



THE MAIN EVENT

# EDUCATION

Education is the heart of the Symposium. You will find two main types of sessions:

- **Technology tutorials and best practices.** These sessions are run by RunSignup employees to help race directors, timers, and fundraising events get the most out of the available technology. Can't keep up with the fast pace of feature releases? We'll get you up to speed.
- **Peer education.** These sessions are led by fellow event professionals, either individually or in panels. Learn from each other - better endurance events drive a better endurance event market for everyone!

## SESSION DESCRIPTIONS

Not sure which session to pick? We have descriptions of each presentation, and some icons to help you pick the ones that are most applicable to you.

### Area of Interest



Marketing &  
Promotion



Registration &  
Participant  
Management



Fundraising



RaceDay



Business  
Management



### OPENING: THE NEXT 10 YEARS

8:30AM-9:40AM, MILE 1 ROOM

Bob Bickel, RunSignup

RunSignup is 10 years old! Bob Bickel, the Founder and CEO of RunSignup, kicks off the Symposium with a review of the can't-miss technology that has been released since we gathered a year ago, and offers a sneak peak of what's to come in the next year - and the next 10 years.



### QUICK HITS: MOST OVERLOOKED FEATURES

9:50AM-10:30AM, MILE 1 ROOM

Bryan Jenkins, RunSignup

RunSignup Sales Lead Bryan Jenkins returns with a perennial Symposium favorite: Quick Hits. Look forward to a fast-paced session chock full of actionable ideas as Bryan takes attendees through the most overlooked, under-utilized, and useful features on the RunSignup platform. Regardless of user-level, there's something here for everyone!



### RUNSIGNUP 101

9:50AM-10:30AM, MILE 3 ROOM

Jeromie Houston, RunSignup  
Brian Flynn, RunSignup

The essential session for new users to RunSignup, or those who need a refresher on the basics. Sales Representatives Jeromie Houston and Brian Flynn will build confidence in the process of race creation with a deep-dive into the Race Wizard.



### RUNSIGNUP FOR NONPROFITS

10:40AM-11:20AM, MILE 1 ROOM

Allison Bickel, RunSignup  
Bryan Jenkins, RunSignup

RunSignup for Nonprofits is our new set of features to support our nonprofit customers year round. Nonprofit Lead Allison Bickel and Sales Lead Bryan Jenkins walk through the new features available, including ticket events, donation websites, and the nonprofit dashboard.



### NAVIGATING THE RACE CRM

10:40AM-11:20AM, MILE 2 ROOM

Eric Cone, RunSignup  
Lewis Jones, RunSignup

RunSignup's integrated Race CRM is your hub for customer interaction. VP of Business Development Eric Cone and Customer Success Manager Lewis Jones break down the list building, communication tools, and best practices that you need to harness the power of an integrated CRM.



### UX REVIEW

10:40AM-11:20AM, MILE 3 ROOM

Jeff Kiesel, RunSignup  
Darren Wamboldt, RunSignup

User Experience Design impacts everything, from how easy (or hard) it is for you to find actions on your race dashboard to how seamless the registration process is for your participants. Join UX designers Jeff Kiesel and Darren Wamboldt for an interactive session on the changes to RunSignup's user design and the pain points that will be updated in the future.

# SESSION KEY

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## VIRAL SOCIAL MARKETING

11:30-12:10, MILE 1 ROOM

Natallie Young, RunSignup  
Eric Cone, RunSignup

Would you be more likely to register for a race because you saw an ad for it, or because your friend asked you to join? Social connections are key to growing your race and creating an experience your participants want to repeat. RunSignup Technical Account Manager Natallie Young and VP of Business Development Eric Cone share tips & tricks to get participants sharing your event. Building a marketing plan, encouraging teams, implementing referral programs, setting up drip campaigns, and the benefits of swag will be covered!



## GOING GREEN AS A RACE

11:30AM-12:10PM, MILE 2 ROOM

Brendon Hough, Advanced Running Project

Events around the world are starting to look at ways to make their events more green, but knowing where to start can be challenging. Learn more about some starter steps to greening your event, from on-site waste reduction to sourcing materials.

Brandon Hough is the founder of Advanced Running Project, where he has led operations for more than 20 annual athletic events involving over 150,000 participants. Additionally, he serves as the Race Director for the Air Force Marathon, where he been working with the Council for Responsible Sport.



## THE RIGHT TEAM OPTION FOR YOUR EVENT

11:30AM-12:10PM, MILE 3 ROOM

Emily Warejko, RunSignup  
Sean Callahan, RunSignup

Should your race offer a relay? Do you let fundraisers join fundraising teams? How are fundraising teams different than social teams? What is a group? Do teams register together, or separately? Can they get a discount?

RunSignup Account Managers Emily Warejko and Sean Callahan define the team options on RunSignup, and outline the criteria you should use to select your team type(s) and set your team parameters.



## DIGITAL MARKETING FOR RACES

1:00PM-1:30PM, MILE 1 ROOM

Thomas Neuberger, Big Run Media  
Rachael Blanchard, Big Run Media  
Meghan Murray, Big Run Media

Digital marketing is essential for races in today's market - but how do you know if it's working? Big Run Media was founded by Thomas Neuberger and Meaghan Murray to bring their experience with big brand campaigns like GORE-TEX, Sony Pictures, and New Balance to the endurance industry. Join them to learn how to understand your marketing data - and activate it to reach your audience.





## RACEDAY REGISTRATION AND CHECKIN

1:00PM-1:30PM, MILE 2 ROOM

**Matt Avery, RunSignup**  
**Crisp McDonald, RunSignup**

Streamline your RaceDay with a clear plan for RaceDay registration and an easy flow for check-in. RaceDay Product Manager Matt Avery and RaceDay Expert Crisp McDonald share best practices for handling RaceDay registration, and review your options for RaceDay CheckIn.



## MARKETING PANEL

1:30PM-2:10PM, MILE 1 ROOM

**Big Run Media Team**  
**Courtney Young, Sour Fish Events**  
**Robby McClung, Cranberry Joe**

Marketing is a multi-faceted endeavor. We've gathered race directors and marketing experts with different approaches to promoting events. Our panel will kick off with some basic tenets to live by, before opening up for an interactive Q&A with the audience.

With a focus on the running industry, **Big Run Media** has built a roster of events that trust their expertise - among them, the Annapolis Running Classic, the Donna Marathon Weekend, Corrigan Sports Entertainment, and Under Armour Mountain Series.

**Courtney Young** is the co-founder of Sour Fish Events, which has grown from 124 participants and a single event to over 45,000 participants at 11 live events and one virtual run in 2018 - and is still growing. Courtney specializes in building a brand that creates loyal participants and growth via community.

**Robby McClung** specializes in creating #FOMO. He learned to stretch small marketing budgets in the nonprofit world, and is the founder and/or owner of several events, including the Canaan Valley Half Marathon & 10K and the Islamorada Half Marathon & 10K.



## BIB MANAGEMENT

1:30PM-2:10PM, MILE 2 ROOM

**Matt Avery, RunSignup**  
**Crisp McDonald, RunSignup**

The real key to an easy RaceDay? Proper bib management. RaceDay Expert Crisp McDonald and RaceDay Product Manager Matt Avery detail the options for bib management - from pre-event manual bib number imports to dynamic bib assignment at packet pick-up, and everything in between.



## TIMER BUSINESS SESSION

2:20PM-3:00PM, MILE 1 ROOM

**Scott Sutter, Racelnsure**  
**Matt McMorris, Green Leaf Racing**  
**Kevin Harris, RunSignup**

Running a timing business is more than just producing results. Our interactive Timer Business Session will touch on the topics we all wish we could avoid, but can't - insurance concerns, contracting, accounting decisions, and the sales tax issues that will be appearing in the near future.



## DESIGNING A PROFESSIONAL RACE WEBSITE

2:20-3:10PM MILE 2 ROOM

**Matt Sinclair, RunSignup**

Your website *is* your online presence. It's how athletes find your event, where they register, and how you promote your brand. A traditional website can be expensive, difficult to update, and lacking in mobile responsiveness or SEO. RunSignup's free race websites are designed to solve website woes by creating easy-to-update sites without sacrificing a professional design.

Lead Account Manager Matt Sinclair will show you how to make the most of your website, including branded colors, custom content sections, a sleek cover page, and a dedicated domain.

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### EMAIL MARKETING BEST PRACTICES

2:20PM-3:00PM MILE 3 ROOM

Melissa Mitchell, RunSignup  
Jordan Desilets, RunSignup

Email is everywhere - it's both a marketing tactic and a key communications tool. RunSignup Account Manager Melissa Mitchell and Sales Representative Jordan Desilets break down the logistics of list management, template creation, and email sending. To optimize your email marketing, learn about automated emails and deliverability best practices.



### FUNDRAISING PANEL

3:10PM-3:50PM, MILE 1 ROOM

Mitch Stoller, AACR Foundation  
Amanda Sweet, MDA  
Courtney Slack, 9/11 Memorial & Museum  
Bryan Lively, ACL Squared

Our panel of fundraising experts will share their secrets for reaching supporters, motivating them, and keeping them engaged year after year.

**Mitch Stoller** is the Executive Director and Chief Philanthropy Officer of the American Association for Cancer Research Foundation, the world's first and largest cancer research organization with more than 33,000 members.

**Courtney Slack** is the Assistant Manager of Events and Business Partnerships at the National 9/11 Memorial and Museum where she helps organize a fundraising 5K.

**Amanda Sweet** is the Executive Director of the Muscular Dystrophy Association of Greater Philadelphia and New Jersey, where she serves as the lead fundraiser and business development officer in the region.

The panel will be moderated by Bryan Lively, the Founder and CEO of ACL Squared Consulting, which provides business planning and fundraising coaching to help nonprofits grow and thrive. Bryan's background spans across the fundraising sphere, including fundraising software, nonprofit management, and the endurance industry.

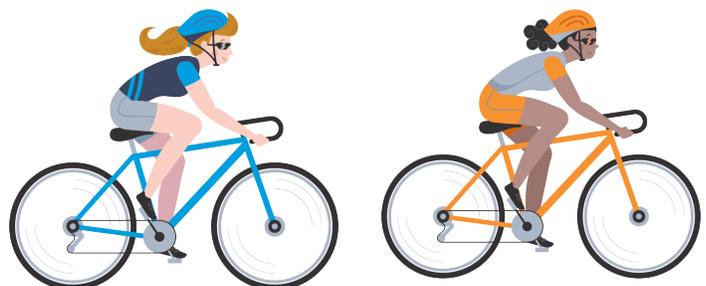


### CREATING A COMMUNITY OF SUPPORTERS

3:10PM-3:50PM, MILE 2 ROOM

Nic DeCaire, Fusion Racing

There is no better marketing than participants who are engaged year-round. To foster loyalty and community, Fusion Racing has built a running club of 300+ members who get race discounts, weekly runs, and access to a private Facebook page in exchange for an annual membership. Hear from Nic DeCaire and learn how to create and cultivate a group of raving race fans of your own!





## CROSS-PROMOTION WITH MULTI-RACE BUNDLES

3:10PM-3:50PM, MILE 3 ROOM

**Eric Cone, RunSignup**

Athletes always look for new challenges. In 2018, only 18.4% of participants returned to run a race they had run the year before. Multi-race bundles allow races to combine supporter bases to encourage registration across events. Bundles can be made up of events owned by a single organization, or through cooperation with other events. RunSignup VP of Business Development Eric Cone delves into the logistics of multi-race bundles - and how they can benefit your race(s).



## THE RACEDAY EXPERIENCE

4:00PM-4:40PM, MILE 1 ROOM

**Matt Avery, RunSignup**  
**Crisp McDonald, RunSignup**  
**Shelly Harris, RunSignup**  
**James Harris, RunSignup**

Create a dynamic RaceDay experience with our advanced RaceDay technology. Our RunSignup RaceDay team will lead an interactive session to explore the runner tracking options, notifications, and media that create unforgettable memories for spectators and competitors alike.



## RACE DIRECTOR BUSINESS SESSION

4:00PM-4:40PM, MILE 2 ROOM

**Scott Sutter, Racelnsure**  
**Michelle Bettis, 3W Races**  
**Kevin Harris, RunSignup**

Race Directors do more than set up a course. Our interactive Race Director Business Session will touch on the topics we all wish we could avoid, but can't - insurance concerns, working with timers and other vendors, repeatability in events, and the crucial, complicated sales tax issues that are appearing in a variety of states.



## STRATEGIC PARTICIPANT MANAGEMENT

4:00PM-4:40PM MILE 3 ROOM

**Herman Kinard, RunSignup**  
**Jeromie Houston, RunSignup**

Races often debate the merits of various participant management options - I.E., refund or deferral policies - in terms of how much commitment they can get from their participants. RunSignup Account Manager Herman Kinard and Sales Representative Jeromie Houston look at participant management from a different perspective: how flexible participant management can drive runner loyalty and revenue.



## CLOSING AND Q&A

4:40PM-5:00PM, MILE 1 ROOM

**Bob Bickel, RunSignup**

Wrap up the day with a few final questions for RunSignup Founder and CEO, Bob Bickel. Afterwards, we'll adjourn to happy hour at a local brewery.



## SIGNUP FOR A SMALL GROUP WORKSHOP?

**Check your email for room location, or stop at the Small Group Workshop desk on the Mezzanine.**