Welcome Kickoff

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••• Welcome Housekeeping Notes

- Feel free to ask questions during classes!
- If you would like tomorrow morning's fun run, please stop over to the Timer Room during a break (or anytime after lunch) to pick up your bib.
- Laptops will be needed for some classes. You can find power strips throughout the room
- We will share any slides from University later this week.

Thanks for being here!

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University Agenda: Masters of Race Management

Tuesday, June 11th

9:00am-9:30am: Welcome/Kickoff 9:30am-10:00am: Industry Update 10:00am-10:45am: New and Overlooked

- 10:45am-11:00am Break -

- 11:00am-11:45am: Email V2 11:45am-12:30pm: Marketing Analytics
- 12:30pm-1:15pm Lunch -
- 1:15pm-2:15pm: Opportunities to Increase Your Bottom Line 2:15pm-3:00pm: Advanced Reporting
- 3:00pm-3:15pm Break -
- 3:15pm-4:15pm: Websites V2
- 4:15pm-5:00pm: Updating Your Marketing

6:00pm-8:00pm: PΣY Party at Victory Brewing

Wednesday, June 12th

6:15am-7:15am: Gym Class - Morning Fun Run from Residence Inn

8:00am-8:45am: Breakfast/Check-in 8:45am-10:15am: Customer Advisory Board 10:15am-11:15am: RaceDay Processes

- 11:15am-11:30am Break -

11:30am-1:00pm: Small Group Study Hall (Lunch served at 12:15):

11:30am-12:15pm:

- Memberships
- Ticketing
- Large Race
 Troubleshooting
- Small Race Troubleshooting
- Peer-to-Peer Fundraising
- Websites & Marketing

12:15pm-1:00pm

- Managing Partnerships
- Organization Tools
- RaceDay
- Reporting
- Email V2
- Peer-to-Peer Fundraising
- Websites & Marketing

Agenda

- Event Technology Company
- Common Platform with Specific Solutions
- Email & Website Strategy
- EventDay Strategy
- Ticket Strategy
- Membership Strategy
- Employee Owned, Community Focused



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Event Technology Company

- RunSignup Endurance Events
- GiveSignup Peer to Peer Events
- Ticketsignup Ticket Events by Vertical and Functionality Needs

Target: Organizations who generate revenue from **events**, where **maximizing revenue** and **optimizing cost** are important



Common Platform

- Shared Components like Payments, Websites, Email
 - Lowers cost per customer with scale
- **Develop Specific solutions** for target markets that differentiate us and enable a low cost sales and marketing business methodology
- Avoid costly acquisitions where there are multiple technology stacks to support and sell
- **Continually invest** in technology refresh both infrastructure and customer functionality
- Invest in our Development Team for high capability, motivation and efficiency

Low cost / high functionality





PRIMARY EVENT PRODUCTS	Registration			Tickets				
MARKET SPECIFIC PRODUCTS	Results RaceDay		P2P Fur	Donations P2P Fundraising Membership		Websites Email		
CORE SERVICES	Analytics Reporting	CheckIn Social	Domains Sponsors	Payments Volunteers	Photos Store	Referrals Transactions		
INFRASTRUCTURE SECURE. SCALABLE. RELIABLE.	PCI Compliant • Zero Downtime • Open API • 2k Releases/yr Database							

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Development Balance

- Growing our Business
 - Helping customer base grow their revenue
 - Winning new customers
- Strategic Projects and Themes
 - Will help lots of customers
 - Make us be more efficient
 - Required by law
- Tactical Features
 - Things that will help a few customers
 - Balance of hours of development vs. hours of customer or support effort
- Infrastructure
 - Sleep soundly at night



5 Year Strategy & Plans

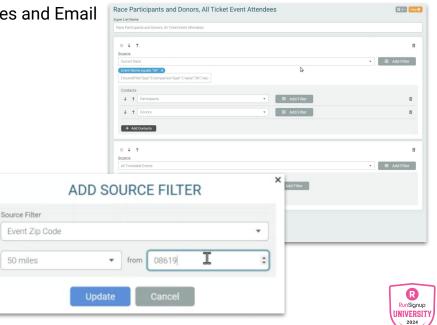


Photo: Sour Fish Events

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5 Year Strategy Website, Email and TXT

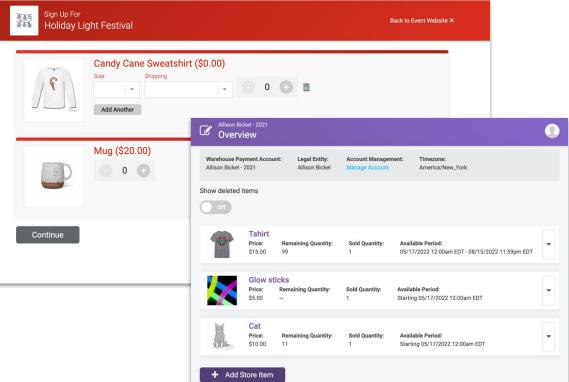
- Websites and Email are the primary ways events communicate with their constituencies
- Combine event data, actions and content with Websites and Email
 - Better Wordpress & Mailchimp
- New, modern platforms
- Shared Image Gallery
- Event Specific Image and Communication Galleries
- Cross Event Listings
- Data Components
- Content Components
- Action Triggers
- Super Lists focused for Events
- TXT messaging later this year 1 cent per txt.



5 Year Plan Next Gen Products

• Store

- Warehouse
- Invoicing
- ACH
- Reporting
- Analytics
- Sponsors
- Volunteers
- Questions
- Coupons
- Partner & Org Dashboards





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5 Year Strategy EventDay

- RaceDay Scoring Real Time
- RaceJoy Real Time Chip & GPS Display
- Mobile Timing App
 - Multi-purpose: photos and videos
- RaceDay CheckIn
- Series Scoring V2
- Results V2
- Ticket App
- Point of Sale





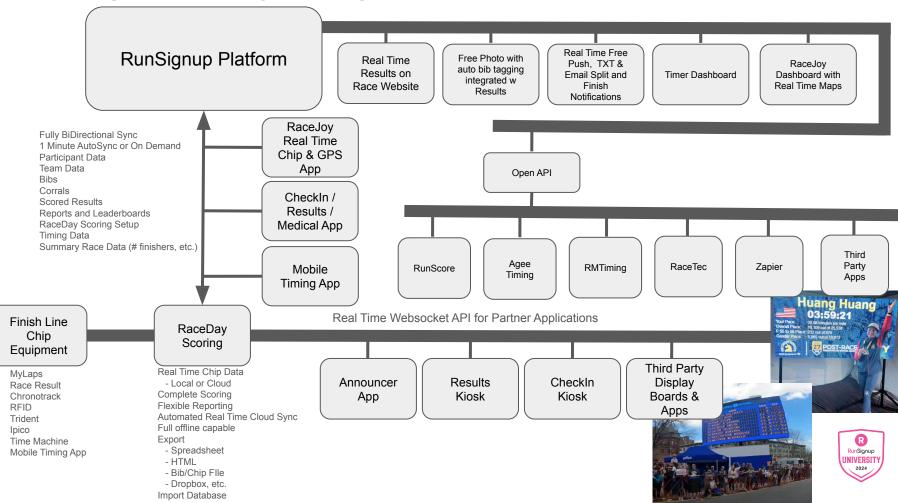


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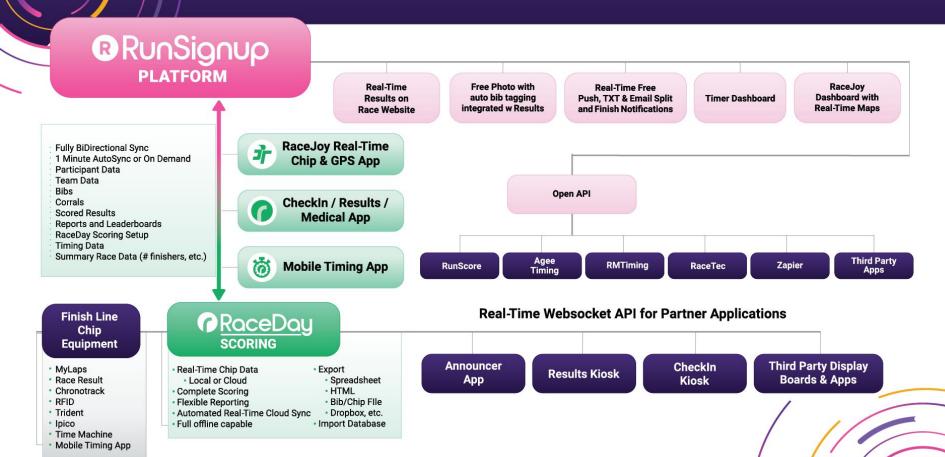
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RunSignup RaceDay Scoring Free & Open Real Time Platform



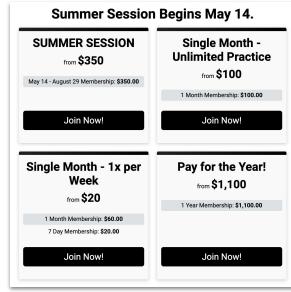
RunSignup RaceDay Scoring Free & Open Real-Time Platform

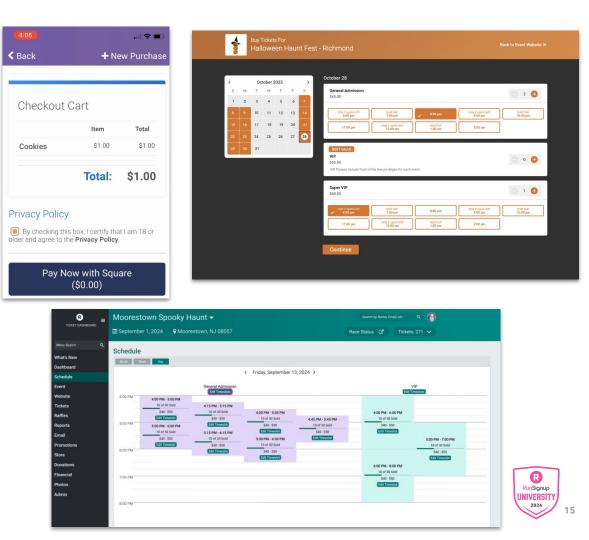


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5 Year Strategy **Tickets**

- Multi-Day Timed Entry (MTE)
- Bookings
- Memberships
- Point of Sale

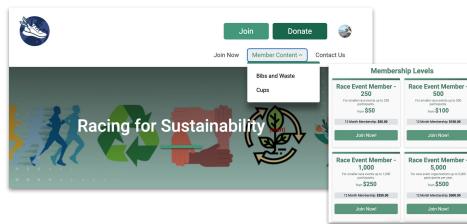


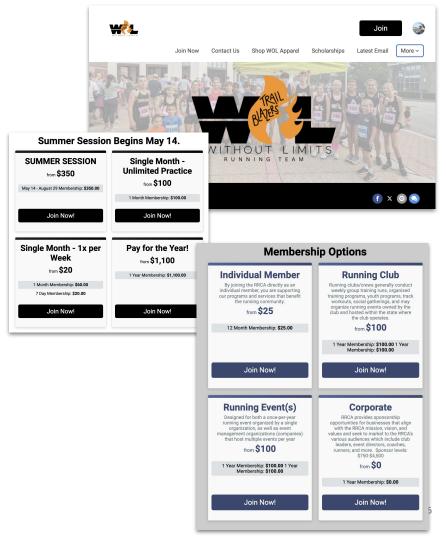


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5 Year Strategy Membership

- Endurance Virtuous Network
- Tracking Multi-Event participation eg. weekly workouts
- Membership Badge Checkin
- Rewards Tracking Across Races, Tickets, Volunteer, Member Level, Donations, Fundraising
- Ticket Discounts and Member Signup like Races



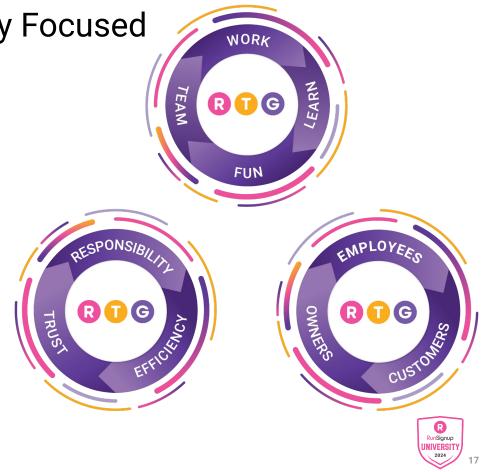


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Employee Owned, Community Focused

- Long Term Focus
- 392 Years of Longevity
- Balanced Approach
- We are in this Together

Thank You for Your Support!





THANK YOU!



