

# Talking Points...

Race Directors Seminar

Feb 7, 2014

Todd Busted

# Communication and the Smash Hit Event!

# Embrace Your Identity

**#ONE**

# Embrace Your Identity

- What sets your race apart?

# Embrace Your Identity

- What sets your race apart?
- What is your Purpose Statement

# Embrace Your Identity

- What sets your race apart?
- What is your Purpose Statement
- Look for Extensions

# Embrace Your Identity

- What sets your race apart?
- What is your Purpose Statement
- Look for Extensions
- Use Your ID Consistently

# Embrace a Cause

**#TWO**



# Embrace a Cause

- **Link the event to the cause**

# Embrace a Cause

- **Link the event to the cause**
- **Make it local**

# Embrace a Cause

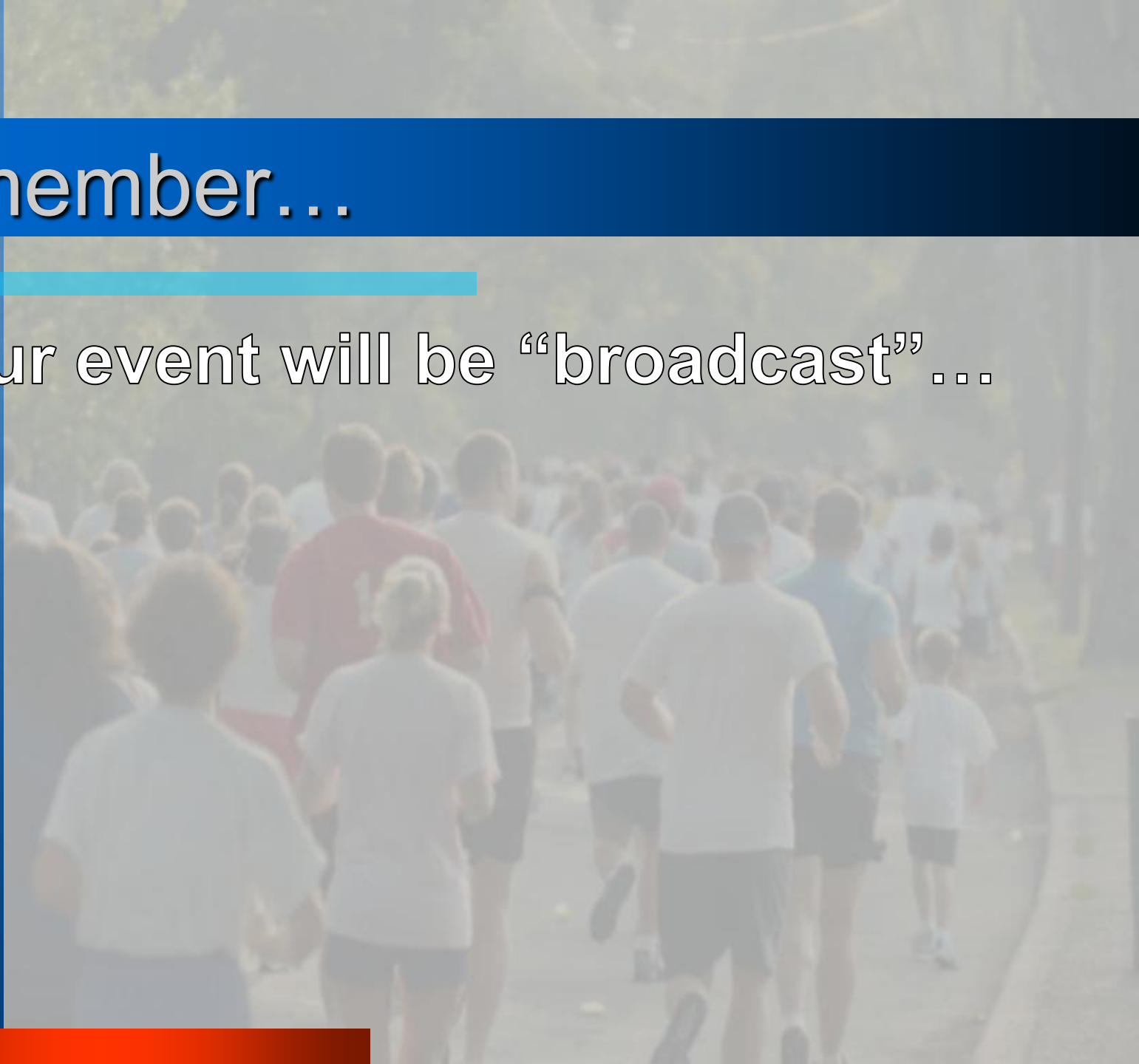
- **Link the event to the cause**
- **Make it local**
- **Find the stories**

# Embrace the Spotlight

**#THREE**

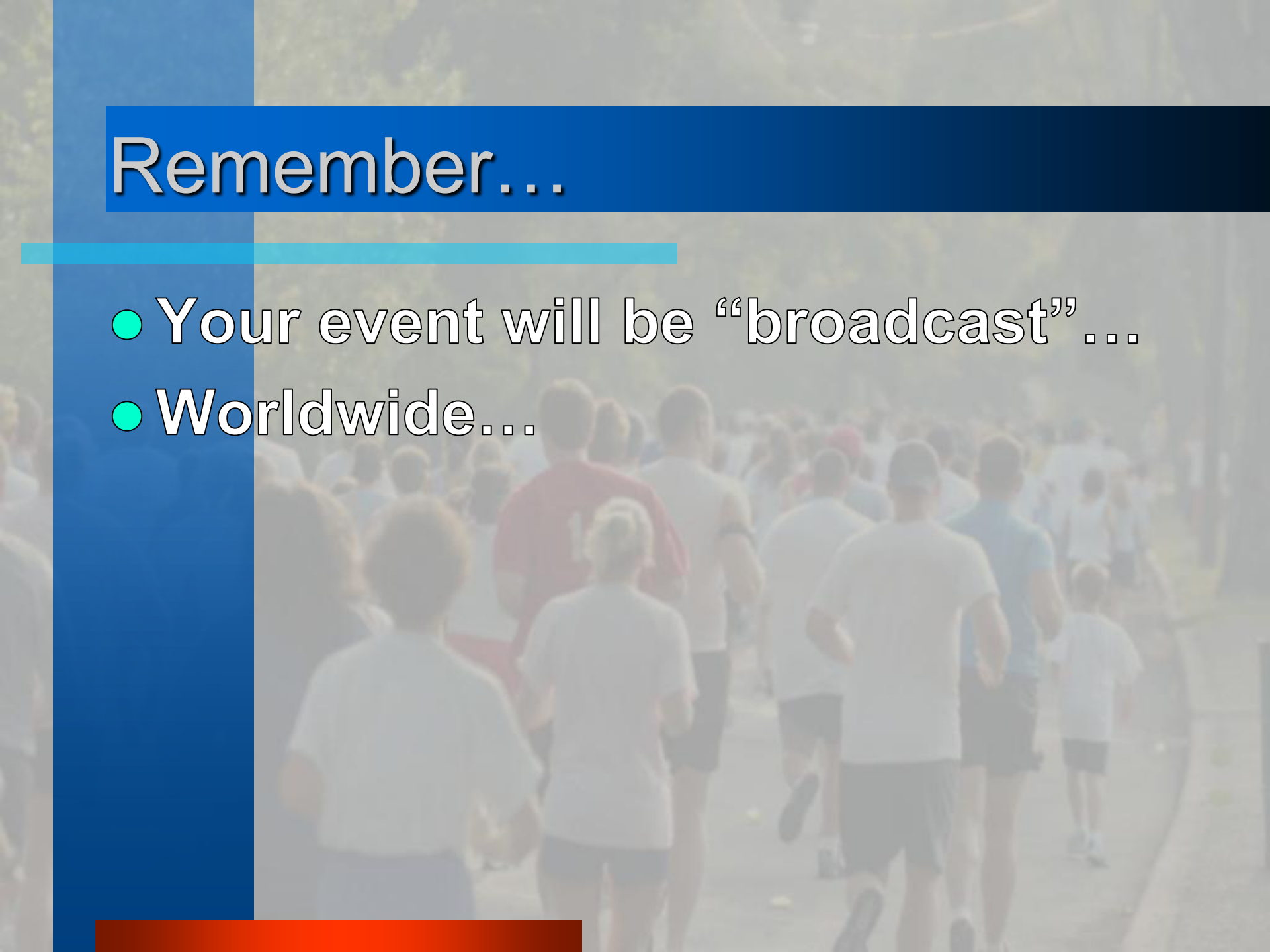
# Remember...

- Your event will be “broadcast”...



# Remember...

- Your event will be “broadcast”...
- Worldwide...



# Remember...

- Your event will be “broadcast”...
- Worldwide...
- By people with expectations.

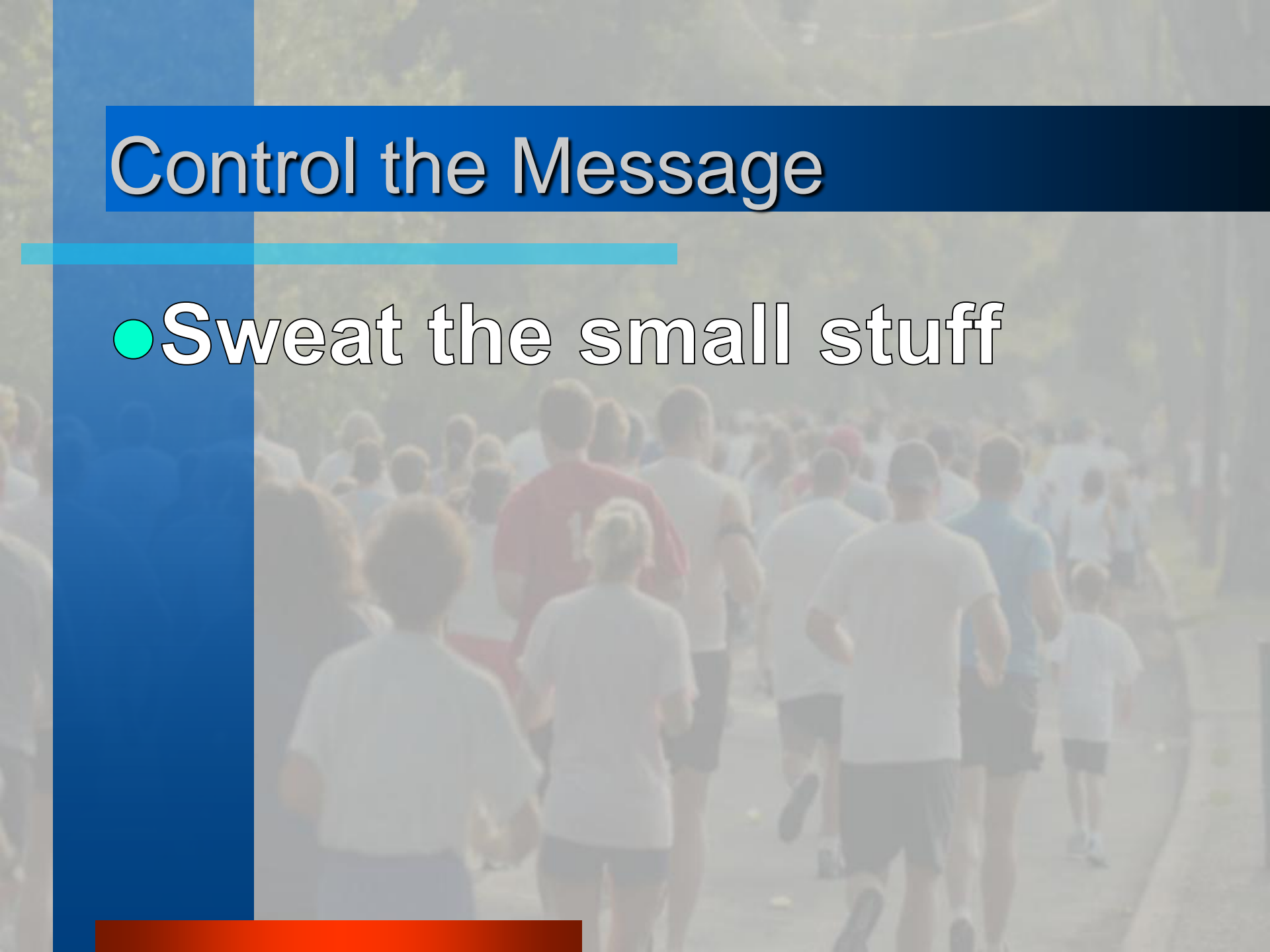
# Good News!

- You can control a portion of your “broadcast”



# Control the Message

- Sweat the small stuff



# Control the Message

- Sweat the small stuff
- Ask For Feedback

# Control the Message

- Sweat the small stuff
- Ask For Feedback
- Embrace Criticism

# Control the Message

- Sweat the small stuff
- Ask For Feedback
- Embrace Criticism
- Run a Contest

# Embrace Your Customers

**#FOUR**

# Radical Thought...

- Customer Experience  
is the new  
Marketing

# What If...

- \$2000 Dollars

What If...

● \$2000 Dollars

Tradition Marketing



What If...

● \$2000 Dollars

Customer Experience  
Fund



Worth Repeating...

- Customer Experience  
is the new  
Marketing

# Embrace The Mic

**#FIVE**

# Announcers Ten Tips To...

- **Improve your Event**
- **Strengthen your Brand**
- **Grow your Numbers**

# #10 Embrace Your Identity

- Work The Hook
- Commit To It.

**Example...**

**20 Minutes until we Sprint to Spring...**

# #9 Present Clear Information

- **Start Time**
- **Bathrooms**
- **Gear Check**

# #8 Know The Course

- Run It
- Ride It
- Drive It

Points of Interest...

You' ll be passing the home of a three time Olympian...

# #7 Good PA System

- **Wireless Mic**
- **Good Coverage**
- **Good Music**
- **Respect The Neighbors**

**Debate Avoidance Tip...**

**Tell the soundman everything...**



# #6 Embrace the Cause

- **Wear the Sponsors Gear**
- **Know Facts About The Cause**
- **Be “Pro” ... Whatever It Is.**

# #5 Be In Control

- **Run the Clock if at all Possible.**
- **Program the Music**
- **Remind Volunteers**
- **Answer Questions**

# #4 Be Positive

- Positive Sells
- Deal with Curveballs
- Set the Tone

# #3 Be Personal

- Call Out Names
- Find The Stories
- Give Your Event A Human Face

# #2 Respect Your Participants

- Let Them Run
- Limit the “Captured Talk”



# #1 Celebrate!

- Little Things
- Special Dates
- Unique Participants
- Being Alive...

# Contact Information

- Todd Busted
- [toddbusted.com](http://toddbusted.com)
-  @toddbusted
- todd@toddbusted.com