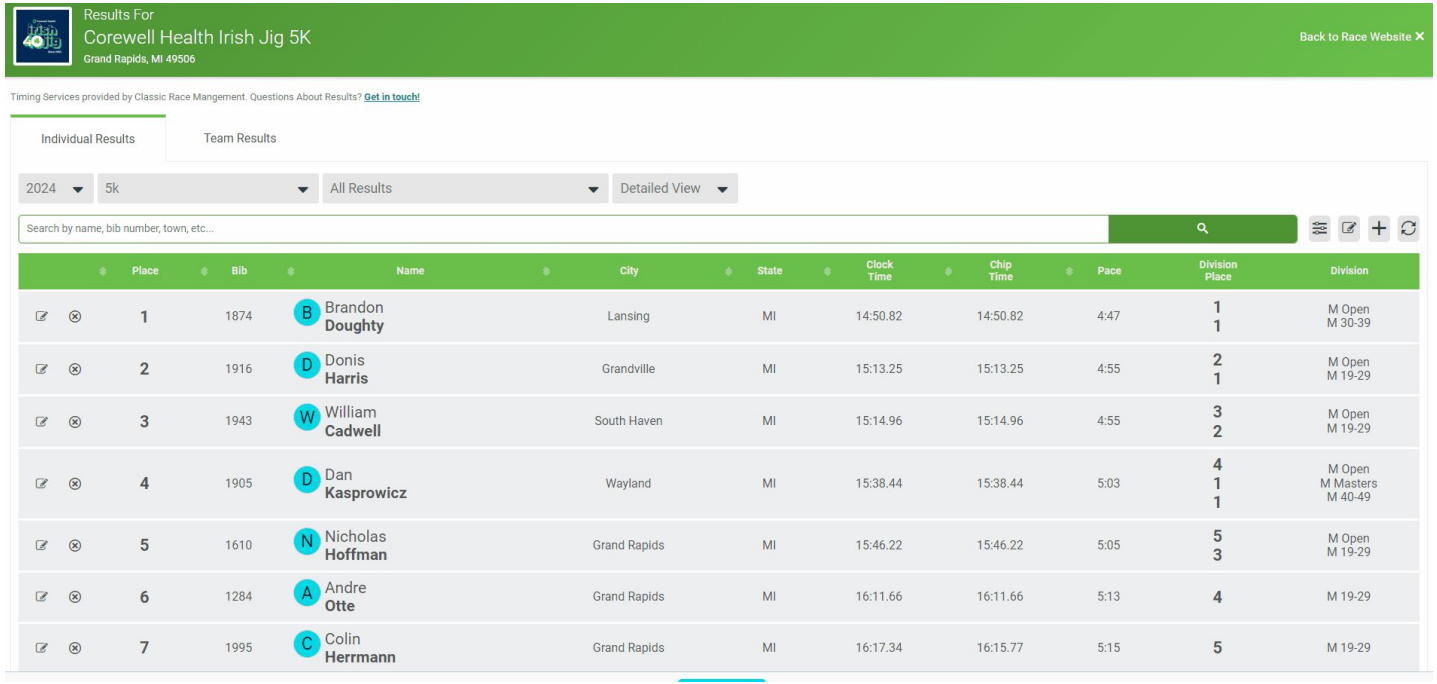
**Clicking into the individual's results provides additional information**

- Detailed results for viewing/social sharing
- Photo & Video linkage to Athletes
- Custom branded finisher certificates !



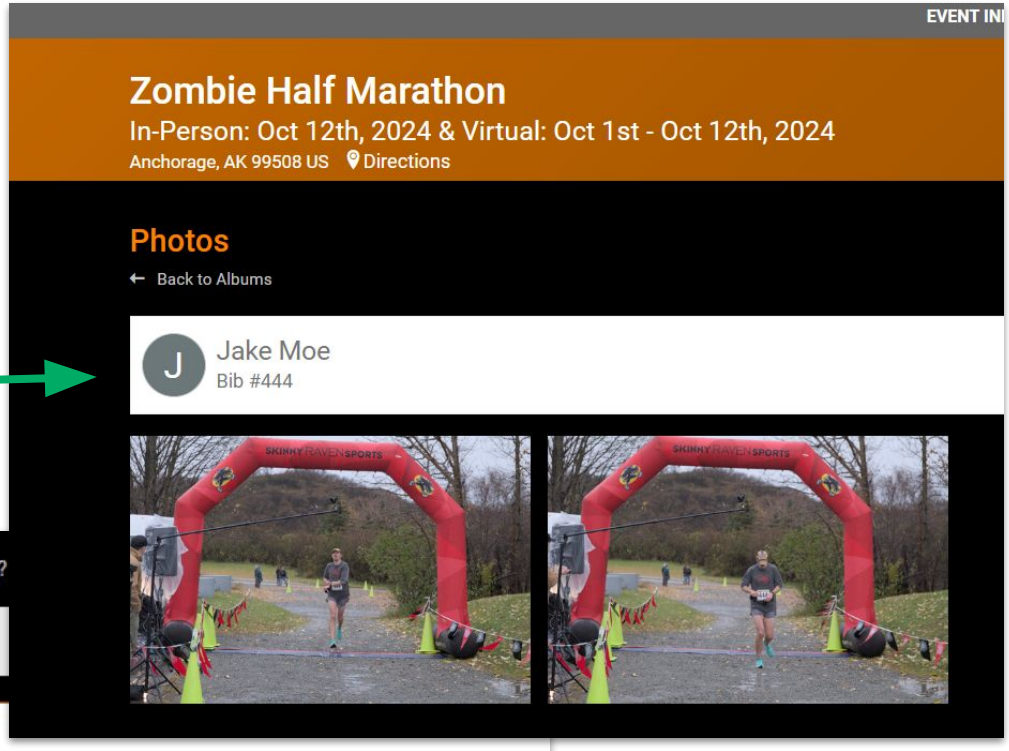
# Team **Results**

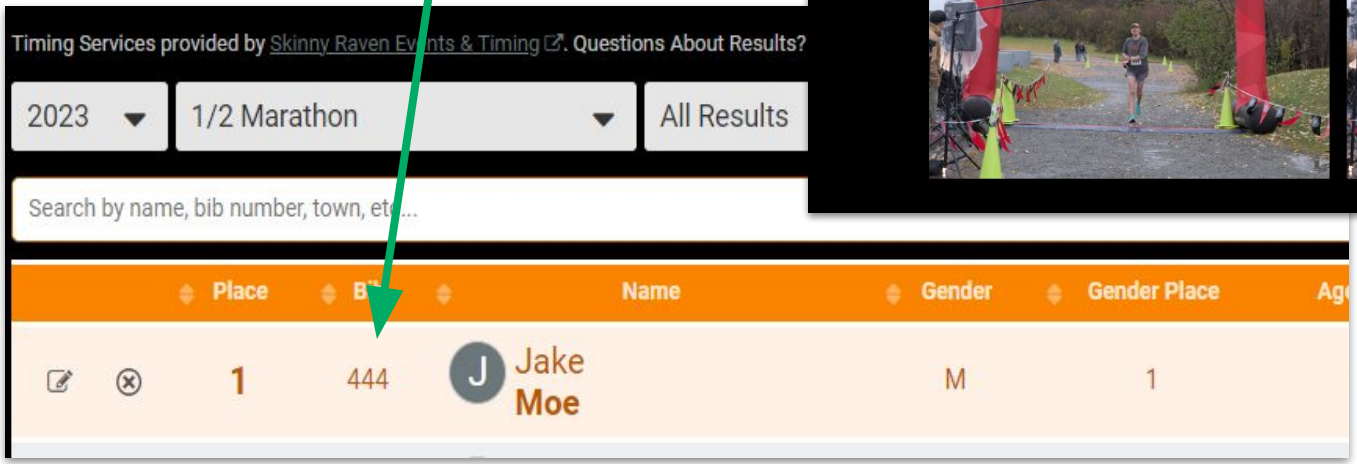
Powerful Aggregate Team Results Display for your events! Social, Club, Fundraiser Teams, Corporate and so much more is possible!



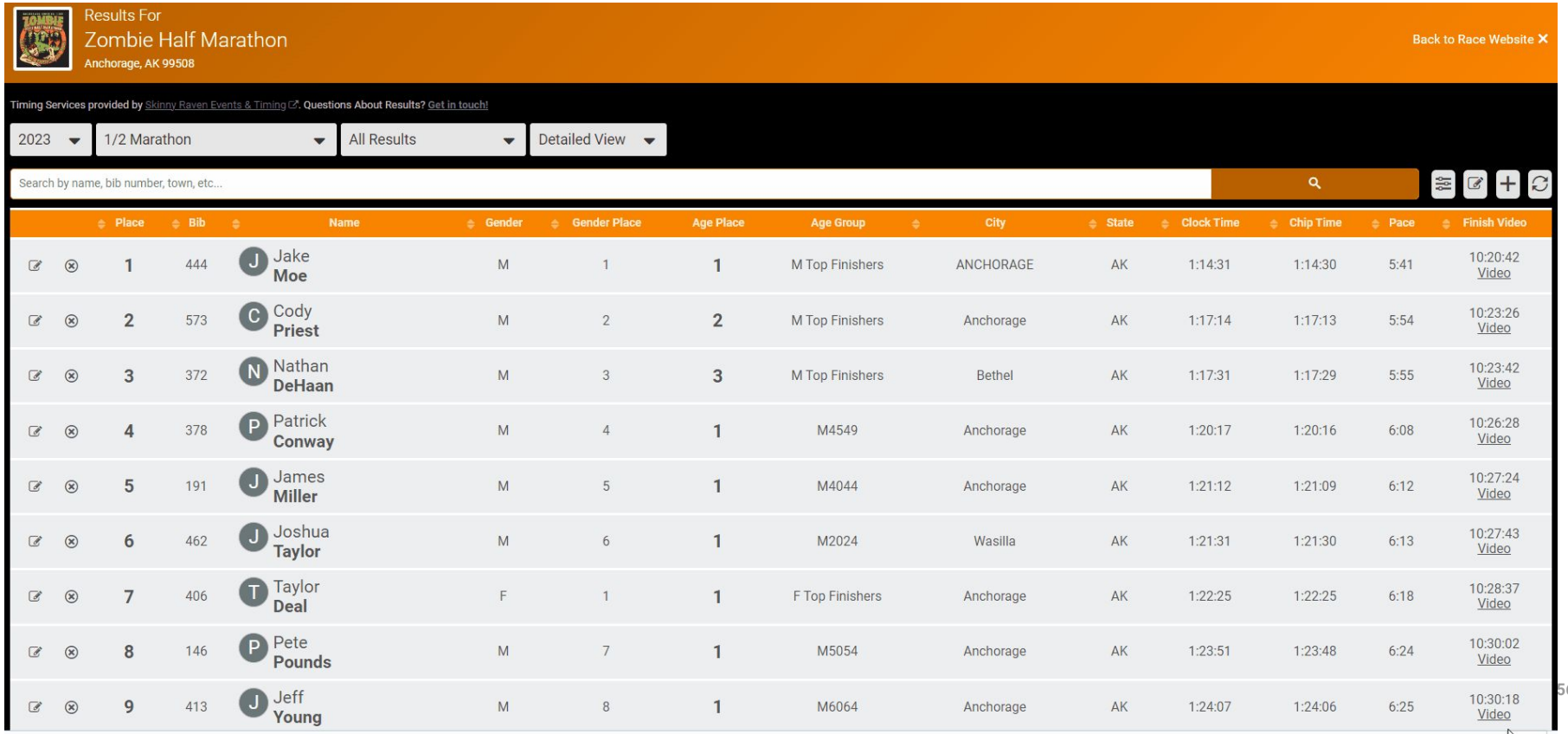

| Place | Bib | Name | City | State | Clock Time | Chip Time | Pace | Division Place | Division |
|---|---|---|---|---|---|---|---|---|---|
| 1 | 1874 | Brandon Doughty | Lansing | MI | 14:50.82 | 14:50.82 | 4:47 | 1<br>1 | M Open<br>M 30-39 |
| 2 | 1916 | Donis Harris | Grandville | MI | 15:13.25 | 15:13.25 | 4:55 | 2<br>1 | M Open<br>M 19-29 |
| 3 | 1943 | William Cadwell | South Haven | MI | 15:14.96 | 15:14.96 | 4:55 | 3<br>2 | M Open<br>M 19-29 |
| 4 | 1905 | Dan Kasprowicz | Wayland | MI | 15:38.44 | 15:38.44 | 5:03 | 4<br>1<br>1 | M Open<br>M Masters<br>M 40-49 |
| 5 | 1610 | Nicholas Hoffman | Grand Rapids | MI | 15:46.22 | 15:46.22 | 5:05 | 5<br>3 | M Open<br>M 19-29 |
| 6 | 1284 | Andre Otte | Grand Rapids | MI | 16:11.66 | 16:11.66 | 5:13 | 4 | M 19-29 |
| 7 | 1995 | Colin Herrmann | Grand Rapids | MI | 16:17.34 | 16:15.77 | 5:15 | 5 | M 19-29 |

# Photos With **Results**



# Videos **with Results**



Results For
Zombie Half Marathon
Anchorage, AK 99508

Back to Race Website ✕

Timing Services provided by Skinny Raven Events & Timing. Questions About Results? Get in touch!

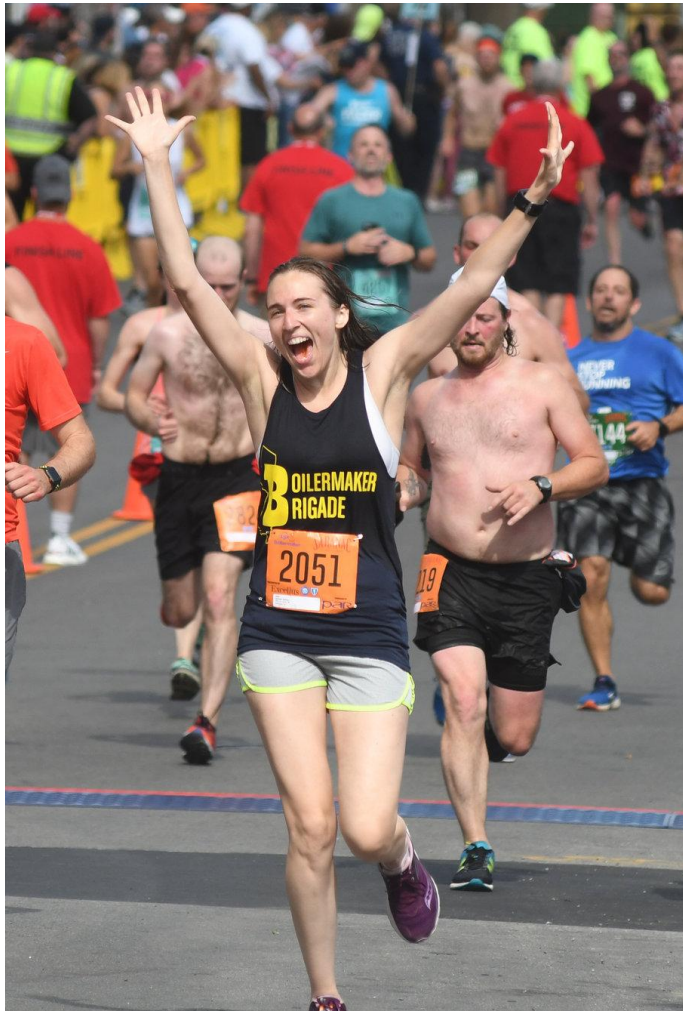
2023 | 1/2 Marathon | All Results | Detailed View

Search by name, bib number, town, etc...

| Place | Bib | Name | Gender | Gender Place | Age Place | Age Group | City | State | Clock Time | Chip Time | Pace | Finish Video |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 444 | Jake **Moe** | M | 1 | 1 | M Top Finishers | ANCHORAGE | AK | 1:14:31 | 1:14:30 | 5:41 | 10:20:42 Video |
| 2 | 573 | Cody **Priest** | M | 2 | 2 | M Top Finishers | Anchorage | AK | 1:17:14 | 1:17:13 | 5:54 | 10:23:26 Video |
| 3 | 372 | Nathan **DeHaan** | M | 3 | 3 | M Top Finishers | Bethel | AK | 1:17:31 | 1:17:29 | 5:55 | 10:23:42 Video |
| 4 | 378 | Patrick **Conway** | M | 4 | 1 | M4549 | Anchorage | AK | 1:20:17 | 1:20:16 | 6:08 | 10:26:28 Video |
| 5 | 191 | James **Miller** | M | 5 | 1 | M4044 | Anchorage | AK | 1:21:12 | 1:21:09 | 6:12 | 10:27:24 Video |
| 6 | 462 | Joshua **Taylor** | M | 6 | 1 | M2024 | Wasilla | AK | 1:21:31 | 1:21:30 | 6:13 | 10:27:43 Video |
| 7 | 406 | Taylor **Deal** | F | 1 | 1 | F Top Finishers | Anchorage | AK | 1:22:25 | 1:22:25 | 6:18 | 10:28:37 Video |
| 8 | 146 | Pete **Pounds** | M | 7 | 1 | M5054 | Anchorage | AK | 1:23:51 | 1:23:48 | 6:24 | 10:30:02 Video |
| 9 | 413 | Jeff **Young** | M | 8 | 1 | M6064 | Anchorage | AK | 1:24:07 | 1:24:06 | 6:25 | 10:30:18 Video |

# Deliver a Positive Race Experience **With RaceDay Technology**

- Happier participants creates repeat participants
- Positive word-of-mouth is powerful and effective marketing tool
- Helps to turn current spectators into future participants
- Social endorsement of your race increases future registrations



https://runsignup.com/timersearch

# Consult Your **Timer**

## Find a Timer

Location

--- Select State ---

Timer Name

RaceDay Scoring Certified
Yes

RaceJoy Certified
Yes

RunSignup Certified
Yes

RaceDay CheckIn Certified
Yes

Search

# Thank you for Joining Us

RaceDay RunSignup

# Resources

Previous presentation slides:

Raceday tech master class:

https://docs.google.com/presentation/d/1CESkGEW4V9V1hx4Sgily4ij9uwNEin8k/edit?usp=sharing&ouid=116488976569772445551&rtpof=true&sd=true

https://docs.google.com/presentation/d/1dNdPvrKIIKB6hHAy-KfHdMRiWdAi83_fd5e9mGzpczs/edit?usp=sharing

https://docs.google.com/presentation/d/1nHTWN09phf2OpDvhMznFayp3QqEralvBlWilAYNOXvk/edit?usp=sharing

https://docs.google.com/presentation/d/1CESkGEW4V9V1hx4Sgily4ij9uwNEin8k/edit?usp=sharing&ouid=116488976569772445551&rtpof=true&sd=true

Previous recorded webinars:

https://youtu.be/D6PMdfxH-Mk

https://youtu.be/HQCPce-s31g

https://youtu.be/UPJGAh9lmcw