Timer
Advisory Board

RunSignup

RunSignup
UNIVERSITY
2024

TAB Moderators

Bob Bickel,

Founder, CEO

James Harris,

Chief Technology Officer

Matt Avery,

EventDay Product Manager

Agenda

- Introduction

- RaceDay & Director Favorites

- Strategic Discussion

- RaceDay Wishlists

Photo: Ukrops Monument Ave 10K

What is CAB/TAB?

- Always listening to Customers, Timers especially

- First CAB in 2014 (first) Symposium

- Timer Tour & Roadshow In-Person meetings

- New this year is broader, focused collective feedback and conversation today

- Please Speak Up!

RaceDay
Favorites

Photo: Ville to Ville Relay

Timers' Top Favorites

Survey Feedback

Areas most cited included:

1. **Ease of Use**
2. **Customer Service**
3. **RaceDay CheckIn**
4. **Continuous Improvement**
5. **All-in-One**
6. **RaceDay Scoring**
7. **Integration**

"Staff & customer support is amazing - never a time when a question isn't answered or an idea discussed."

"RaceDay CheckIn was a game changer, even with smaller races - less stressful race day, and RDs can manage registration themselves"

"Continually listening to timers & developing new systems and features to meet consumer needs."

Race Director Favorites

1. Ease of Use
2. Email V2
3. Reporting
4. RaceDay Tools (CheckIn & Dynamic Bib Assignment, Results, TXT Notifications, Photos)
5. Customer Service
6. Website
7. All-In-One
8. Continuous Improvement
9. Marketing Features
10. Miscellaneous - Stability/Reliability, Volunteer System, Donation/Charities, Giveaway Inventory Tools, Payments & Sales Tax

Development Balance

- Growing our Business
  - Helping timer base grow their revenue
  - Winning new timers
- Strategic Projects and Themes
  - Will help lots of all users (overall event experiences)
  - Increases efficiency
- Tactical Features
  - Things that will help a few users
  - Balance of hours of development and hours of customer or support effort
- Infrastructure
  - Sleep soundly at night

Aggressive Patience

TAB
Questions for Customers

- Do you think our investment in Event Day Technology is good and useful to you and the endurance community?
- Do you think the Real Time investment is worthwhile for your businesses?
- Do you see a use for real-time?
- How many races have splits? RaceJoy app? Real Time Displays?
- Can you charge customers more for real-time, or do you think it will differentiate your business?
- Will you promote RaceJoy more with the Real Time capabilities?
- Do you think we made the right moves with going into P2P and Tickets? Why? How many of you are leveraging those offerings?
- Do you think you will use a TXT service?
- Do you think you will move your websites to RunSignup V2 websites? Why or why not?
- Is anyone using AI or have any good ideas?
- Any suggestions on our education or support? How did this session go?
  - How can we further education? Roadshows? University Format? Symposium? Suggestions?

TAB
Strategic Questions from Timers

- **General, Market Insights**
  - Where does RunSignup see the market going? How has the participation rates been this year for races?
  - What have you heard from the Race Director track this week?
  - What should timers and races be doing differently to be competitive and increase registrations?
  - Is anyone using AI or have any good ideas for using it? Does RSU see indications AI will change things for the endurance industry?

- **RunSignup Strategy**
  - How do you view the competitive landscape for both registration and race day vendors?
  - How is RunSignup able to afford all this technology that is provided for free?
  - How are you addressing the needs of large events?
    - White labeling for Apps for large events?
  - How does RunSignup's pricing vary from Race Rosters?

TAB
Strategic Questions from Timers

- **Race Day and Real-Time**
  - It seems a lot is happening for timers, but how committed to timer technology are you?
  - Explain RunSignup's Real-Time Strategy
  - Are you competing against RTRT?
  - How do you see other scoring software like RunScore, RaceResult, RMTiming, Agee, RaceTec, etc.?

- **GiveSignup and TicketSignup**
  - Do you think your P2P business is distracting you from Endurance?
  - Do you think your Ticket business is distracting you from Endurance?

RaceDay
Wishlists

RunSignup

Photo: Summer Solstice Run

RaceDay Scoring
Wish List

- Race Progress by segment - visual indication would be cool.
- Data screen for mobile during race that shows how many are left/how many finished
- Make RDS cloud-based
- Make and standalone apps Mac AND PC based
- Grid with key values
- Easier way to have multiple reports open simultaneously - like to look at report and participant record at same time
- Ability to perform multiple actions in same data action (like changing event and adding note)
- Option of setting up pace per 100 yard or 100 meter like in RD

RaceDay Scoring
Wish List Continued

- Biggest hesitation to switch is not being able to backup race on flash drive & not having a master list auto-populate entries for previous participants. Want backup solutions with NO INTERNET.
- Want middleware (ChronoTrack Fusion Direct Stream) disconnection notices pop up prominently on dashboard and persist until dismissed for prompter troubleshooting.
- In the event of dropping a direct stream because of a middleware disconnection, would be great if there's a way to have software check that no reads cme in disconnection and bring them in.
- Want to customize the dashboard, maybe even on a race-by-race basis
- Being able to select the "pass" number through a timing point/split, especially for splits that do not read the initial time through the timing poing.
- Issues with slower internet connections - way for RDS to test connection and show visual "warning" that there may be issues with uploading

RaceDay CheckIn App
Wish List

- Easier group bib assignment
- More editable fields in website CheckIn mode
- Alert when volunteer mistypes a bib number that is severely out of sequence (I.E., this is not within 3 digits of recently assigned bibs)
- Being able to see event & participant information on camera bib assignment screen (when "auto-show camera on bib assignment" option is enabled) when checking in related transactions and selecting "Check-in All" - camera screen just has ble bar that says "Checking in Y of X" and "Same Transaction".
- More choices for label printing - basically anything on RunSignup as a configurable option (I.E. Corral Start Times)
- Sending support tickets from inside App (also from Mobile timing app)

RaceDay CheckIn App
Wish List Continues

- RaceDay CheckIn Report - show hourly (for staffing needs)
  - RaceDay Tools >> RaceDay Checkin >>CheckIn Stats
  - Download with specific times
  - Quick view of check-in by time
- Prevent unknown runners check-in
  - I.E., apply to only one event for on-site registration without a password
- On Check-In All for a team, show some details for each team member checked in (like bib, shirt)
- Windows CheckIn App: Ability to look up by team name
- When renewing race in CheckIn App, ask which configuration you want for it and remember presets
- More data on registrants in the CheckIn App
- a. Store purchases, qualification for series medal

RaceDay Results
Timer Wish List

- Sorting results without having to separate/sort after the race, before inputting
- Live clock feature on results page
- Change results page colors
- Publish results - more than one event to be timed
- Different customizations & participant data cards for results pages
- More results customization for people not using RDS
- Better RSU Division Result Management

RaceJoy
Wish List

- RaceDay Scoring Integration with RaceJoy for timing data / split transmission
- Bring RaceJoy into RaceDay Scoring
  - Map View?
  - GPS Data?
- Customization of Event Shell
  - White Labeling

RaceDay Mobile Timing App
Wish List

- Data screen for mobile during race that shows how many are left and how many finished.
- Review the items from yesterday's planning
  - Photo Integration
  - Announcer Streaming to Mobile
  - Video Streaming

Questions?