

The background image shows a busy race event booth. A woman in a red hoodie is leaning over a table, possibly scanning or handing out items. Other people are visible in the background, some wearing blue shirts. A sign with the word 'FEET' is partially visible. The scene is lit with warm, yellowish lights, and there are yellow streamers hanging from the ceiling.

# 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](mailto:info@runsignup.com)).





**James Harris,**  
*Chief Technology Officer*



**David Drew,**  
*Technical Customer Service  
Expert*



**Matt Avery,**  
*EventDay Product Manager*





# 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







# Role of a Timer



# 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

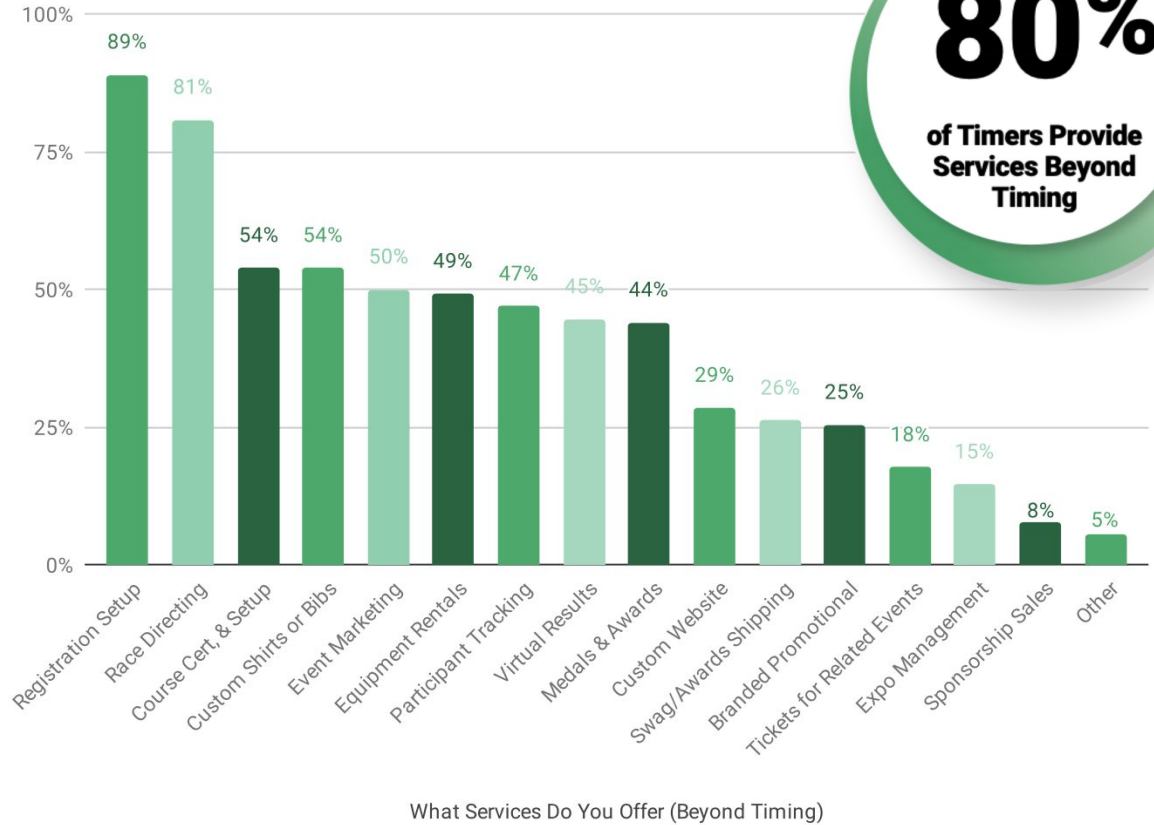


41.5%

**Of Timers have a full time job separate from timing.**

10.69% have a part-time separate job.

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







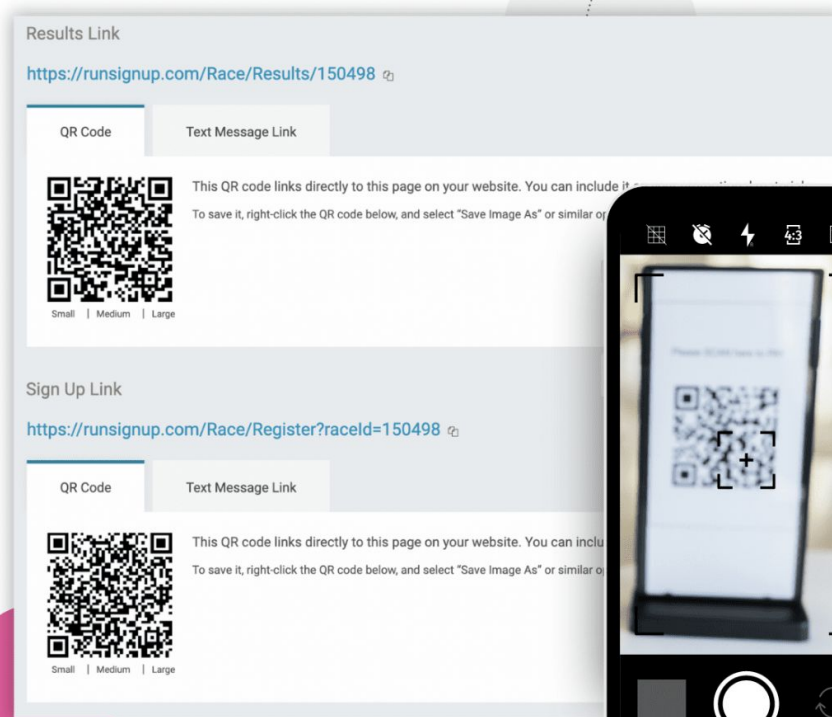
# Pre Event Setup, QR Codes



# 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



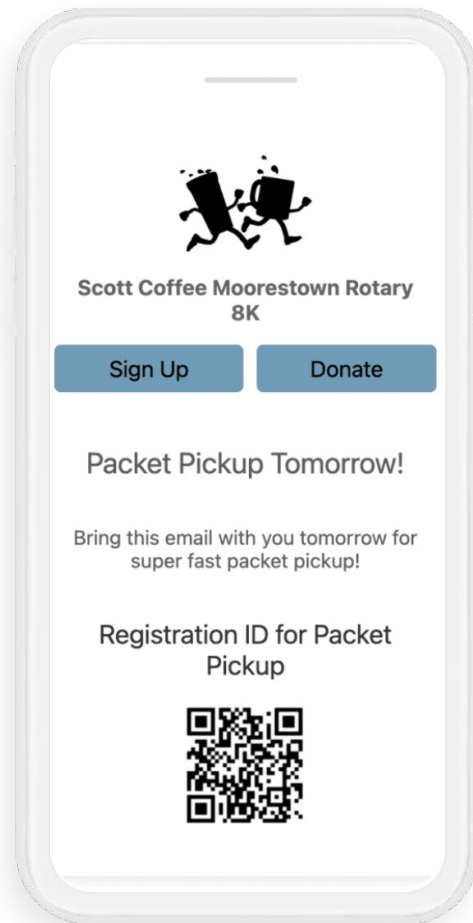
RunSignup automatically generates QR codes for you!

# 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.

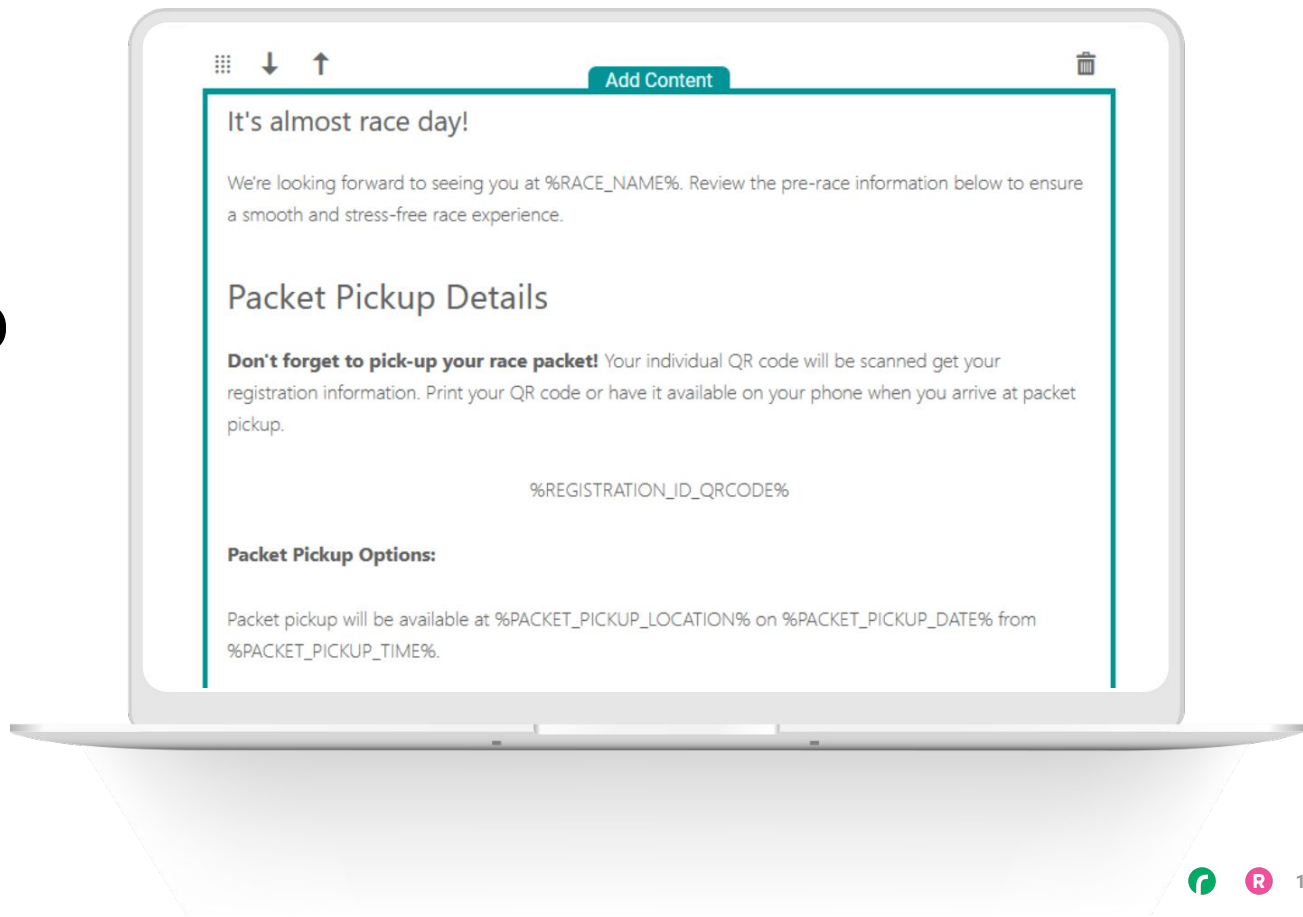
Integrates with RaceDay CheckIn app (process participants in 6 seconds!)



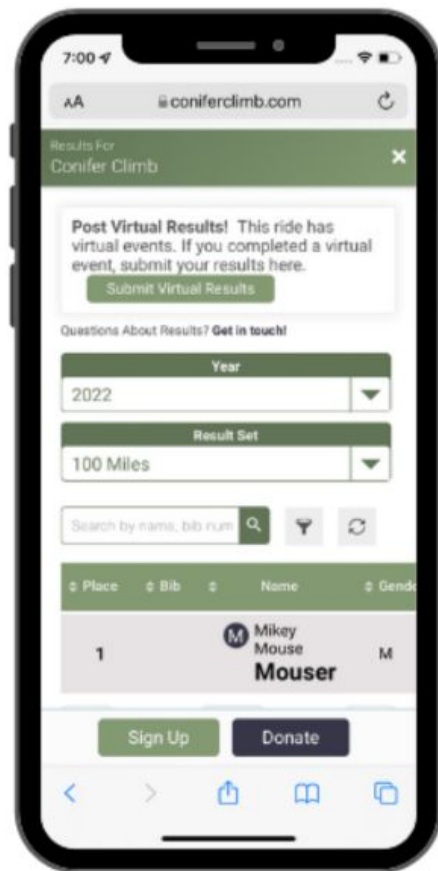
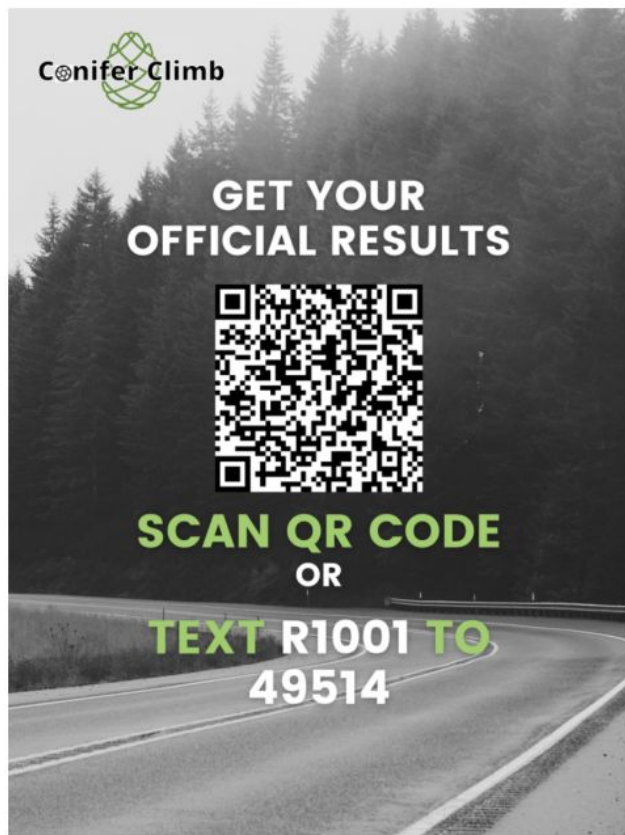


# Transform Packet Pickup Email Participants Registration ID

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





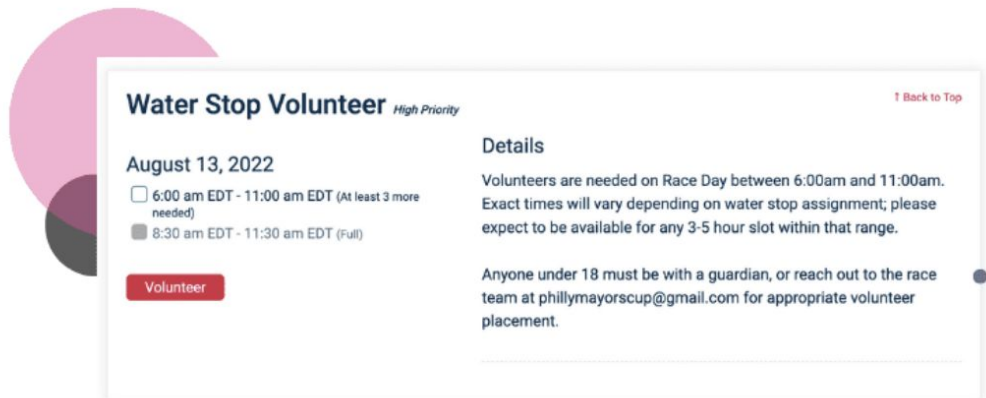
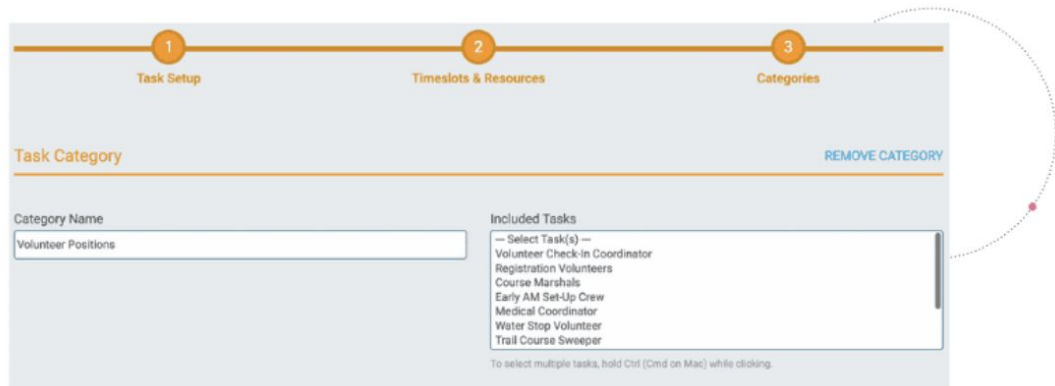
# Volunteer Management

- 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 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

Sign Up Link

<https://runsignup.com/Race/Register?racelid=25139> 

QR Code | Text Message Link



This QR code links directly to this page on your website. You can include it on your promotional materials. To save it, right-click the QR code below, and select "Save Image As" or similar option.

Small | Medium | Large



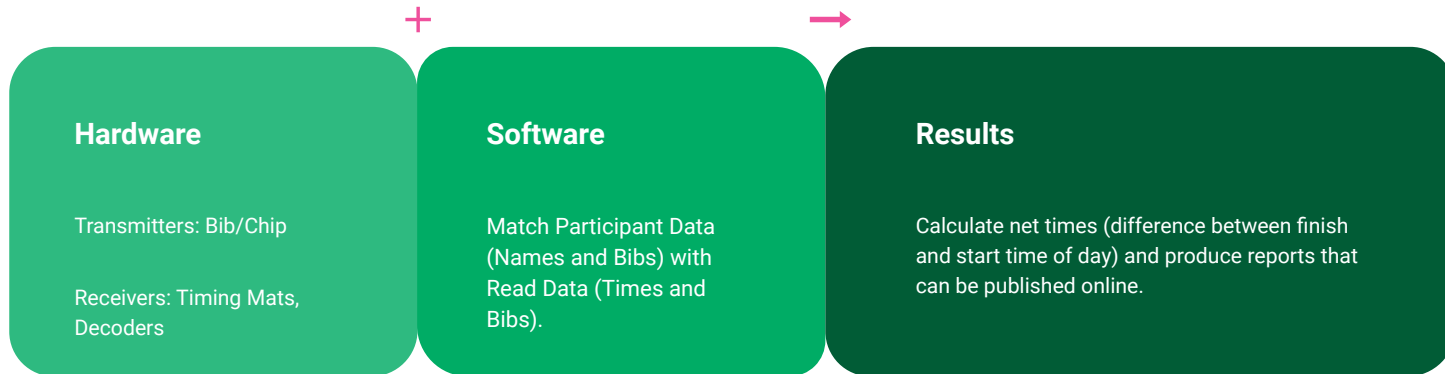
# Scoring Technology





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

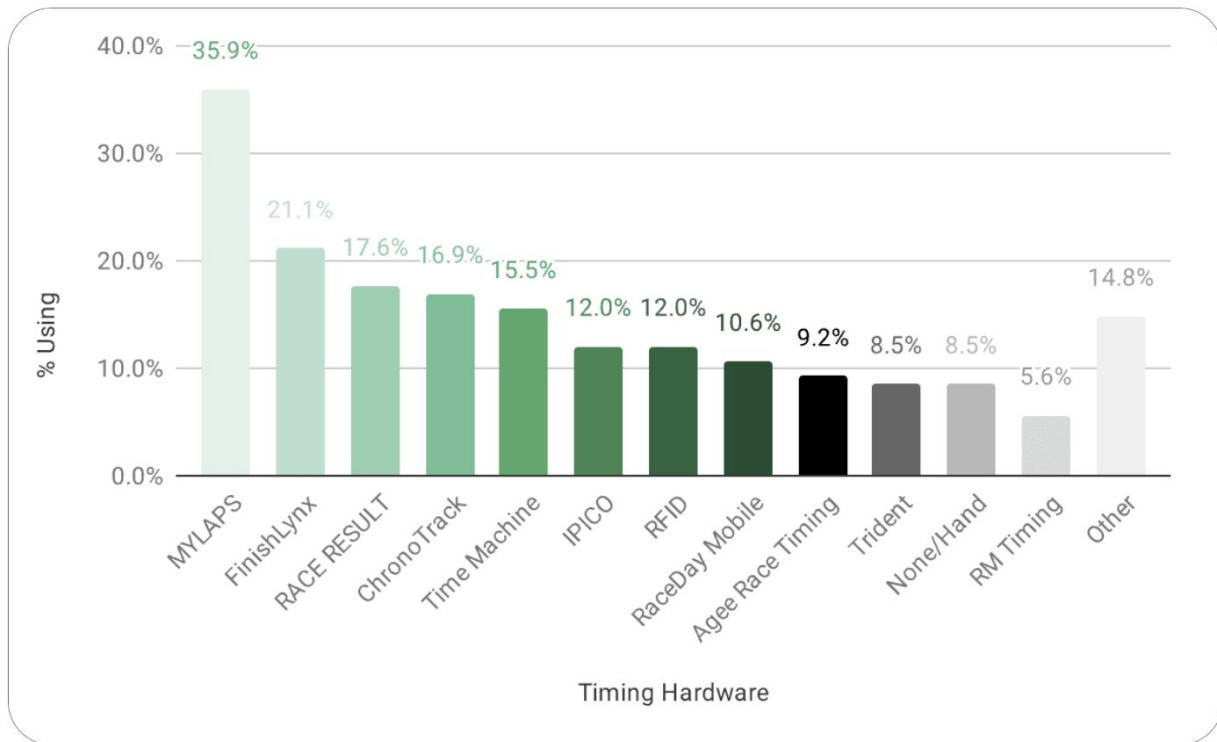
- As participants cross timing equipment, these chips transmit their ID to timing controllers.
- Races 5k or under typically do not have splits.
- This is typically at the start and finish and any additional split points (or verification points) the timer sets up on the course.
- The larger and longer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

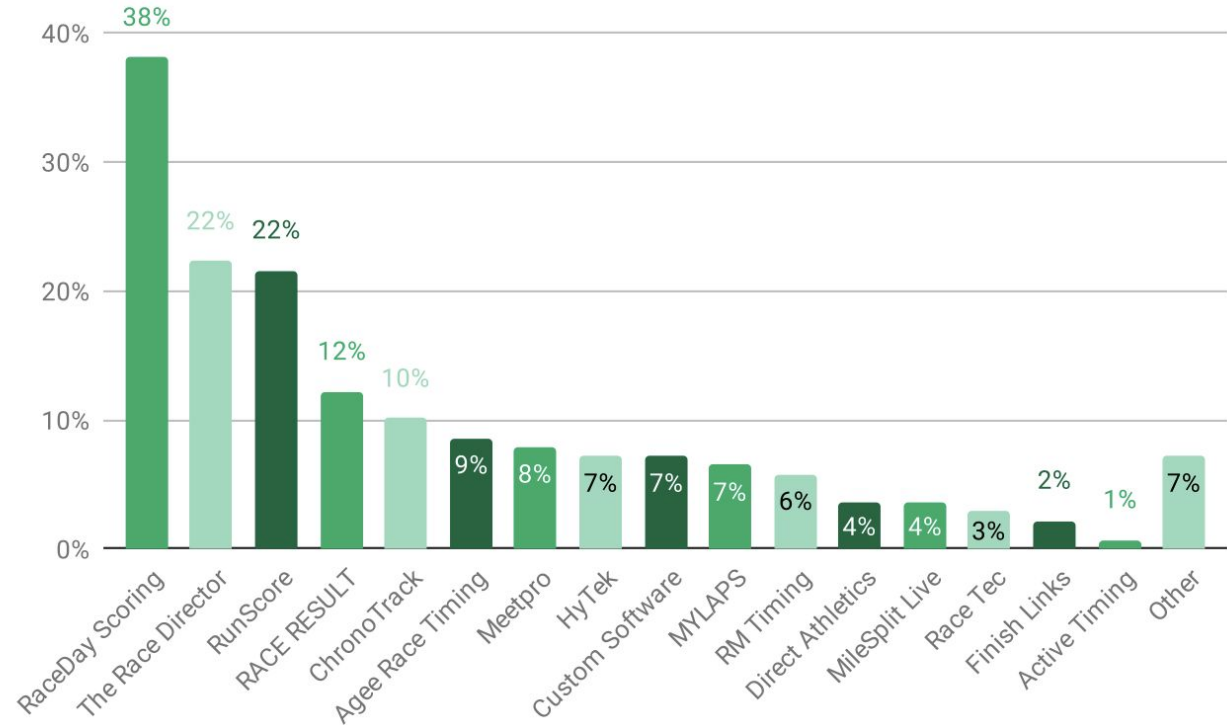
Many timers use a mix of equipment they have invested in over the years.



Data from [Race Trends](#)

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

## Scoring Software (Survey Respondents)



# 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!).

The screenshot displays the RaceDay Scoring interface for the "Scott Coffee Moorestown Rotary 8K" event. The top navigation bar includes a "Select a Race" dropdown, status indicators for "Reads", "Auto-Saves", "RaceDay Hub", "Data Issues: 179", "Notifications: 1", and a "GET HELP" button. The main content area features two tabs: "PARTICIPANTS" (selected) and "TEAMS". Below the tabs, there's a section for "All Events" with "180 Participants" and search filters for "First Name", "Last Name", and "Bib". There are also "Has Sync Errors" checkboxes and buttons for "IMPORT", "ADD", "SETTINGS", and "ACTIONS". A table on the left shows "Event Selection" with options for "All Events", "In Person 8K", and "In Person One Mile". The main table lists participants with columns for Bib, Chip, Name, Gender, Age, Event, and Location. The table data is as follows:

Bib	Chip	Name	Gender	Age	Event	Location
		<a href="#">Bobby Bickel</a>	M	67	In Person 8K	
		<a href="#">Michael Doheny</a>	M	53	In Person 8K	
		<a href="#">Jessica Doheny</a>	F	45	In Person 8K	
		<a href="#">Daniel Fescenmyer</a>	M	24	In Person 8K	
		<a href="#">Jackson Hyde</a>	M	47	In Person 8K	
		<a href="#">Daina Walls</a>	F	36	In Person 8K	
		<a href="#">Cary Brown</a>	M	57	In Person 8K	
		<a href="#">Joseph Meares</a>	M	36	In Person 8K	
		<a href="#">Henry Wilt</a>	M	22	In Person 8K	
123		<a href="#">Bryan Jenkins</a>	M	41	In Person One Mile	
		<a href="#">Elizabeth Peddicord</a>	F	45	In Person 8K	
		<a href="#">Cecil Kirkpatrick</a>	M	71	In Person 8K	
		<a href="#">Ethan Hermann</a>	M	24	In Person 8K	
		<a href="#">Kip Bickel</a>	M	24	In Person 8K	
		<a href="#">Maximillian Esmus</a>	M	33	In Person 8K	
		<a href="#">Felix Carlman</a>	M	31	In Person 8K	West Chester PA IIS 19382



# 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 \(youtube.com\)](https://www.youtube.com/watch?v=...)

The screenshot displays the RaceDay Scoring software interface for the Florida ANVIL Ultra Triathlon. The top navigation bar includes a search bar for "Select a Race", user information for "avery@runsignup.com", and various utility buttons like "Reads", "Auto-Saves", "RaceDay Hub", "Data Issues: 17", "Notifications: 1", and "GET HELP". The main content area is titled "Single ANVIL Segments" and features a dropdown menu set to "Single ANVIL" with buttons for "COPY SEGMENTS", "ADD A SEGMENT", and "SAVE". Below this, a list of segments is shown, each with a menu icon, name, duration, and timing options. The segments include:

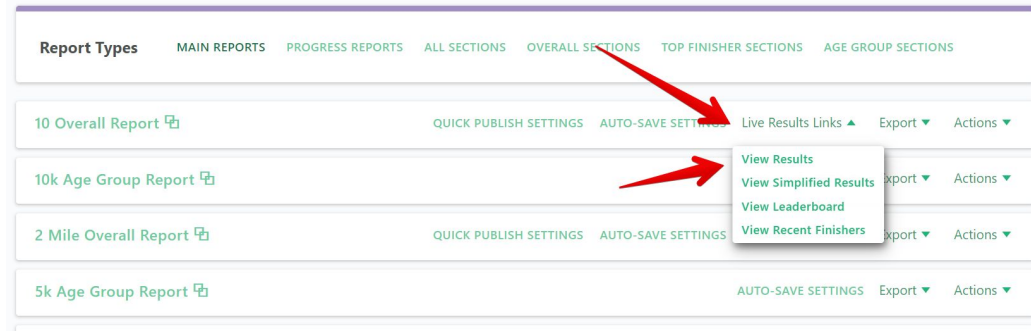
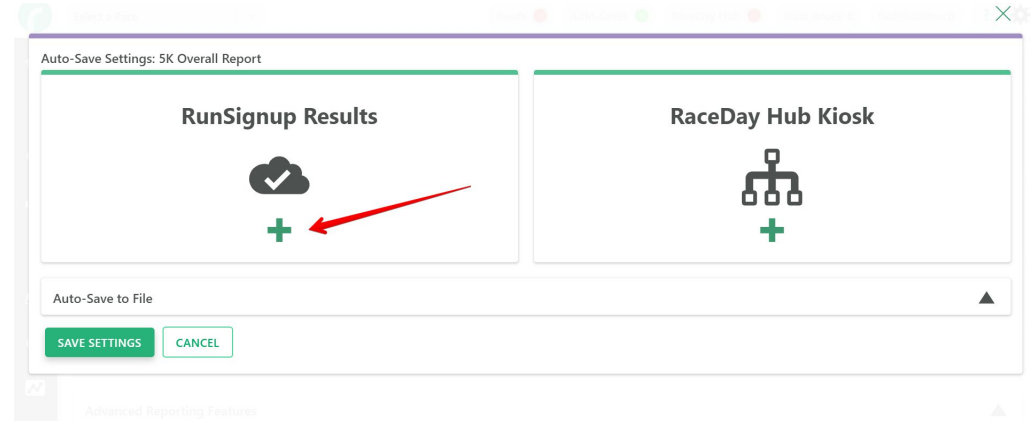
- Single ANVIL Entire Race (140.6 M) with timing options: Event/Corral Start Time, MAINTIMING | Occ. 48
- Swim (2.4 M) with timing options: Event/Corral Start Time, MAINTIMING | Occ. 1
- Transition 1 (0 M) with timing options: MAINTIMING | Occ. 1, MAINTIMING | Occ. 2
- Bike - Short Loop (3.838 M) with timing options: MAINTIMING | Occ. 2, MAINTIMING | Occ. 3
- Bike 1 - 9.847 (6.009 M) with timing options: MAINTIMING | Occ. 3, MAINTIMING | Occ. 4
- Bike 2 - 15.856 (6.009 M) with timing options: MAINTIMING | Occ. 4, MAINTIMING | Occ. 5
- Bike 3 - 21.865 (6.009 M) with timing options: MAINTIMING | Occ. 5, MAINTIMING | Occ. 6
- Bike 4 - 27.874 (6.009 M) with timing options: MAINTIMING | Occ. 6, MAINTIMING | Occ. 7
- Bike 5 - 33.883 (6.009 M) with timing options: MAINTIMING | Occ. 7, MAINTIMING | Occ. 8

# 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!**

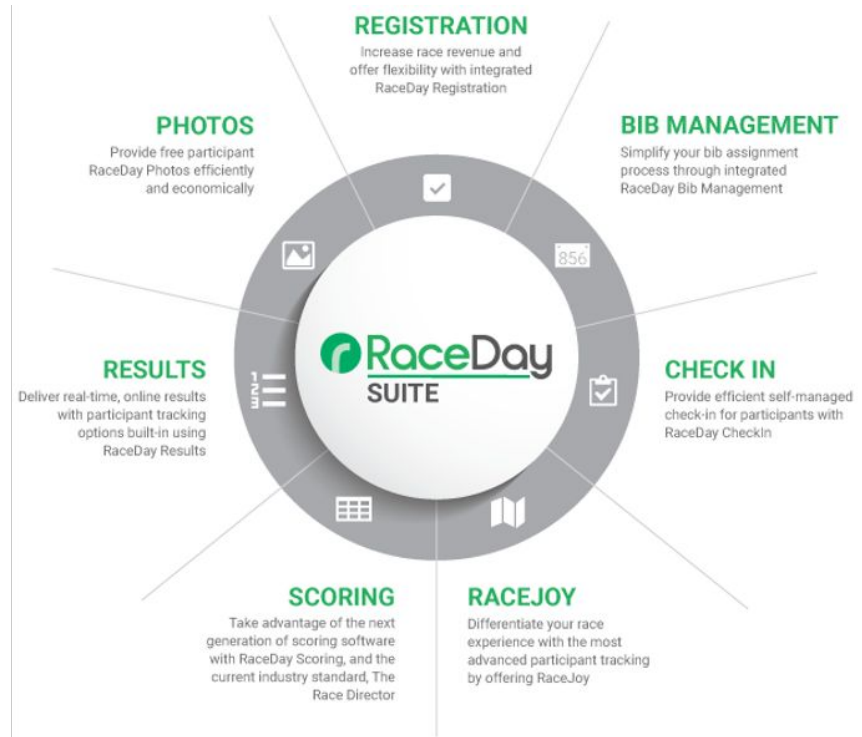
Learn more here: [Publishing Online Results to RunSignUp : RaceDay Scoring \(rdscore.com\)](https://www.rdscore.com/publishing-online-results-to-runsignup)



# 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*



# 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

**33%**

Of All 2023 Races  
Used the RaceDay  
CheckIn App

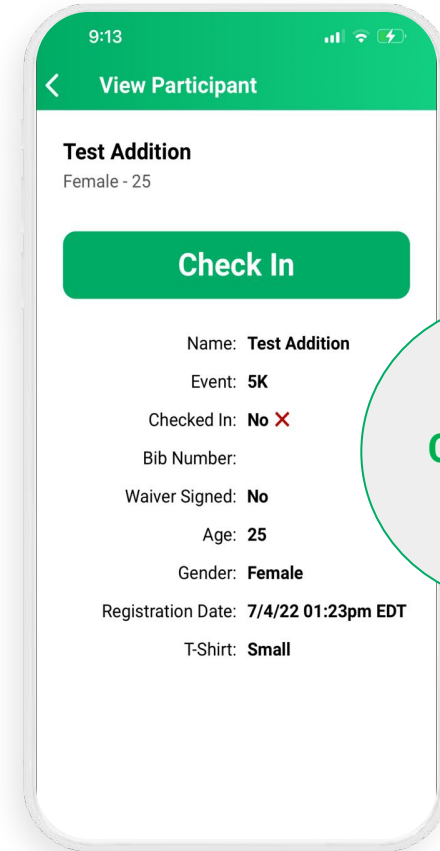
**39%**

Of All 2023  
Participants were  
Checked in with the  
RaceDay CheckIn 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**

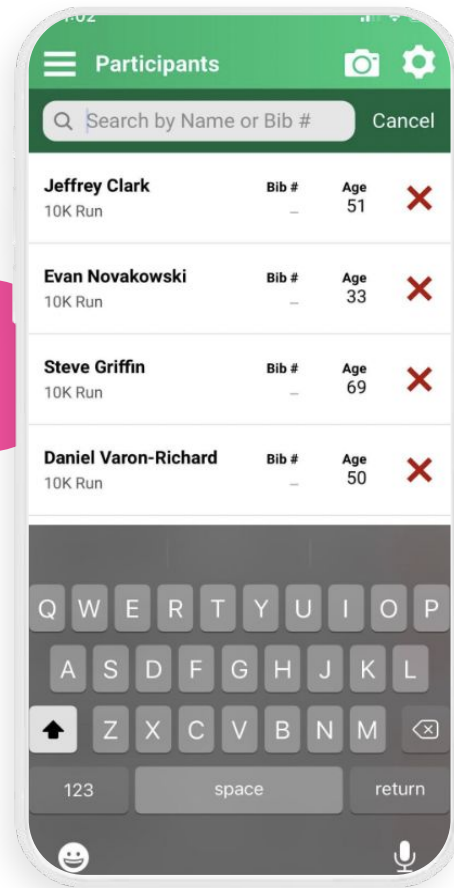
# Key Settings

## Examples:

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

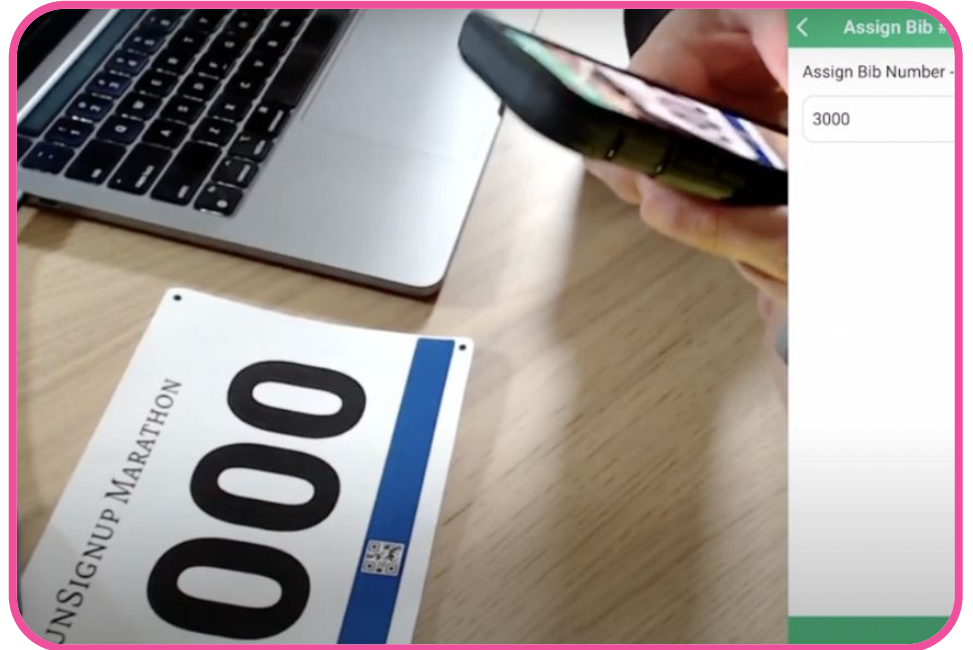
**Additional settings (like waivers and event transfers depend on the specifics of your event)**

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



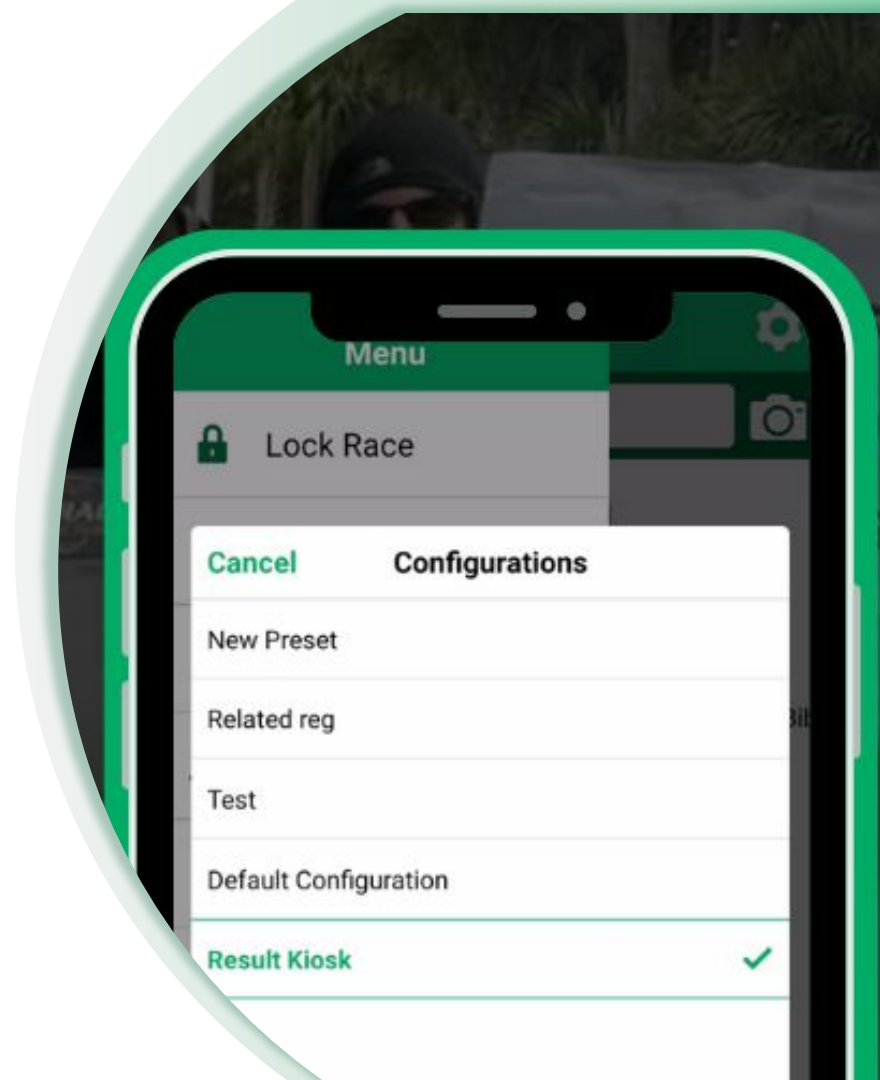
# RaceDay Check In App & Dynamic Bib Assignment

- 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

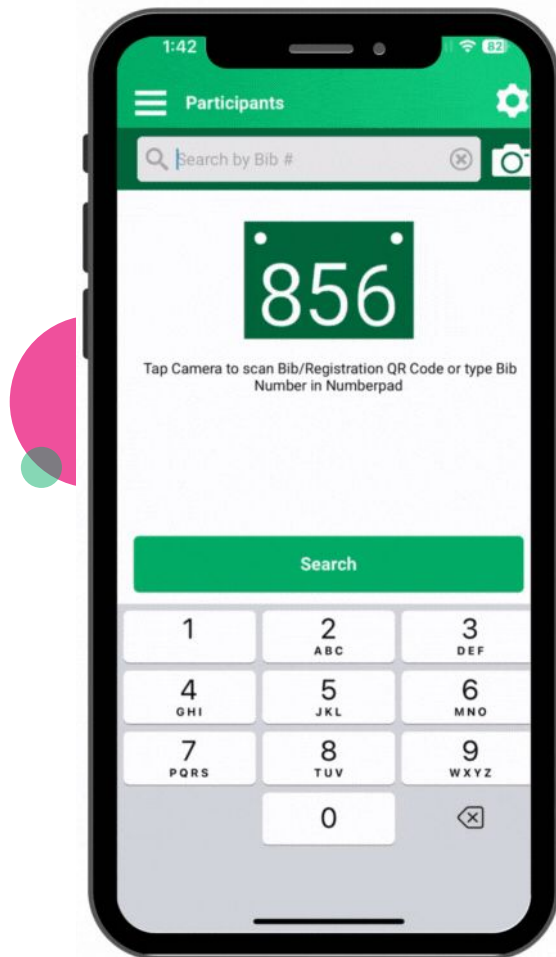


# Results Kiosk

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 \(youtube.com\)](#)



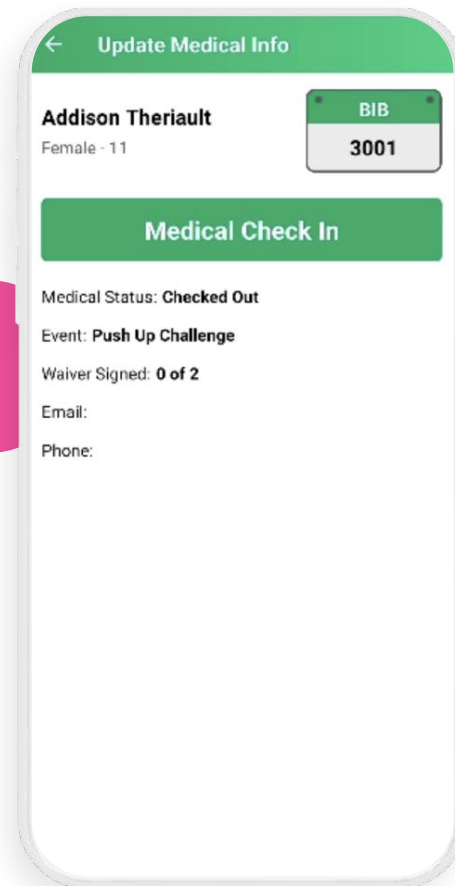
# Medical Mode

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](#)



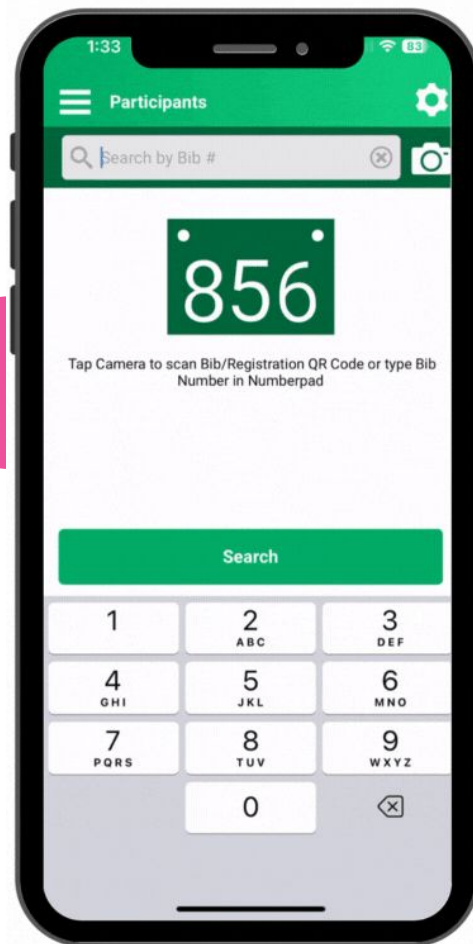


# Change Info Mode

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.





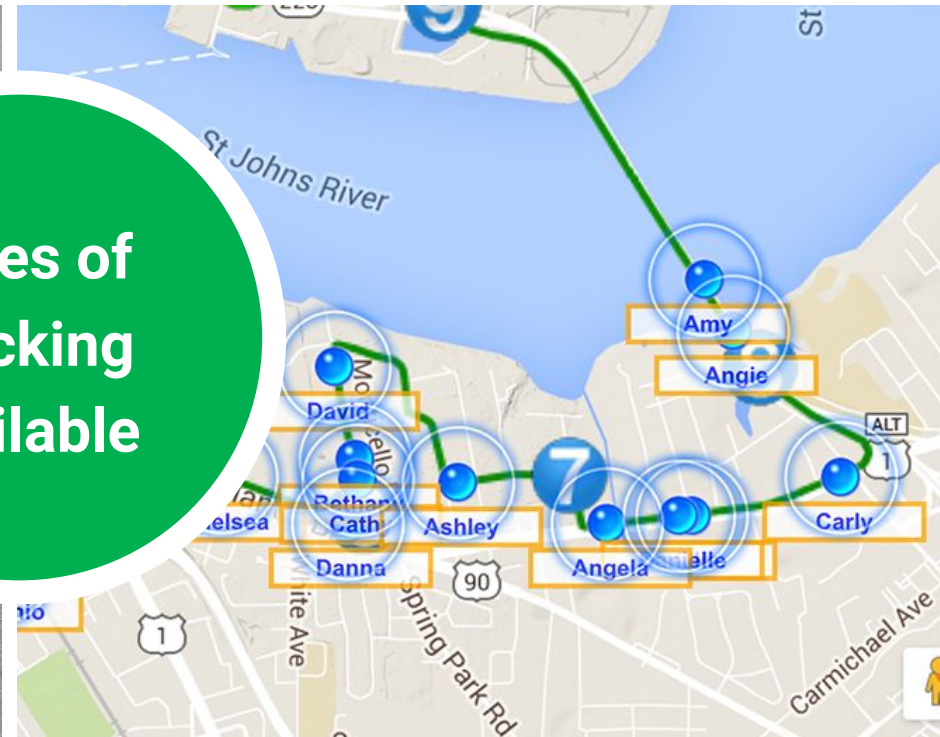
# Participant Tracking





**Traditional  
Bib/Chip Tracking  
Official-Timed Tracking**

**Types of  
Tracking  
Available**



**GPS Tracking  
Continuous Timed Tracking**

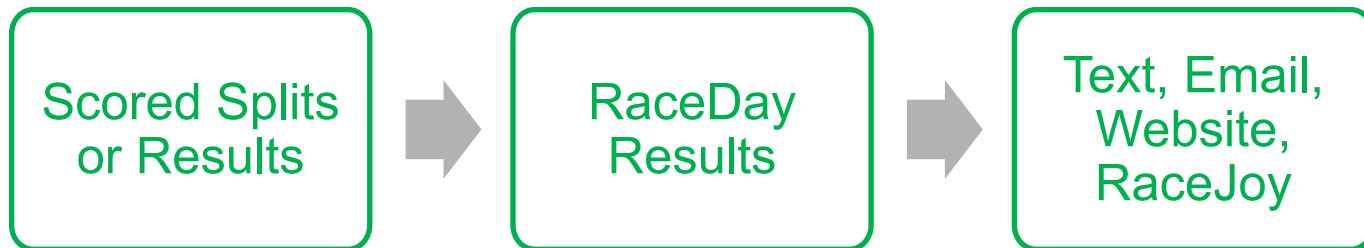
# Bib/Chip Tracking

- 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

Free service for RunSignup races using Registration Services



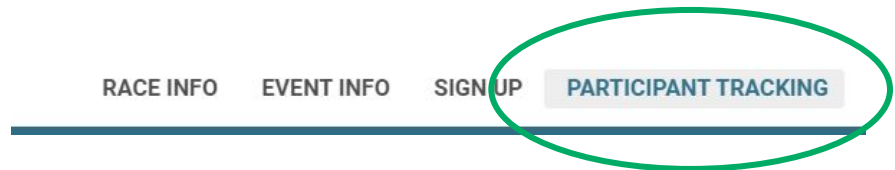
**One Click Super Easy Integration with RaceDay Scoring!**



# 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.



## Participant Tracking

### Race-Timed Split & Finish Alerts

Receive text or e-mail alerts as participants cross timing equipment along the course. Tracking alerts are based upon the participant's bib/chip and participants do not need to carry their phone. The number of alerts varies per course. Sign up to receive alerts with the Result Notifications buttons below.

Total Event Participants: 107

Search by name, event, gender, town, etc...

BIB	NAME	EVENT	GENDER	AGE	CITY	STATE	RESULT NOTIFICATIONS
1	James Addison Is this you?	RaceDay Timer Certification Track	M	37	Sumner	WA US	<input type="button" value="Result Notifications"/>

Participant Lookup & Tracking

This is the link to the non-kiosk version of the individual participant lookup by bib number or name.

- <https://runsignup.com/Race/Results/64909/IndividualResult>





# RaceDay Text Alerts



James Harris passed the 10K-SPLIT  
split with a time of 48:00

James Harris Finished  
Time: 1:44:00  
<https://runsignup.com/Race/Results/64909/IndividualResult/QHYc#U33261511>



# 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



●●● Participant Tracking

# 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

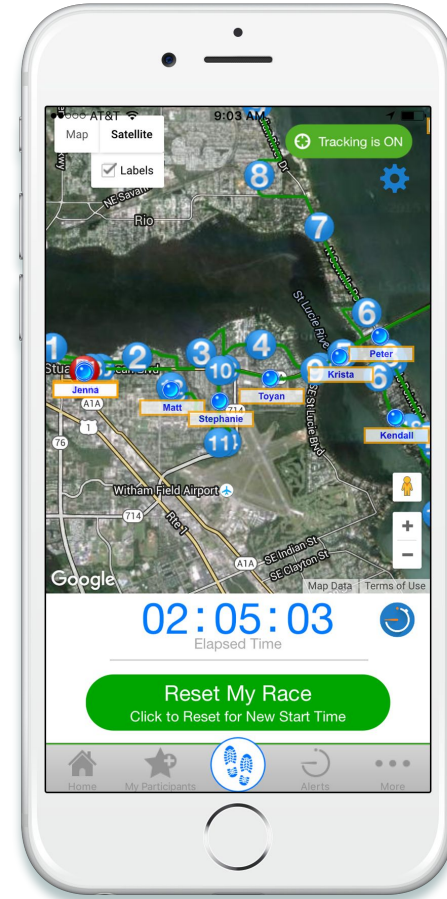
- **Offer a socially connect event experience**
  - Participant tracking and cheer sending
- **Participants tracked by remote spectators through their phone**
  - No extra equipment needed
  - Works in offline cellular conditions for participants
- **Create custom themed audio experience**



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





# RaceDay Monitoring

### Lead Half Marathon Bike Borden

Bib: 9999

[Remove Participant](#) [Participant Actions](#)

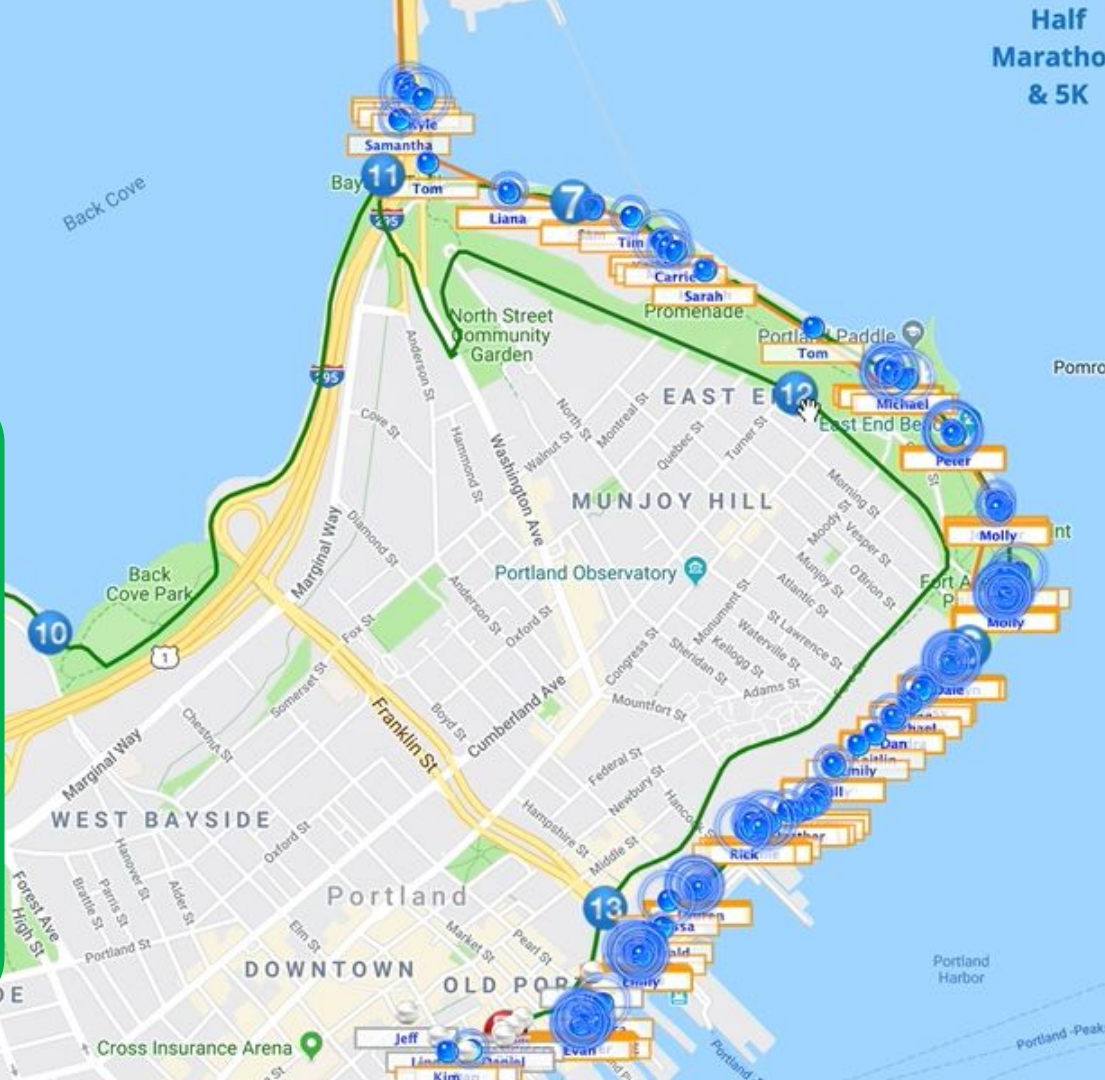
**Lat/Lng:**  
43.66542233,-70.26967515

**Last Update:** 6/22/2019  
7:55:44 AM

**Pace:** 05:29  
**Est. Finish:** 1:11:49  
**ETA:** 08:13:15 AM

**Course Point List:**

Name:	Miss Indi...	Read Time:
START	Pass	06/22/19 07:01:26.00
MILE-1	Pass	06/22/19 07:06:32.00
MILE-2	Pass	06/22/19 07:11:55.00

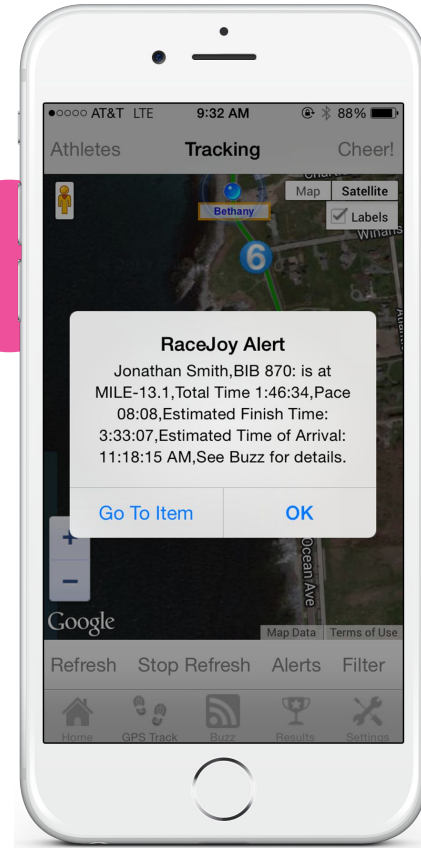




# RaceJoy - Bringing it all together in 2024!

## 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



# 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 !



Kevin Sas

RunSignup Summer Symposium (Event Directors & Timers)

Male Age 38 Fitchburg, WI

Photos Certificate

Log Activities

BIB

1016

Chip Time  
29:12.23

Gun Time  
29:16.67

Pace  
8:21

Overall  
2 of 56

Questions About Results?

Combined Overall  
2 of 3

Gender Place:  
2

Photos

View All Photos



Share this Page



URL: <https://runsignup.com/Race/Results/7199/IndividualResult/GFPH?resultSetId=329919#U55394066>



0

# Team Results

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

Results For
Back to Race Website ✕

Corewell Health Irish Jig 5K  
Grand Rapids, MI 49506

Timing Services provided by Classic Race Management. Questions About Results? [Get in touch!](#)

Individual Results
Team Results

2024
5k
All Results
Detailed View

	Place	Bib	Name	City	State	Clock Time	Chip Time	Pace	Division Place	Division
✔ ⊗	1	1874	<span style="font-size: 18px; color: #0070C0; border-radius: 50%; padding: 2px;">B</span> Brandon Doughty	Lansing	MI	14:50.82	14:50.82	4:47	1 1	M Open M 30-39
✔ ⊗	2	1916	<span style="font-size: 18px; color: #0070C0; border-radius: 50%; padding: 2px;">D</span> Donis Harris	Grandville	MI	15:13.25	15:13.25	4:55	2 1	M Open M 19-29
✔ ⊗	3	1943	<span style="font-size: 18px; color: #0070C0; border-radius: 50%; padding: 2px;">W</span> William Cadwell	South Haven	MI	15:14.96	15:14.96	4:55	3 2	M Open M 19-29
✔ ⊗	4	1905	<span style="font-size: 18px; color: #0070C0; border-radius: 50%; padding: 2px;">D</span> Dan Kasprovicz	Wayland	MI	15:38.44	15:38.44	5:03	4 1 1	M Open M Masters M 40-49
✔ ⊗	5	1610	<span style="font-size: 18px; color: #0070C0; border-radius: 50%; padding: 2px;">N</span> Nicholas Hoffman	Grand Rapids	MI	15:46.22	15:46.22	5:05	5 3	M Open M 19-29
✔ ⊗	6	1284	<span style="font-size: 18px; color: #0070C0; border-radius: 50%; padding: 2px;">A</span> Andre Otte	Grand Rapids	MI	16:11.66	16:11.66	5:13	4	M 19-29
✔ ⊗	7	1995	<span style="font-size: 18px; color: #0070C0; border-radius: 50%; padding: 2px;">C</span> Colin Herrmann	Grand Rapids	MI	16:17.34	16:15.77	5:15	5	M 19-29



# Photos With Results

Timing Services provided by [Skinny Raven Events & Timing](#). Questions About Results?

2023 1/2 Marathon All Results

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

Place	Bib	Name	Gender	Gender Place	Age
1	444	Jake Moe	M	1	

EVENT INFO


## Zombie Half Marathon

In-Person: Oct 12th, 2024 & Virtual: Oct 1st - Oct 12th, 2024  
Anchorage, AK 99508 US [Directions](#)

### Photos

← Back to Albums

J Jake Moe  
Bib #444





# Videos with Results



Results For  
Zombie Half Marathon  
Anchorage, AK 99508

[Back to Race Website](#) X

Timing Services provided by [Skinny Raven Events & Timing](#) [Questions About Results? Get in touch!](#)

2023 1/2 Marathon All Results Detailed View

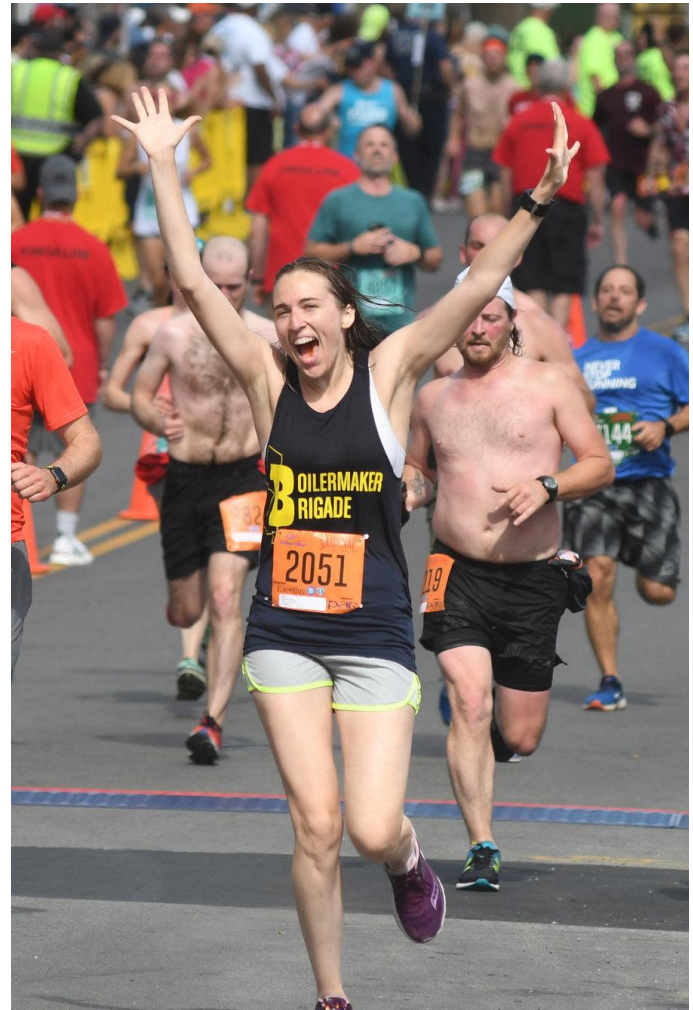
Search by name, bib number, town, etc...



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	<a href="#">10:20:42 Video</a>
2	573	Cody Priest	M	2	2	M Top Finishers	Anchorage	AK	1:17:14	1:17:13	5:54	<a href="#">10:23:26 Video</a>
3	372	Nathan DeHaan	M	3	3	M Top Finishers	Bethel	AK	1:17:31	1:17:29	5:55	<a href="#">10:23:42 Video</a>
4	378	Patrick Conway	M	4	1	M4549	Anchorage	AK	1:20:17	1:20:16	6:08	<a href="#">10:26:28 Video</a>
5	191	James Miller	M	5	1	M4044	Anchorage	AK	1:21:12	1:21:09	6:12	<a href="#">10:27:24 Video</a>
6	462	Joshua Taylor	M	6	1	M2024	Wasilla	AK	1:21:31	1:21:30	6:13	<a href="#">10:27:43 Video</a>
7	406	Taylor Deal	F	1	1	F Top Finishers	Anchorage	AK	1:22:25	1:22:25	6:18	<a href="#">10:28:37 Video</a>
8	146	Pete Pounds	M	7	1	M5054	Anchorage	AK	1:23:51	1:23:48	6:24	<a href="#">10:30:02 Video</a>
9	413	Jeff Young	M	8	1	M6064	Anchorage	AK	1:24:07	1:24:06	6:25	<a href="#">10:30:18 Video</a>

# 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



# 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



# Resources

Previous presentation slides:

Raceday tech master class:

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

[https://docs.google.com/presentation/d/1dNdPvrKIIKB6hHAY-KfHdMRiWdAi83\\_fd5e9mGzpczs/edit?usp=sharing](https://docs.google.com/presentation/d/1dNdPvrKIIKB6hHAY-KfHdMRiWdAi83_fd5e9mGzpczs/edit?usp=sharing)

<https://docs.google.com/presentation/d/1nHTWN09phf2OpDvhMznFayp3QqEralvBIWIlAYNOXvk/edit?usp=sharing>

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

Previous recorded webinars:

<https://youtu.be/D6PMdfxH-Mk>

<https://youtu.be/HQCPce-s31g>

<https://youtu.be/UPJGAh9Imcw>