

Keep Your Races:

Level Up Your Services

Free Tools & Features to Offer More at Every Race

Presenter: Soren Larson

• RaceDay | • RunSignup





Today's Agenda

- **What is the Minimum Expectation?**
- **Using Free Features on RunSignup**
- **Services to be Stickier**
- **Communicating Value to New Organizers**
- **Q&A**



What is the **Minimum Expectation?**





What is the Minimum Expectation?

Once upon a time, Timers were expected to do just that, and little more - provide a time for everyone running the race.

Now that has expanded to times provided in real time, displayed places, sent as notifications, expanded into sponsor activations and more, but at the end of the day every single time should be adept at providing fast, accurate results.

Full stop.



We have help!

So. Much. Help.

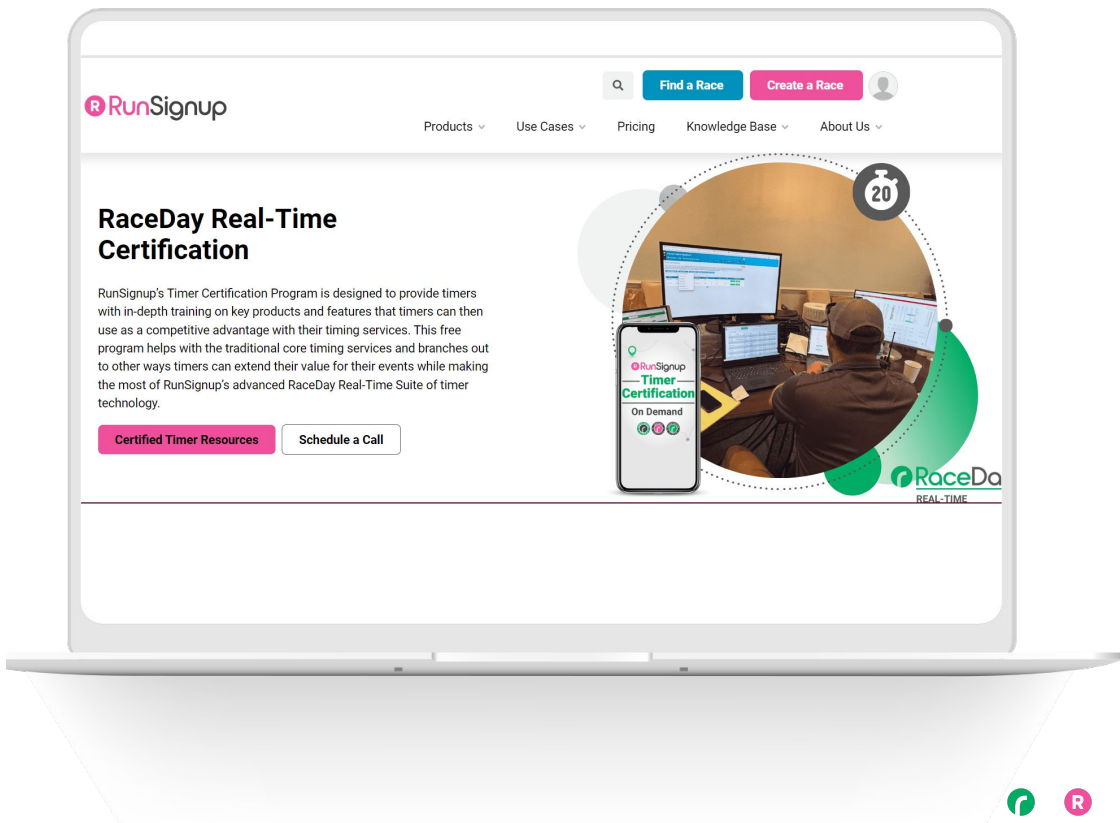
- **Certification Courses**
- **Onboarding Guide**
- **How-to support**
- **On-going training**
- **Support personnel**



<https://info.runsignup.com/products/raceday/raceday-certification/>

RunSignup Timer Certification Program

<https://info.runsignup.com/products/raceday/raceday-certification/>



RaceDay Scoring



RaceJoy



RunSignup



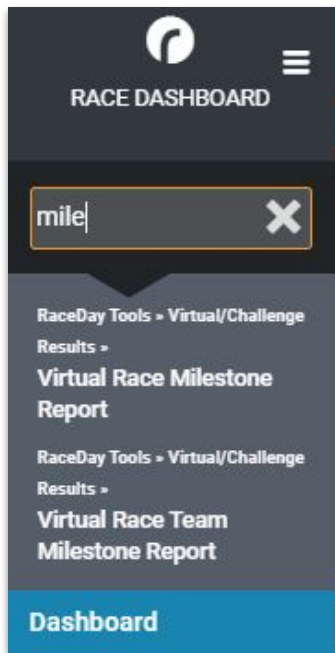
RaceDay CheckIn



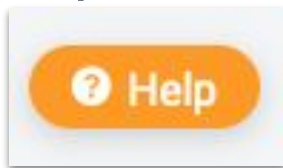
In-Product Help

Search

Help tools while you're walking through the product.



Help Button



Tutorials

How-To

Tutorials for Directors

Race Creation Wizard (13)

-  Creating a Race
-  Set Up Basic Info
-  Customize Events
-  Set Up Payments
-  Re-Enter the Race Wizard

>> See all 13 articles

Support Contacts

RunSignup Support

- info@runsignup.com
- Seven days a week

RaceDay Scoring Support

- Open a help ticket from RaceDay Scoring
- raceday@runsignup.com
- Schedule training with Soren:
<https://calendly.com/rsu-race-day-tools>
- Workshop Wednesdays



Timer Utilities and Practice Scenarios

Use the Practice Scenarios to get better and faster at solving common and complex problems on your own time and in your own home

Webinar:

https://info.runsignup.com/webinars_events/raceday-scoring-practice-scenarios/

Website:

<https://runsignup.com/MemberOrg/TimerUtilities/Page/Practice-Scenarios>

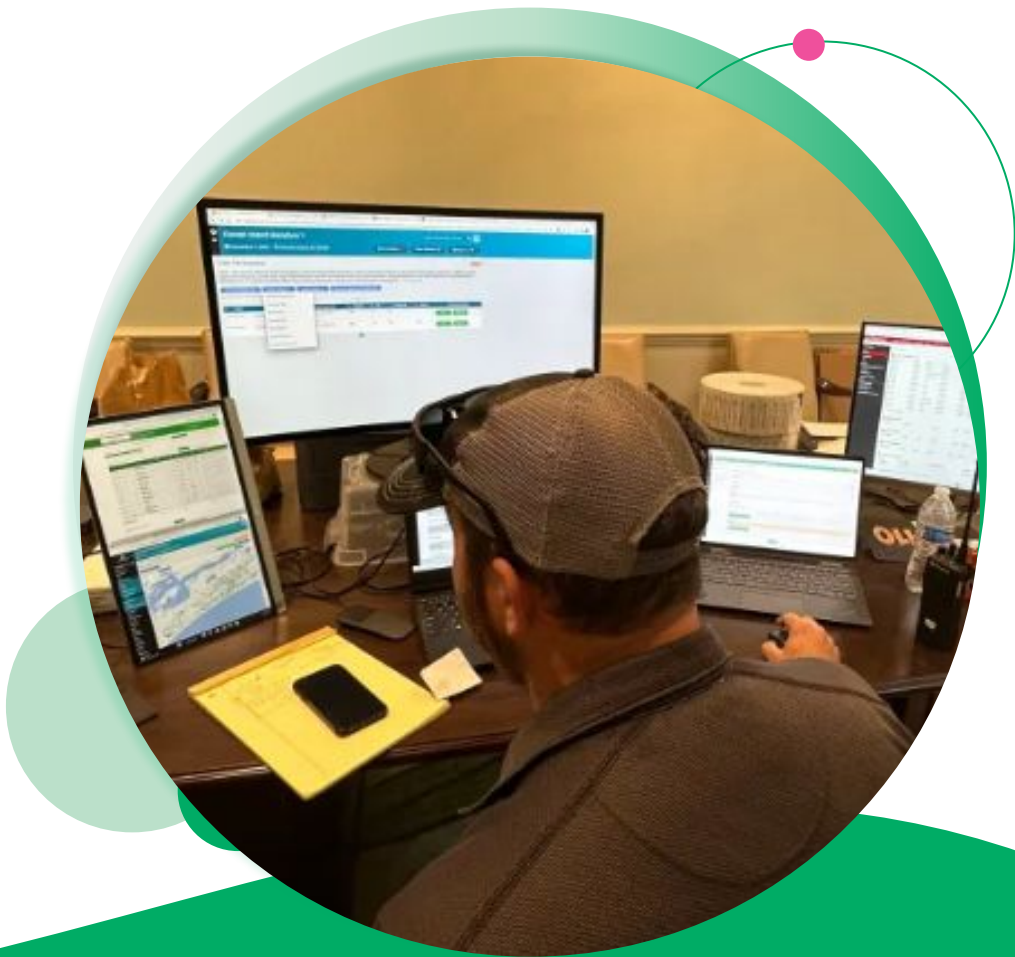


Practice Scenarios





Free Services on **RunSignup**





Free Services on RunSignup

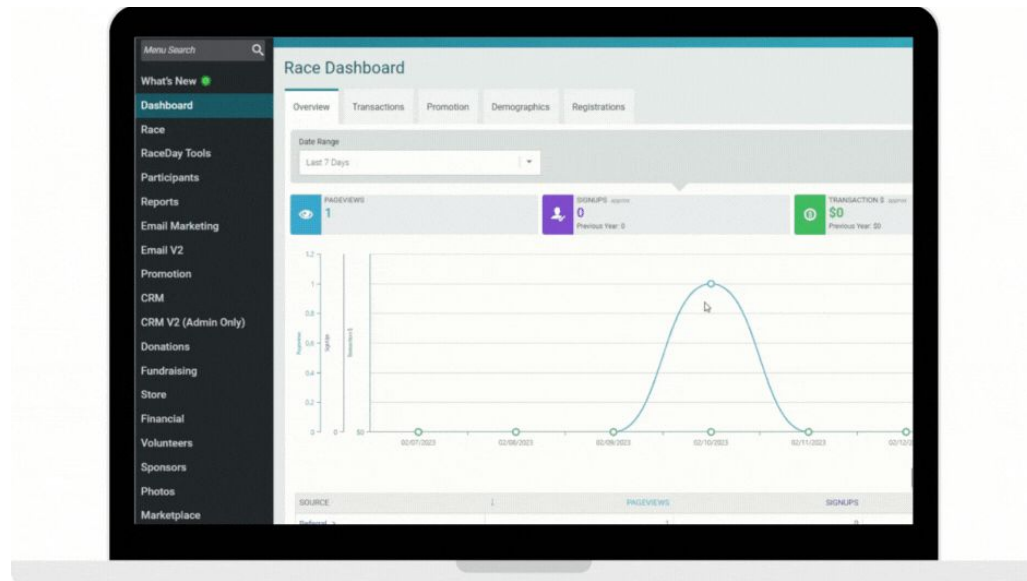
RunSignup offers lots of free features that are underutilized by events who don't have the knowledge or time to set these up - do it for them and create loyalty. You may know how to use all of these tools already, but do your customers know that?

- SMS/Email Notifications
- Photos
- Announcer Services
- RaceJoy and Predictive Pace



SMS/Email Notifications

- An oldie, but a goodie! One of the first “upgrades” from timing data was the SMS and Email notification
- Easy to set up - best to set up in advance to make sure you get the most adoption
- Show your organizers the value in this post-race!
 - RaceDay Tools -> Results -> Result Notification Report
- [Setup Results Notifications](#)





RaceDay Photos

- With RaceDay Mobile's new features, this will be heavily used and heavily demanded
- Provide sponsor activation with watermarks
- Up the value by providing photos to supplement existing photographers, or get a staff member dedicated to this job
- Show photo views post-race
 - Photos -> Photo Albums -> Photo Count/Views
- [RaceDay Photos Webinar](#)



Announcer Services

- Supplying real data beyond just a list of names elevates an experience!
- Upsell without extra staffing - provide the announcer line for better data
- Use the new RaceDay Mobile Announcer features to avoid extra laptops
- Get friendly with announcers and refer them to races looking to elevate their offerings!
- [Announcer Services Webinar](#)



RaceJoy

Predictive Pace

- Tracking Apps are, in the timer world, considered a top-tier premium add
- Requires certification!
- [Integrates with Websites V2 now](#)
- Offers sponsor activation - create banner ads for your customers
- Include a more robust map to engage people further
- Offer Monitoring to your command centers and organizers
- Return usage stats to your organizers
 - RaceDay Tools -> RaceJoy -> Usage
- [Predictive Pace Webinar](#)





Free Services on **RunSignup**



Make Your Relationship Stick

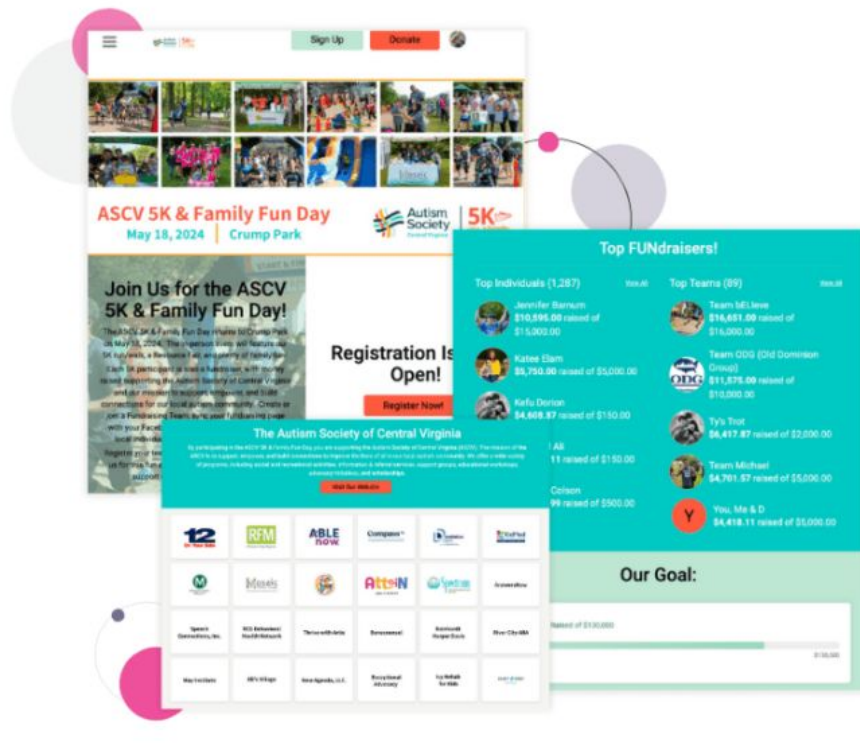
While many of the free services we've discussed are centered around delivering on race day, a great way to deepen your relationship with customers and make it more profitable is to help them throughout the **entire** registration cycle - there's less chance of being replaced if you're a foundational piece of the registration process.



Build or Update Websites

Use RunSignup's Websites V2 to elevate a customer's existing RunSignup page or make them a new one!

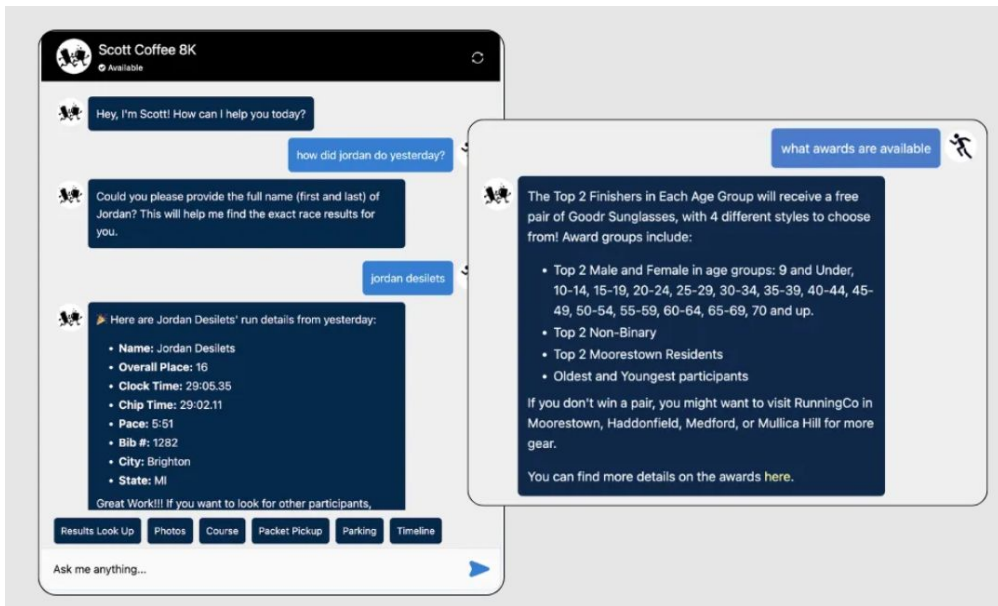
- Free web hosting - help them save money
- Integrates with photos, results, RaceJoy, and email
- Lots of components - easily make a unique website that catches eyes instead of just collecting the basic reg info
- [More info](#)



Set Up and Support a ChatBot

RunSignup's ChatBot is a new feature that saves organizers time and gets participants answers faster

- Create a standard list of FAQ questions and have organizers give you the responses
- Monitor the Chats for them and summarize common questions
- Provide support for customers directly - work with your organizers to provide customer support FOR the race and supplement your work with the ChatBot
- [More info](#)





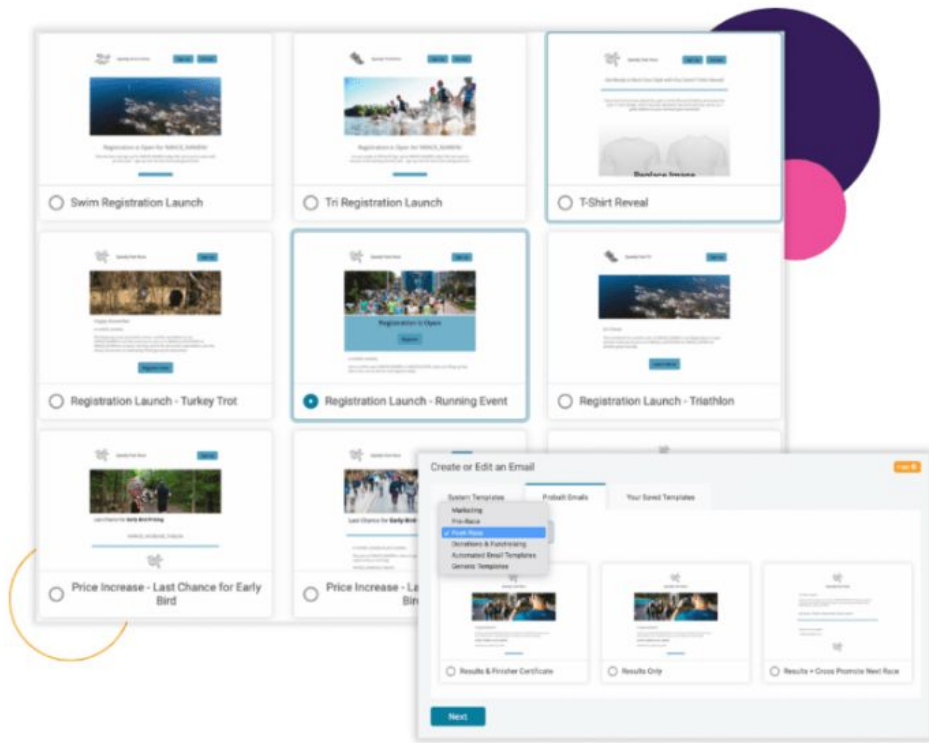
Manage Packet Pickup

- Provide technology for PPU
- Elevate existing PPU experiences with options like Label Printing
- Have one staff member work PPU as an event lead - you're more confident in the data, they're more confident in you
- Help the organizers understand the CheckIn Stats to assess their staffing needs and hours for next year



Set Up and Execute an Email Campaign

- Is your customer paying for their email?
RunSignup's email platform is FREE
 - Save them money!
- Set up email campaigns using the Schedule Send options
- Advise on price increases, coupons, referral programs, and all of the settings you wish everyone was using
- [Email 101 Webinar](#)





Communicating Value





Communicating Value

The biggest mistake a timer makes in their relationship with organizers is often assuming that the organizer knows what they're already doing and knows what else they can be offering!

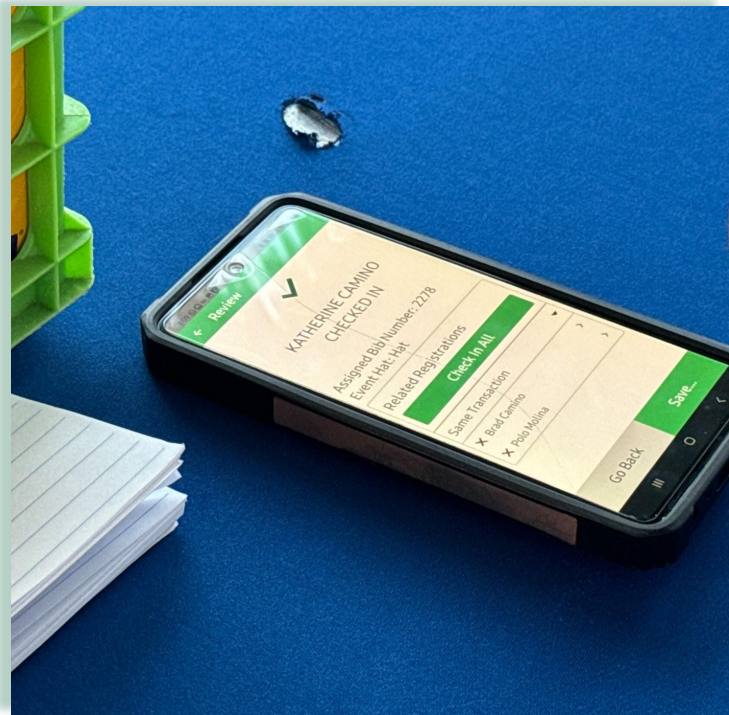
There are far too many stories of timers losing a customer because someone else highlighted something that they already do - don't miss the chance to put your services in front of people.





Communicating Value

- List out all of the services you have provided and **GIVE EXAMPLES OF THEM**
- Communicate with your customers what services you offer that they aren't using! Create FOMO by showing these tools and toys in use!
- Provide a post-race report with demographic breakdowns and deliverable numbers
 - What was their no-show %?
 - How many people were engaged with SMS notifications?
 - How many spectators used RaceJoy?
 - Check in during the offseason, share new services
 - Have a very easy way to communicate with new folks at a race what you do, and what more you CAN do





Workshop Wednesdays

New link for signing up:

<https://calendly.com/rsu-race-day-tools/workshop-wednesday>

- Participants can bring their own requested topics, questions, or scenarios
- Directed focus will vary from week to week based on the season, recent releases to the software, and Timer Tip Tuesday topics
- Up to 12 people per workshop
 - 10am or 12pm EASTERN TIME
- **Workshops will not be recorded**





Session 2

July 28 12pm ET

WEBINAR SERIES A RACE RETENTION SERIES FOR TIMERS

Keep Your Races: Make Your Value Visible

How to Communicate What You Bring to Race Day

Questions?



Thank You For Joining Us Today

Any questions?

