A cyclist wearing a blue long-sleeved shirt, black shorts, a black helmet, and sunglasses is riding a black road bike on a paved road. The cyclist is waving their right hand. In the background, a large group of other cyclists is visible, along with a silver sedan and a white SUV parked on the side of the road. The scene is set outdoors with trees and a clear sky.

# AI to Streamline Event Operations

*AI to Help Your Daily Workflow*



# Agenda

- How to Think About AI
- AI for Customer Support
- AI for Race Optimization
- AI for Data Analysis
- AI to Maintain an Internal Playbook





# How to Think About AI



# What AI Can Do (And Can't)

## AI Can:

- Recognize patterns and make recommendations based on them
- Perform calculations
- Access thousands of documents at a time to find the answer to many questions
- Create content from a human prompt
- Automate repetitive tasks

## AI Needs You For:

- Creativity and invention
- Understanding what questions to ask
- Ensuring accuracy and limiting "hallucinations"
- Correct inputs for content
- Common sense and ethical judgements



# Working AI Into Your Day

- AI is changing fast. Don't get overwhelmed trying to use and test it all - find a few problems to address and start small.
- Focus on the challenges of your event, not all the possible uses of AI.
- Learn about the different tools available to you, and try the free versions.
- Once you better understand your likely use-cases, invest in one or two paid AI assistants to take advantage of newer models and fewer limits.





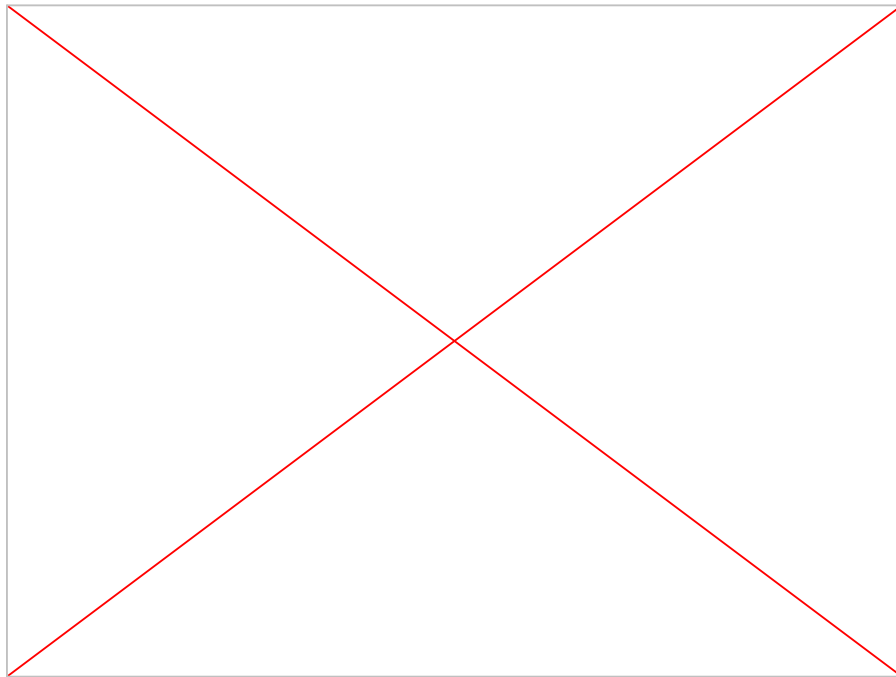
# AI Customer Support



# RunSignup AI Chatbot

Chatbot agent trained to solve the evergreen problem of participants *not reading your FAQ*.

- Upload your FAQ and specific information about your race
- Name your chatbot agent to specifically reference your race
- Link to your agent from your race website and communications
- Bot's knowledge is limited to what you provide
- Reduces email volume by 70-80%
- Built by the creator of [Queue.ai](https://www.queue.ai) chatbots
  - Small beta program beginning; wide release coming soon!





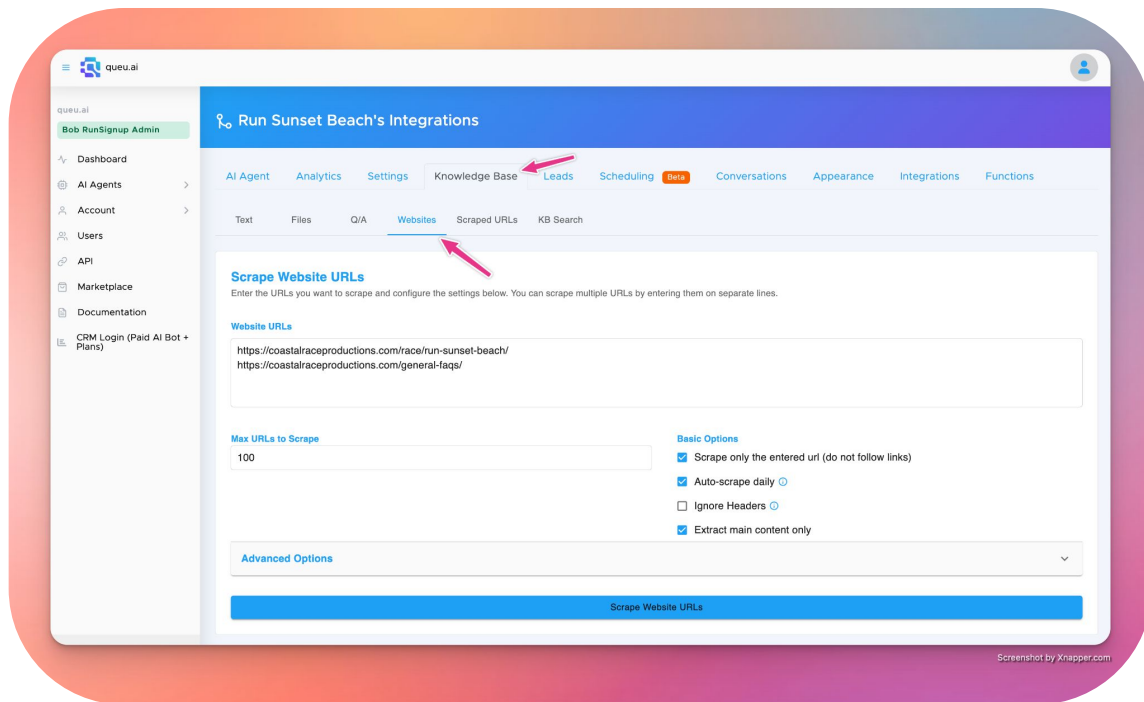
"We immediately noticed emails nearly came to a halt—so much so that I was worried something was broken. **But it turned out the AI agent was just doing its job, answering questions like a trained team member. In the end, we saw an 80% reduction in emails,** participants were getting answers faster than we ever could, and we're now saving 5–10 hours a week on support."

*David Hutnik, Coastal Race Productions*



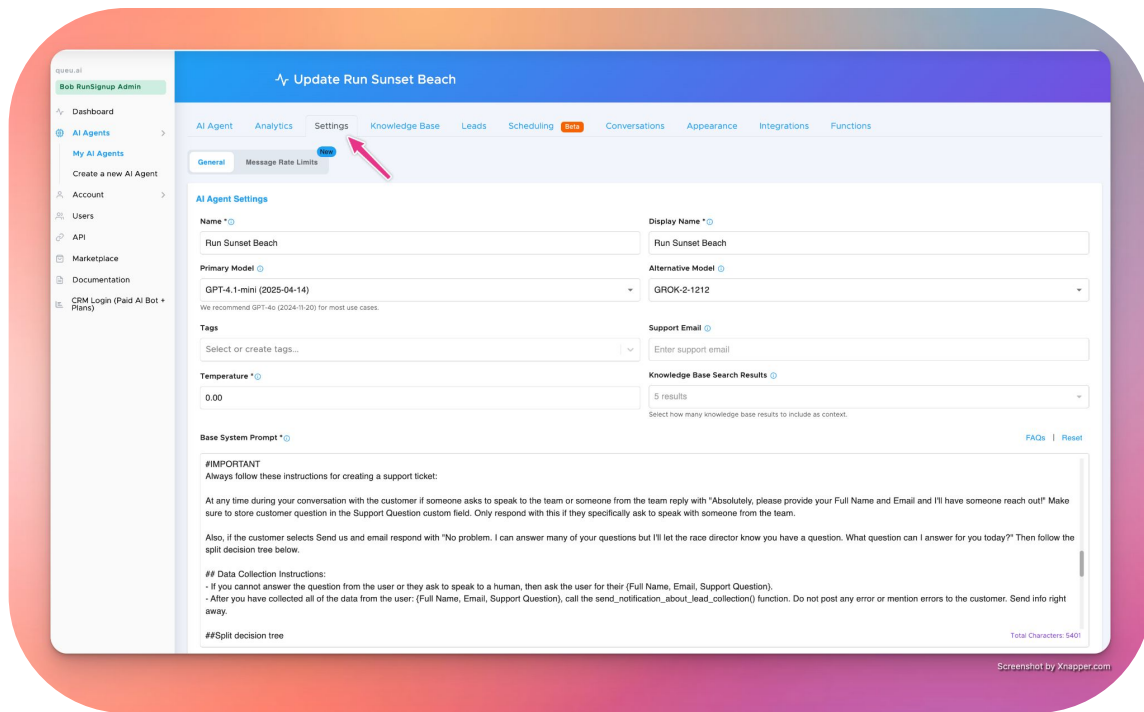
# Backend Setup

- **Step 1:** Train your agent with race data (website, PDF, word or txt document, Google Doc, etc.)



# Backend Setup

- **Step 1:** Train your agent with race data (website, PDF, word or txt document, Google Doc, etc.)
- **Step 2:** Instruct your agent on how to act and respond.



# Track Analytics And Conversations

**Run Sunset Beach Inbox**

Navigation: AI Agent, Analytics, Settings, Knowledge Base, Leads, **Scheduling**, Conversations, Appearance, Integrations, Functions

**Conversations** (Selected)

Human Handoff Settings

Search: [Filter] [Export]

Sort: Last Created

Visitor	Time
Visitor#34	Jun 17, 2025
Visitor#33	Jun 17, 2025
Visitor#32	Jun 17, 2025
Visitor#31	Jun 17, 2025
Visitor#30	Jun 17, 2025
Visitor#29	Jun 17, 2025
Visitor#28	Jun 17, 2025
Visitor#27	Jun 17, 2025

**Visitor Details:** Mooreville, United States

**Message 1:** Le ramassage des paquets aura lieu le vendredi 10 avril de 12h à 19h, à un endroit qui sera déterminé, proche de Sunset Beach. Il y aura aussi un ramassage d'urgence le jour de la course près de la ligne de départ, mais il est fortement conseillé de récupérer votre dossard et votre t-shirt le vendredi ou de les faire récupérer par un ami ou un membre de la famille.

**Message 2:** Pour plus d'informations, vous pouvez consulter la page officielle : <https://coastalraceproductions.com/race/run-sunset-beach/>

**Message 3:** Si vous avez d'autres questions, n'hésitez pas !

**Message 4:** What languages do you know?

**Message 5:** I can understand and respond in multiple languages including English, Spanish, and French to assist you better. If you have questions in any of these languages, feel free to ask!

**Message 6:** Can you list your languages?

Screenshot by Knapper.com

**Run Sunset Beach's Analysis**

Navigation: AI Agent, Analytics, Settings, Knowledge Base, Leads, Scheduling, **Conversations**, Appearance, Integrations, Functions

**Overview**

Summary Settings (Selected)

Export | Last 30 Days

Metric	Value
Total conversations	34
AI responses	120
Response per conversation	4
Leads captured	34
Appointment scheduled	0

**Statistics**

Messages By Source: 70.6% (Desktop), 29.4% (Shared)

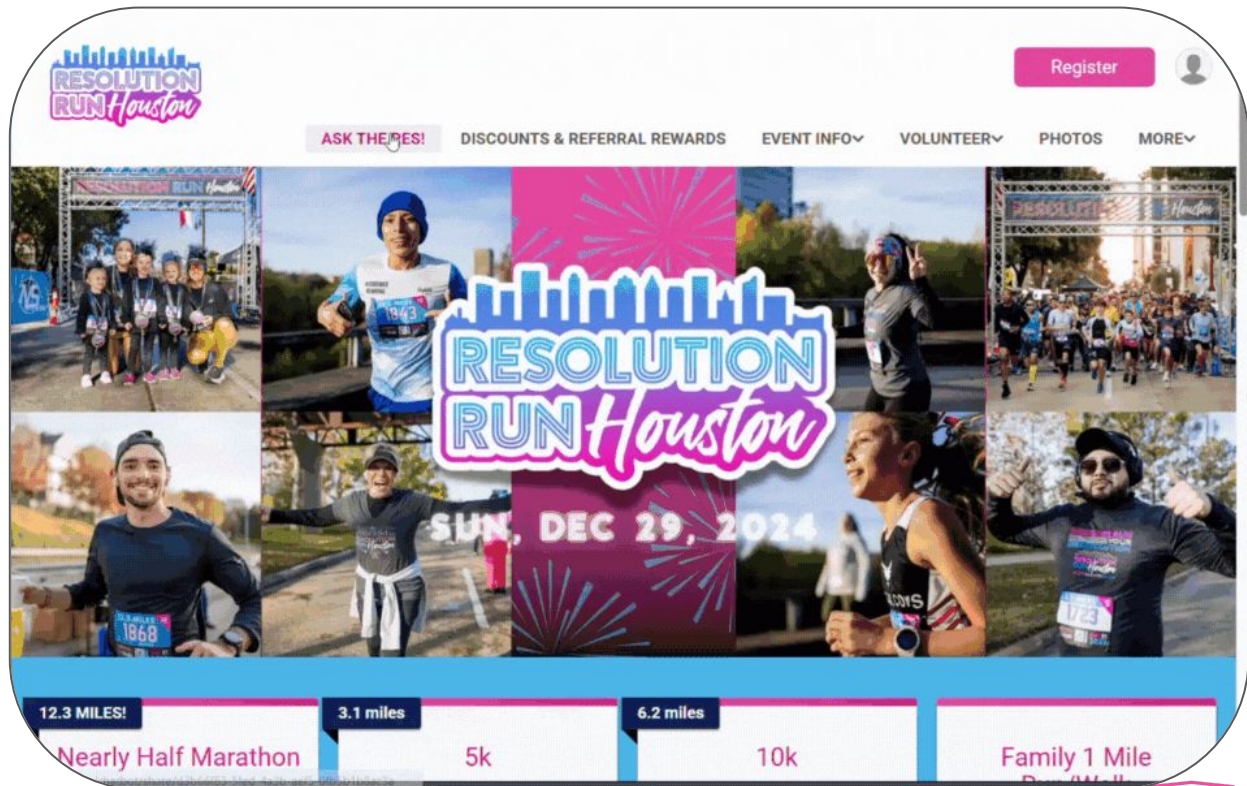
Activity by Day: Jun 11, Jun 12, Jun 13, Jun 17

Screenshot by Knapper.com

# Negative Split

3 Chatbot Agents for the 3 races with the highest volume of support

- “Texi” for the Houston Kids Tri
- “The Res” for the Resolution Run
- “Frankie” for the Houston Fourth Fest
- Quick links for common questions
- Ability answer many (most) questions related to the race.

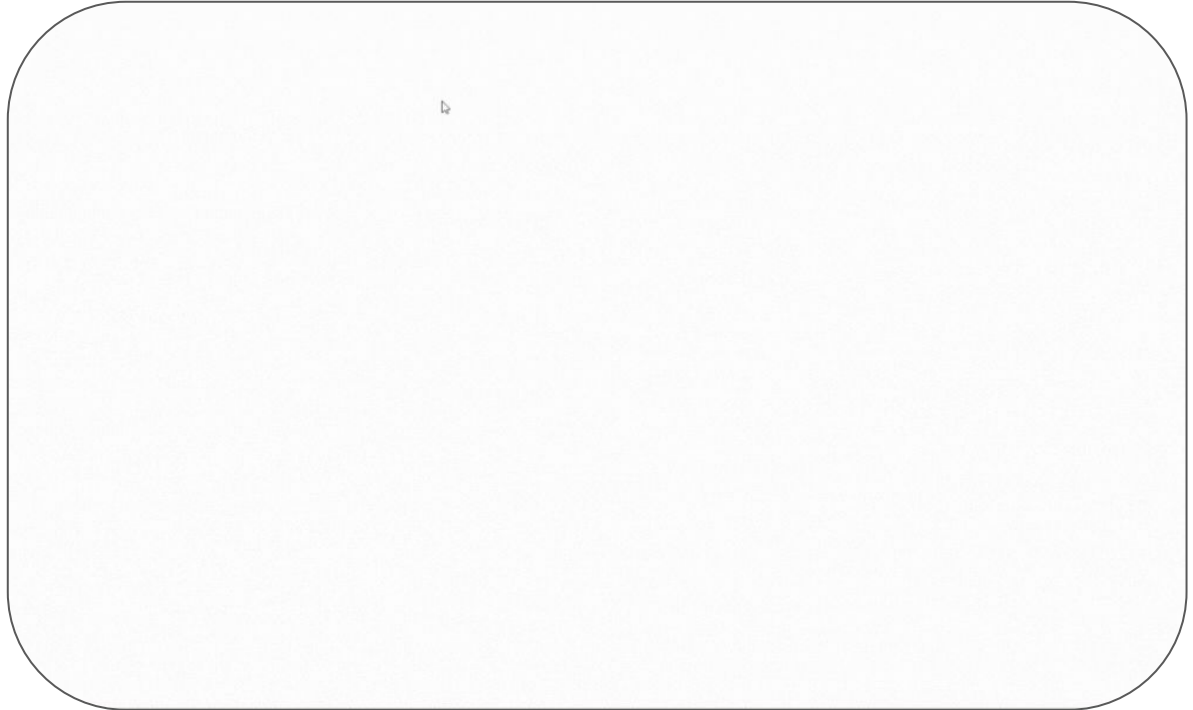




# Negative Split

What happens if the agent cannot answer the question:

- The agent will let the customer know they don't know the answer. Then, it will offer to forward the question to the race team
- The customer must input their information (name and email), and it will go to the race director.
- Contact us form and escalations will be in later versions of the RunSignup chatbot.





# AI for Race Optimization



# Pricing for ChatGPT

- Anyone can access for free
- New features, more organization tools, extended limits with paid versions.

### Free

Explore how AI can help with everyday tasks

- ✓ Access to GPT-4.1 mini
- ✓ Real-time data from the web with search
- ✓ Limited access to GPT-4o, OpenAI o4-mini, and deep research
- ✓ Limited access to file uploads, data analysis, image generation, and voice mode
- ✓ Code edits with the ChatGPT desktop app for macOS
- ✓ Use custom GPTs

Have an existing plan? See [billing help](#)

\$0 / month

[Get Free ↗](#)

### Plus

Level up productivity and creativity with expanded access

- ✓ Everything in Free
- ✓ Extended limits on messaging, file uploads, data analysis, and image generation
- ✓ Standard and advanced voice mode with video and screensharing
- ✓ Access to deep research and multiple reasoning models (OpenAI o3, OpenAI o4-mini, and OpenAI o4-mini-high)
- ✓ Access to a research preview of GPT-4.5, our largest model yet, and GPT-4.1, a model optimized for coding tasks
- ✓ Create and use projects, tasks, and custom GPTs
- ✓ Opportunities to test new features

\$20 / month

[Get Plus ↗](#) Limits apply >

### Pro

Get the best of OpenAI with the highest level of access

- ✓ Everything in Plus
- ✓ Unlimited access to all reasoning models and GPT-4o
- ✓ Unlimited access to advanced voice, with higher limits for video and screensharing
- ✓ Access to OpenAI o3-pro, which uses more compute for the best answers to the hardest questions
- ✓ Extended access to deep research
- ✓ Extended access to Sora video generation
- ✓ Access to a research preview of Operator
- ✓ Access to research preview of Codex agent

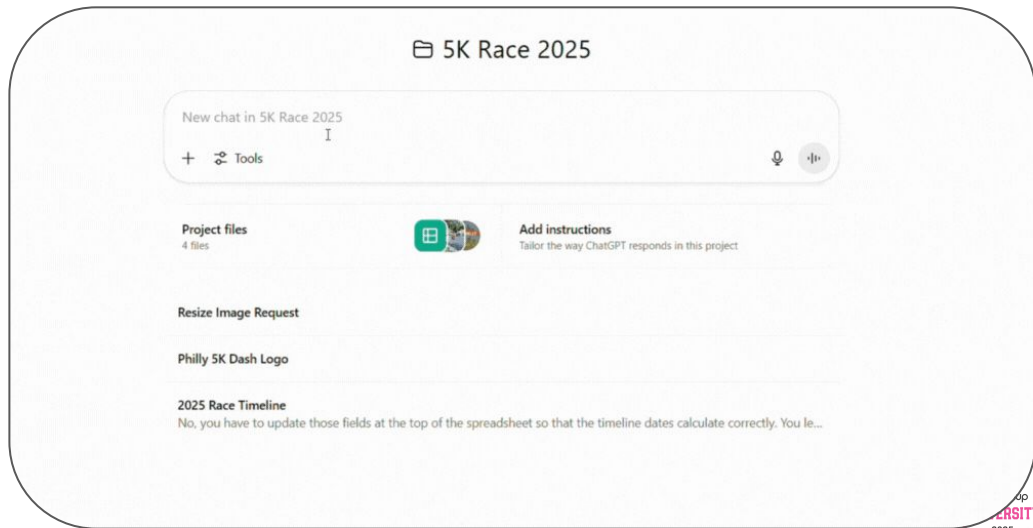
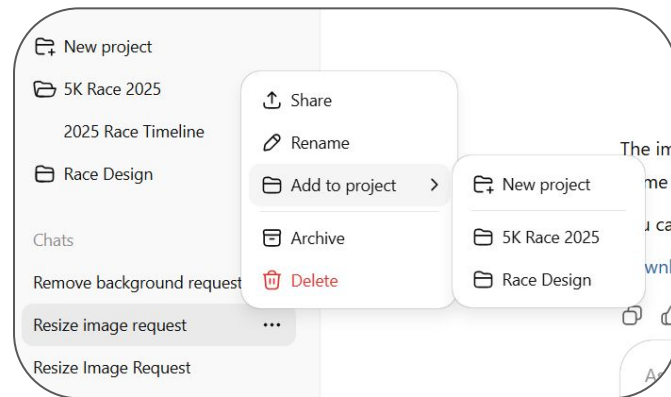
*Unlimited subject to abuse guardrails. [Learn more](#)*

\$200 / month

[Get Pro ↗](#)

# Using Projects In ChatGPT

- Projects can help you keep your conversations organized and make it easy to find and-restart conversations.
- For example:
  - Use a separate project for each race
  - Use a separate project for each goal in the race (I.E. reporting, design, email copy)
- Move previous chats to the appropriate project
- House files for the project within that folder for easy access

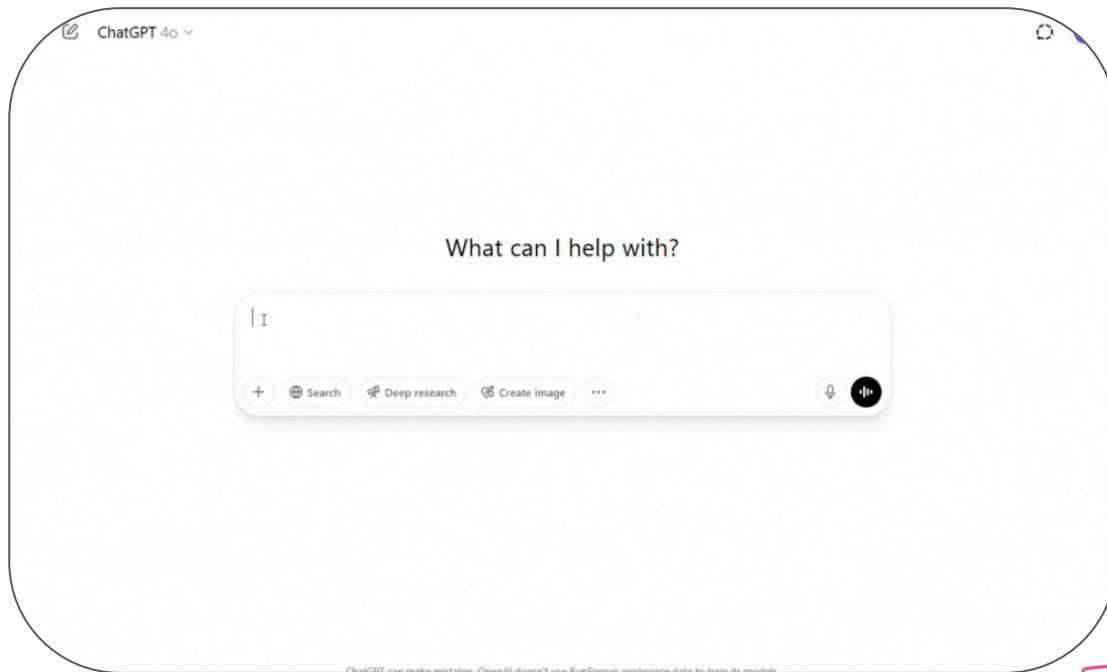




# ChatGPT

## Email and Website Content

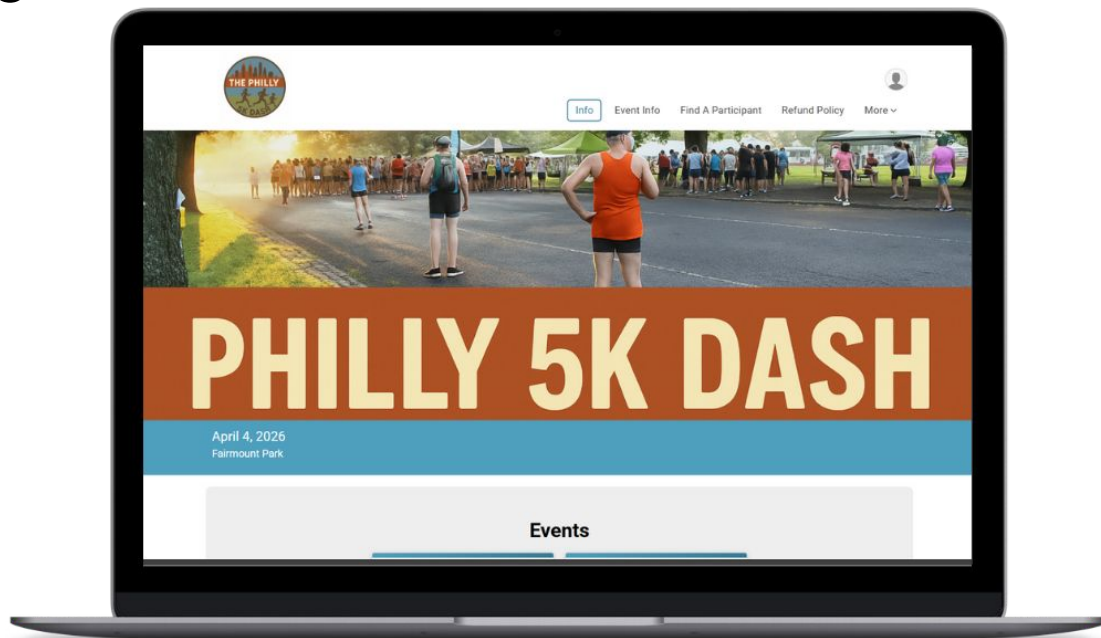
- Use for revision and brainstorming, not as a finished product!
- Feed an individual prompt (I.E., revise this description) or your entire event website
- Good for formatting your content to be readable and organized
- Avoid the “uni-voice” description with the same words and emojis as every other race.
- Important to include all details about your event in text so AI can access them!



# ChatGPT For Design & Website

For small races without a design budget and/or updating imagery for any race.

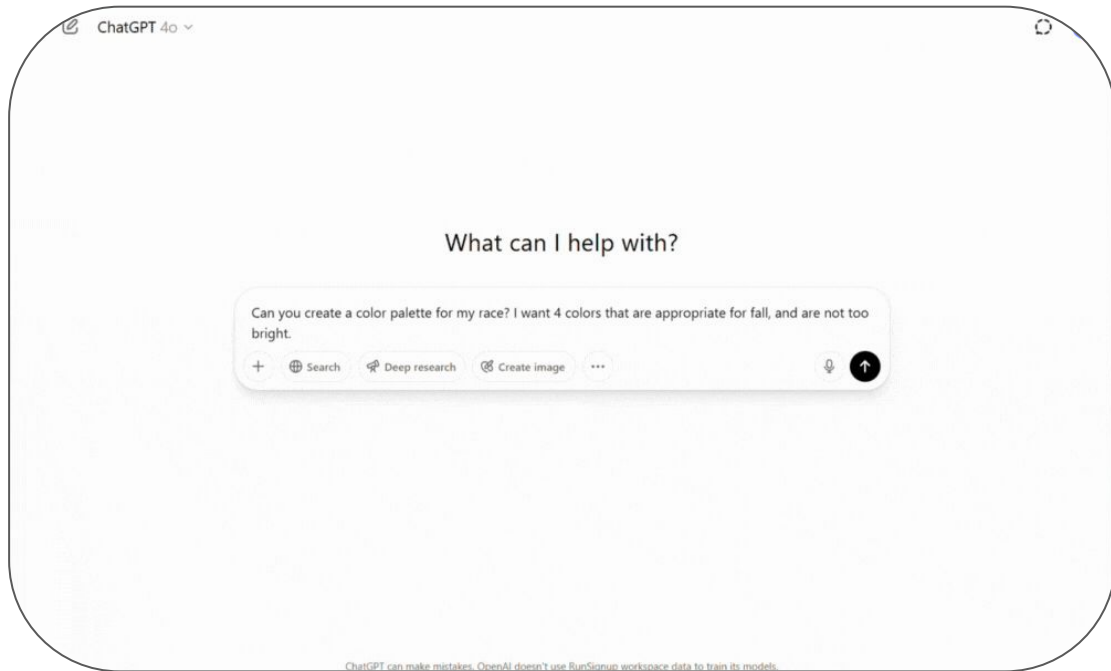
- Get and tweak color palettes
- Create logos and headers
- Resize images
- At this point, we recommend avoiding a lot of *people* in AI generated images.



# ChatGPT

## Get & Tweak a Color Palette

- Describe the kind of color palette you're looking for (use seasons, emotions, references to other palettes)
- Ask to see the color palette (not just the hex codes)
- Revise the color palette with requests for changes to specific colors (or to start over)

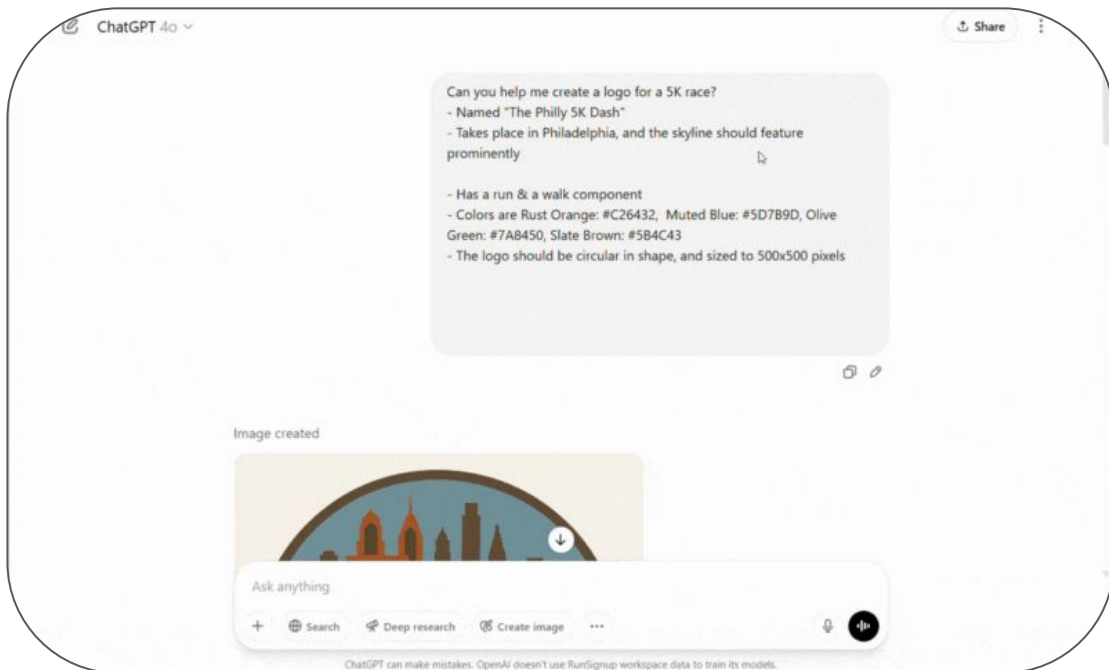


# ChatGPT: Logo

- Ask for help designing a logo. Use as many specifics as possible:
  - Race Name
  - Color palette
  - Location
  - Distance
  - Key landmarks/race themes
  - Shape and size
- Ask for revisions
- Ask for a single color version
- Ask for multiple file types

## Note:

- Image creation takes longer than answering a simple question!
- Errors can happen. You may need to ask again.
- Will likely need edits - little things offline, etc





# ChatGPT: Creating a Header Image

Can be useful, but limited.

- Be specific.
- Best if you either have a photo you want to adjust/add to a header or want a generic image (I.E., an empty park)
- Sometimes asking for an adjustment will lead to another change that wasn't requested, making edits challenging (I.E. the colors on the images to the right)

Can you help me make a banner image for a website using the photo attached?

- Should include the words "Philly 5K Dash"
- A subheader of "March 20, 2025"
- Final size needs to be 2000x800
- Colors to use include  
Rust Orange: #C26432  
Muted Blue: #5D7B9D  
Olive Green: #7A8450  
Slate Brown: #5B4C43



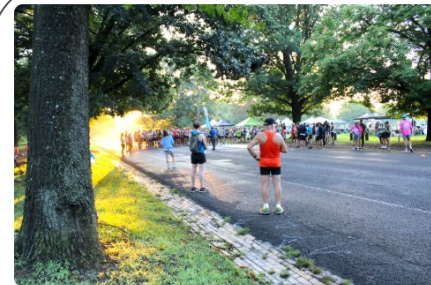
Can you move it around so the image is on top and the words/background are on the bottom?



# ChatGPT: ReSizing Images

Can be useful, but limited.

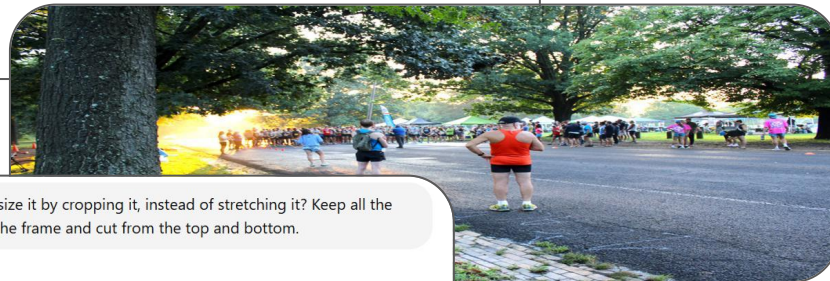
- Be specific
  - Ask for cropping versus stretching
- ChatGPT can't improve the quality of your original image. If your original is 1000x1000 and you resize & crop it to 2000x400, the quality will decrease
- Easiest if you're keeping the same ratio (600x600 to 200x200)



Can you resize this image to be 1200x400?

The image has been resized to 1200x400 pixels. You can download it using the link below:

[Download Resized Image \[↗\]](#)



can you resize it by cropping it, instead of stretching it? Keep all the people in the frame and cut from the top and bottom.

The image has been resized to 1200x400 pixels by cropping (without stretching), keeping all the people in frame and removing areas from the top and bottom.

You can download the cropped image here:

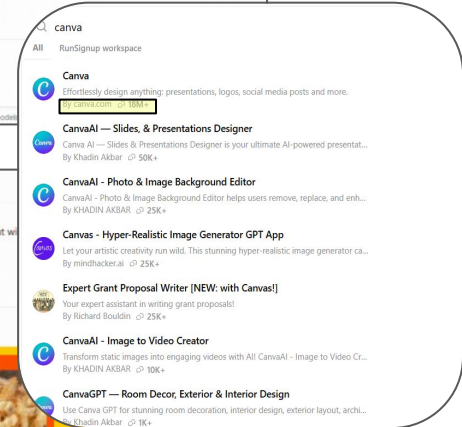
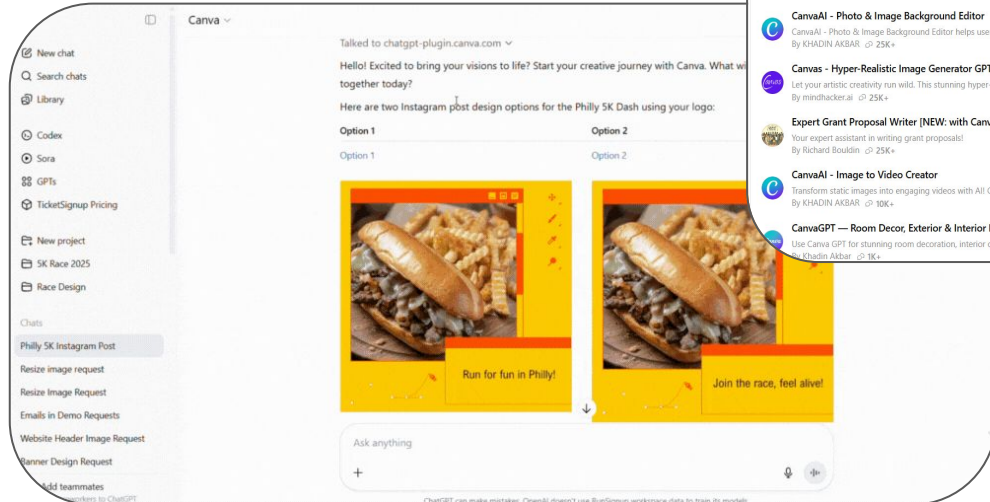
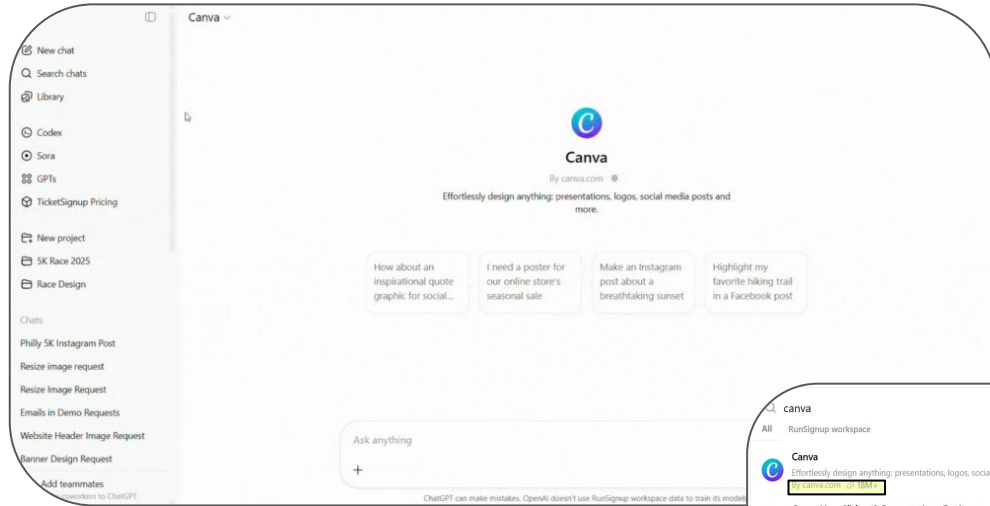
[Download Cropped Image \[↗\]](#)



# ChatGPT: Canva GPT

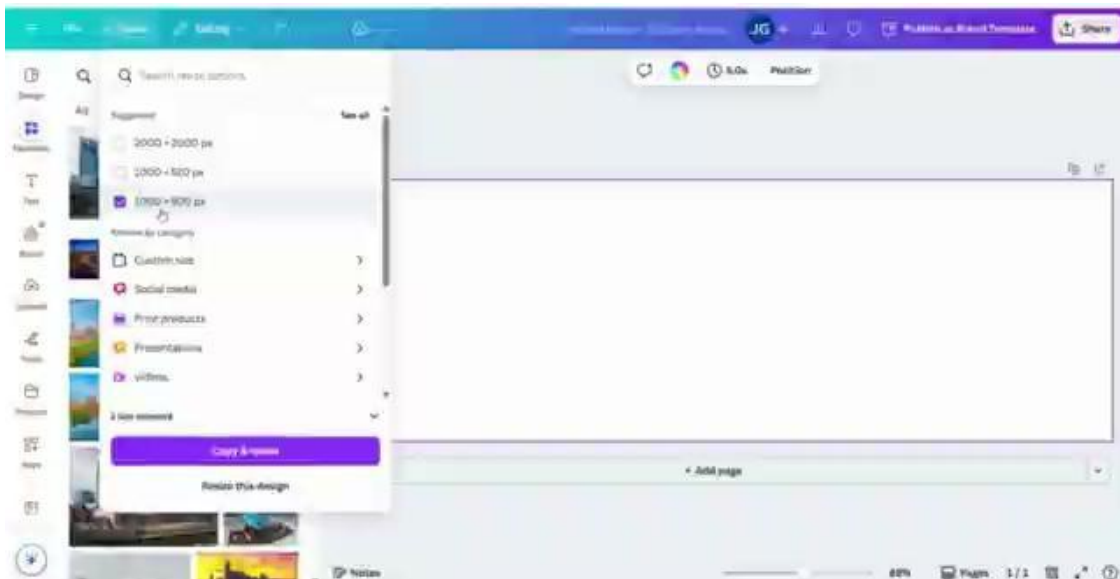
## Access to Canva in a conversational setting

- Ask for what you need (instagram post, header image, etc)
- ChatGPT will give you a template to start with
  - Opens in Canva
- Limitation: there are still Pro account limitations applied once you open in Canva
  - I.E., cannot remove watermarks, download with transparent background, etc.
- Note: there are multiple GPTs labeled Canva. Most link to other tools - use the one *from* Canva



# Alternative (Actual) Canva for Header Images and Graphics

- More robust graphic tool with some built-in AI features
- Avoid asking for complex designs or large groups to be created from scratch
- Best for simple AI edits such as removing backgrounds, resize images, and asking for basic AI edits to your graphics.
- Pro required for some actions (background remover, resizing images, transparent backgrounds)







# AI for Data Analysis



# How AI Can Help With Data

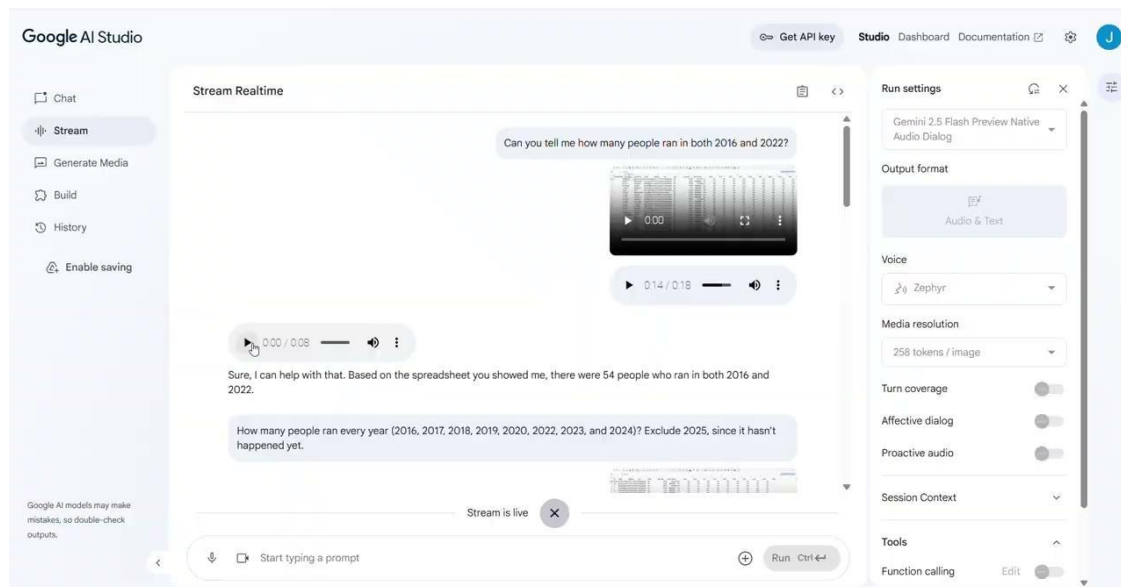
- Build custom reports using the data from two (or more) separate reports
- Identify race trends and patterns
- Compare your race to “average”





# Google AI Studio

- Extract data from reports quickly
  - No sorting, deduplicating, etc.
  - YOY demographic reporting, t-shirt to age comparisons, trends in your data
- Stream your screen (Google Docs reports work great)
- Talk or type in real time to communicate with Google AI Studio
- Example: evaluating repeat runners and the age of runners likely to return



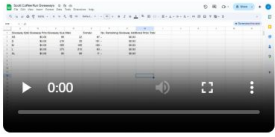
# Google AI Studio

## Example: Evaluating Giveaway Sizes

- Download Giveaway reports from Reports >> Giveaways/Add-Ons >> Giveaways and upload to a Google sheet
- Stream your window, and let Google AI Studio access all year's data
- Get averages for each size, average total order
- Evaluate trends to determine if there has been a shift over time to take into account

Stream Realtime

The spreadsheet has the t-shirts ordered for the Scott Coffee Run each of the last 10 years. Can you tell me the average percentage for each size, and tell me how many I should order of each if I expect 687 runners this year?



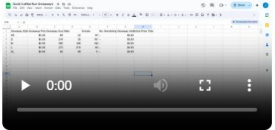
0:00 / 0:32

Sure, I can help you with that. Based on the data from the last 10 years, the average percentages for each size are: XS is about 13%, S is 31%, M is 29%, L is 19%, and XL is about 7%. If you're expecting 687 runners this year, you should order approximately: 89 shirts for size XS, 213 shirts for size S, 199 shirts for size M, 130 shirts for size L, and 48 shirts for size XL.

Stream Realtime

Yes, looking at the data from the past few years, there seems to be a slight increase in the demand for larger sizes, particularly in sizes L and XL. At the same time, the percentage for smaller sizes, like XS and S, appears to have slightly decreased in recent years. This suggests a shift in the size distribution compared to the overall 10-year average.

Taking that trend into account, would you recommend adjusting my order for this year at all, instead of using the average percentages from above?



0:00 / 0:24

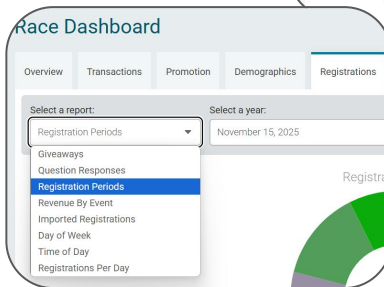
Considering the recent trend towards larger sizes, it might be wise to slightly adjust your order for this year. You could consider increasing the number of L and XL shirts slightly and decreasing the number of XS and S shirts accordingly. This would help align your order more closely with the recent preferences observed in the data. For example, you might want to order a few more L and XL shirts and a few fewer

Stream is live

# Google AI Studio

## Example: Adjusting Pricing Schedule

- Download the Registration Periods Report from your Dashboard. Add a few years to a Google Sheet
- Stream your window, and let Google AI Studio access the data
- Evaluate if earlier, later, or more frequent price increases would increase your revenue
  - Pick a different goal than revenue, based on what's important for you



**Stream Realtime**

This has the number of registrations and amount of revenue for a marathon, half marathon, and 5K over the last 3 years, based on the timing of the registrations and the cost at the time. Based on this would you recommend any changes to my schedule for price increases this year? My goal is to maximize revenue with a similar number of registrants expected.

0:00 / 0:19

Based on the data, it looks like the marathon and half marathon have a significant increase in revenue with the later price increases. For the 5K, the revenue doesn't increase as much with the price changes. So, to maximize revenue, you might consider increasing the price earlier for the marathon and half marathon, and maybe not focusing so much on price increases for the 5K.

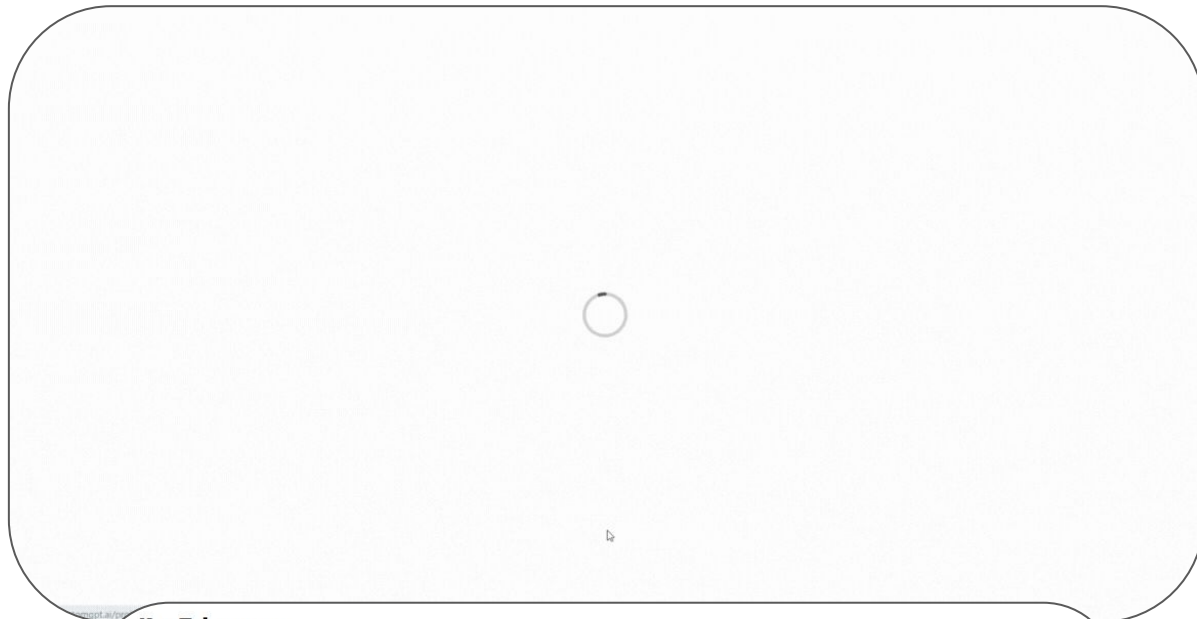
What date would you recommend for the earlier price increase for the marathon and half marathon?

0:00 / 0:14

Looking at the data, it seems like the registrations pick up significantly after the January 1st date. So, you might consider setting the earlier price increase for the marathon and half marathon around the end of March or early April to capture that increase in registrations.

# Compare Your Race To the Average Race

- Use our RaceTrends chatbot to see how your data matches up with the national average
- [RunSignup.com/Trends](https://RunSignup.com/Trends) >> Ask Agent Data
- Get comparisons compared to “normal” and key takeaways to help you understand the differences.



## Key Takeaways

1. **Youth Participation (Under 18):** Your race has a much lower percentage of youth participants compared to historical averages. This could indicate a need to attract more young runners through family-friendly events or youth-focused marketing.
2. **Young Adults (18-29):** Your race significantly outperforms the industry averages for this group, which is a positive sign given the industry's concern over declining participation in this demographic.
3. **Middle-Aged Adults (30-39):** Your race has an exceptionally high percentage of participants in this age group, far exceeding the averages. This could reflect targeted marketing or a strong appeal to this demographic.
4. **Older Adults (40+):** While your race aligns well with the averages for ages 40-49, it has a lower percentage of participants in the 50+ age groups. This might suggest an opportunity to better engage older runners, perhaps through virtual options or senior-friendly incentives.



# AI for Internal Operations

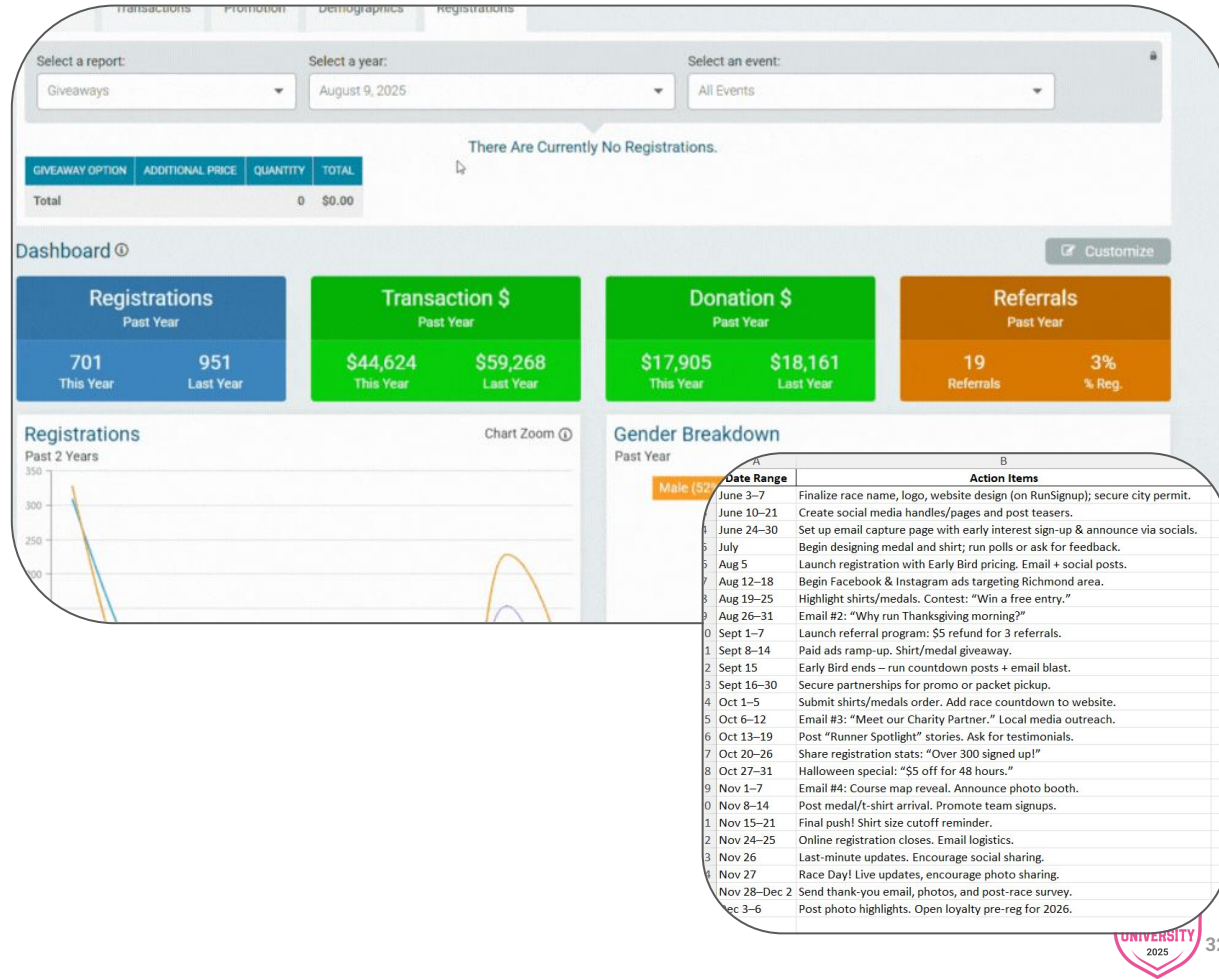




# Marketing and Pricing Plans

Use ChatGPT for a template for your marketing plan and pricing strategy.

- Feed more details about your race for a more precise response.
- Always use human-power to adjust and edit the plan!
- Download into a spreadsheet for an easy-to-read (and easy to edit) template.





# Scheduling Tasks

Have ChatGPT notify you at pre-set days and times to keep you on track

- Only available on paid versions (Plus, Pro, or Team)
- Make sure you're using the right version:
  - "GPT-4o with scheduled tasks", "o3", or "o4-mini"
- Make sure push notifications are enabled in ChatGPT and your browser
- Upload your race timeline and get regular notifications of what you need to get done.

The screenshot shows the ChatGPT interface with the 'Timeline Sheet' open. The 'Models' dropdown menu is visible, showing options: GPT-4o (Great for most tasks), o3 (Uses advanced reasoning), o3-pro (Best at reasoning), o4-mini (Fastest at advanced reasoning), and o4-mini-high (Great at coding and visual reasoning). A blue button with a 'NEW' tag says 'Use o3 and o4-mini to schedule tasks. Learn more.' Below the timeline, a message asks: 'Can you schedule tasks to remind me of the items on this timeline, at 11:00am on the date noted?'. The timeline itself is a table with 4 rows of tasks.

	Update Website	2025-07-15 00:00:00
1	Setup Pricing	2025-07-20 00:00:00
2	Send Reg Open Email	2025-08-01 00:00:00
3	Order Shirts	2025-09-01 00:00:00
4	Send Price Increase email	2025-09-15 00:00:00

Thought for 14 seconds >

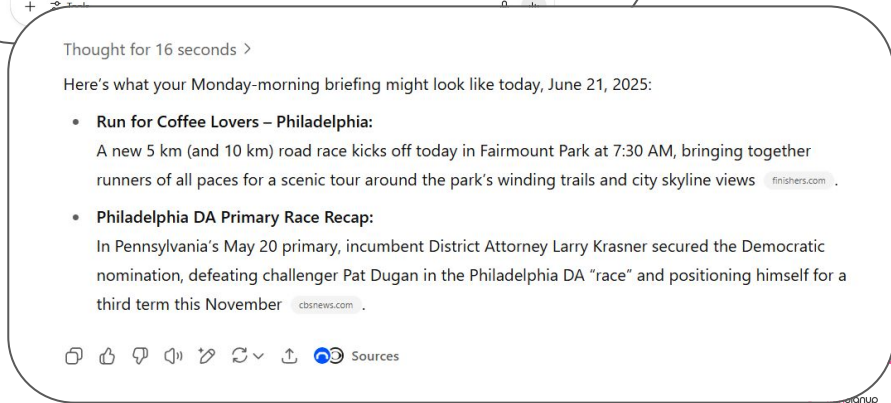
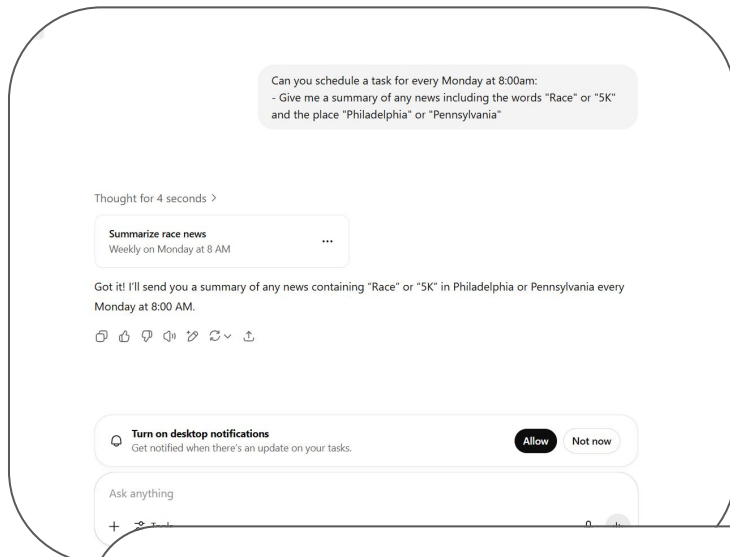
Update Website  
July 15 at 11 AM

All set! I've scheduled reminders at 11:00 AM Eastern on each of the dates in your timeline.

# Scheduling Tasks

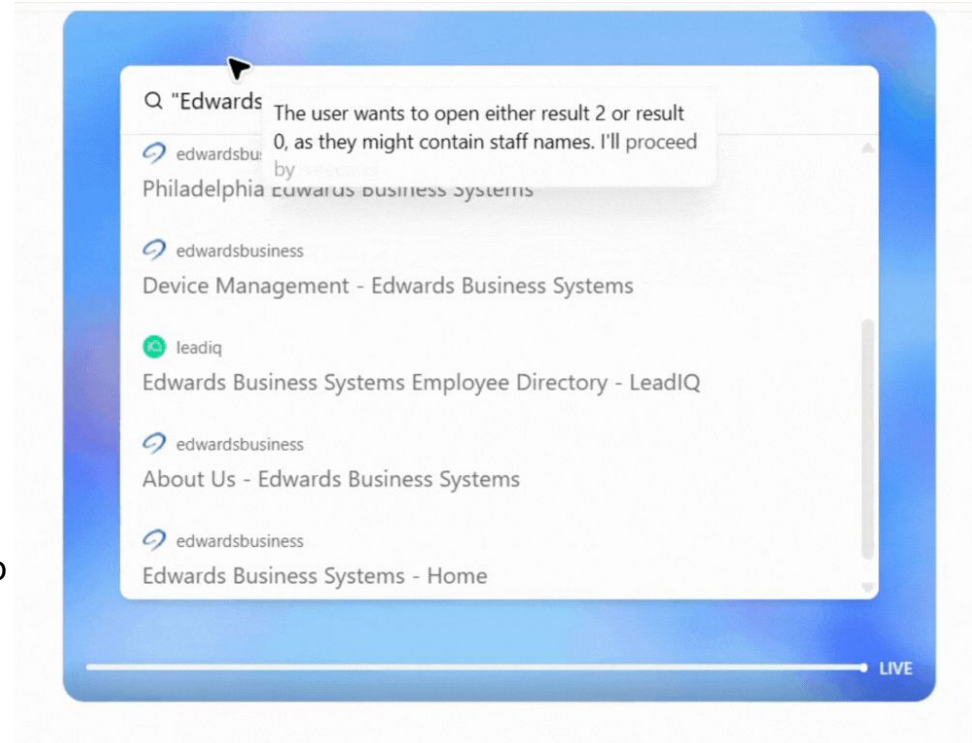
Schedule tasks *for ChatGPT* instead of for you.

- Ask ChatGPT to search for information and provide you with updates and summaries on a dedicated schedule
- Have Chatgpt email you the summary! This is configured in the settings
- As always: requires some tweaking of your prompts!
  - Example: exclude political races from the summary



# AI Agents

- AI Agents can perform more complex tasks, autonomously
  - Multi-step prompts
- ChatGPT Agents are available to Pro, Plus, and Team plans
- Runs remotely; you can see what the agent is working through
  - Shows “thought process” for the steps it’s taking and any troubleshooting
  - Actively going through multiple websites to find the correct information
  - Will take awhile - it’s active research happening
- Recommend disabling any plugins - they can impact ability to connect to pages.



# AI Agents

## Identifying Sponsors

### Prompt:

I'm looking for ideas for companies to reach out to to sponsor my race:

<https://runsignup.com/phillymayorscup>

Our current sponsors are:

- Roadkill Running <https://roadkill.run/>
- Punch Buggy Brewing:  
<https://www.instagram.com/punchbuggybrewingcompany/>

We are looking for a few more local sponsors that would be a good fit for the event, but won't compete with our existing sponsors. Please come up with a list of 10 companies to reach out to, including the decision-makers and their emails and phone numbers.



# AI Agents Identifying Sponsors

## Results:

Took about an hour to complete

- Good array of local businesses with a focus on fitness and/or food that could be a good fit
- Still requires vetting
  - Found potential contacts - some are generic

## Recommendations for better results:

- Add more specifics about what to look for in a potential company (I.E., sponsors similar races)
- Clarify that you want the decision-maker's contact info (or what roles would be useful), not just their names + a generic contact
- Request more suggestions than 10 to cast a wide net
  - Use suggestions as a brainstorming tool

Worked for 1 hour >

Here are ten Philadelphia-area companies that could make good sponsors for the Philly Mayor's Cup race.

None of them compete with your existing running-gear (Roadkill Running) or brewery (Punch Buggy Brewing) sponsors; instead, they cover gyms, transportation, food and beverage, and other local services.

Potential sponsor	Why it fits	Key decision-makers	Contact (phone/email)
<b>Fitness Works Philadelphia</b> (South Philadelphia gym)	Community gym that promotes health and strength training; perfect for a running event and doesn't sell running gear or beer.	<i>Ms. Joanne Renzi – Owner</i>	Phone 215-334-8190 ; email <a href="mailto:fitnessworksphiladelphia@gmail.com">fitnessworksphiladelphia@gmail.com</a> (used for member cancellations and general contact) <a href="https://fitnessworksphiladelphia.com">fitnessworksphiladelphia.com</a>
<b>Indego Bike Share</b>	Philadelphia's bike-sharing program encourages active transportation and healthy living. Their bikes often serve races and events.	<i>Waffyyah Murray – Indego Program Director and Nate Bowman-Johnston – General Manager</i>	Contact <a href="mailto:support@rideindego.com">support@rideindego.com</a> and call/text (844) 446-3346 <a href="https://rideindego.com">rideindego.com</a>
<b>Fit Gym Philly (F-I-T gym)</b>	24/7 training facility focused on strength and conditioning; complements a running event by offering cross-training resources.	Privately-owned gym (no publicly listed owner); general manager can approve sponsorship.	Phone 215-386-3333. email <a href="mailto:info@fitgymphilly.com">info@fitgymphilly.com</a>
<b>City Fitness</b> (Philadelphia gym chain)	Local lifestyle gym brand that supports community events; not a direct competitor to your existing sponsors.	<i>Ken Davies – Founder</i>	Logan Square club phone 215-302-2300. email <a href="mailto:logansquare@cityfitness.com">logansquare@cityfitness.com</a>
<b>Federal Donuts &amp; Chicken</b>	Popular Philadelphia brand known for donuts and fried chicken; great for feeding runners and spectators. They do not sell running gear or beer.	Co-founded by James-Beard-award-winning restaurateur <b>Chef Michael Solomonov</b> and business partner <b>Steve Cook</b>	General inquiries <a href="mailto:info@federaldonuts.com">info@federaldonuts.com</a> , media <a href="mailto:media@federaldonuts.com">media@federaldonuts.com</a> , franchising <a href="mailto:franchising@federaldonuts.com">franchising@federaldonuts.com</a>
<b>Philadelphia Runner</b>	Specialty running store that supports local races and community runs (complements training rather than competing with Roadkill Running).	<i>Liz Pagonis – Outreach &amp; Marketing Director</i>	Email <a href="mailto:lizp@philadelphiarunner.com">lizp@philadelphiarunner.com</a> (direct outreach); general store phone (Center City) 215-972-8333
<b>Saxbys Coffee</b>	Philadelphia-based B-Corp coffee company that partners with community events and universities; great for fueling runners and volunteers.	<i>Nick Bayer – Founder &amp; CEO</i>	For partnerships/press inquiries email <a href="mailto:marketing@saxbyscoffee.com">marketing@saxbyscoffee.com</a>
<b>Philly Pretzel Factory</b>	Local pretzel franchise offering fresh pretzels; ideal for post-race snacks.	<i>Greg Salzano – Franchise Information Manager and Caroline Quattro – Press Contact</i>	Corporate office (215) 338-4606. info <a href="mailto:info@phillypretzelfactory.com">info@phillypretzelfactory.com</a> ; Greg's phone (949) 887-8870. email <a href="mailto:gsalzano@phillypretzelfactory.com">gsalzano@phillypretzelfactory.com</a> ; Caroline's phone 267-400-4979. email <a href="mailto:caroline@phillypretzelfactory.com">caroline@phillypretzelfactory.com</a>
<b>La Colombe Coffee Roasters</b>	Iconic Philadelphia coffee roaster and café; ideal for sponsoring pre-race coffee or recovery drinks.	Co-founded by <b>Todd Carmichael</b> and <b>Jean-Philippe Iberti</b>	Fishtown flagship phone (267) 479-1600
<b>Old City Coffee</b>	Historic micro-roaster in Old City; roasts high-grade Arabica coffee and is certified as a women-owned business.	<b>Ruth Isaac</b> founded Old City Coffee in 1985	Email <a href="mailto:information@oldcitycoffee.com">information@oldcitycoffee.com</a> (contact form)



# Questions?

*Thank You!*

