

Trudy Wakeman

- Race Director for:
 - Runner's High Ride n' Tie
 - Lake in the Hills Triathlon
 - Girls on the Run 5K
 - Stroke and Stride – swim/run
 - Former Chicago Triathlon R.D.
 - Walter Payton 16, 970 yard race

Best Practices

- Racetime Guide book review
- Race course & site layout (Parking lot to Porta Johns)
- Start and Finish Line Areas
- Registration - layout
- Theme throughout – color, forms, website
- Maximizing your exposure - Race Series, CARA, tie in

Racetime

- A Guide to
‘EVERYTHING
Involved in developing
Or conducting a race.



RACE DIRECTOR'S GUIDE TO PLANNING & ORGANIZATION

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Race and Site Layout

- Location
- Location
- Location
- Flow of event from Start to Finish

LOGISTICS, COMMUNICATION & THE RACE DIRECTOR

COMPLETED

RACE DIRECTOR – ONE PERSON (& ONLY ONE!)

Race Director oversees all logistical developments listed below

ALL INVOLVED WITH RACE KNOWS WHO THE RACE DIRECTOR IS COMMUNICATION

Prior to Race Day (Does everyone who needs to know....know?)

Meetings

Phone Calls

Email – if using email get confirmation of receipt

On Race Day

Race Director needs to be accessible to everyone & be able to reach key people throughout the event

2-Ways

Cell Phones

LAYOUT OF REGISTRATION TABLES – PRE & RACE DAY

T-SHIRT & GOODY BAG PICK-UP

BATHROOM FACILITIES

Indoor?

Outdoor? Contact "portable" services

TENTS

GEAR CHECK

AWARD CEREMONY

WARMING/COOLING AREAS

COURSE

GET CERTIFIED & KEEP MAP WITH YOU ON RACE DAY

KNOW PLACEMENT OF START AND FINISH

KNOW LOCATION EACH MILE MARK

WATER STATIONS

CONSTRUCTION ON RACE COURSE

DANGEROUS INTERSECTIONS/TURNS

COURSE CLEANED (SWEEP) PRIOR TO RACE

MARK COURSE WITH ARROWS AT LEAST 3-4 DAYS PRIOR TO

RACE...OR USE DIRECTIONAL SIGNS

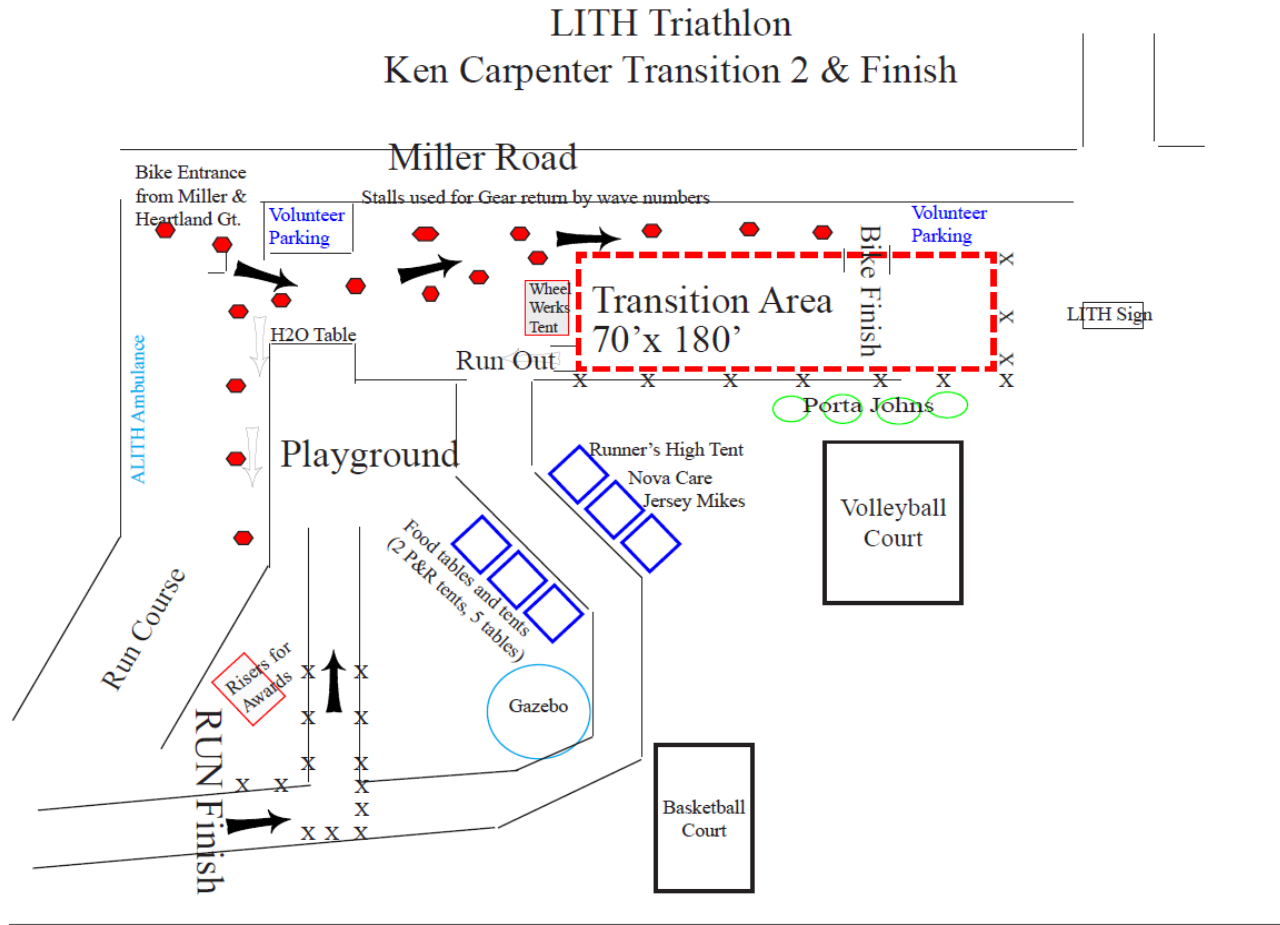
TRAFFIC/PARKING

P.A. SYSTEM

ELECTRICAL/LIGHTING

LOGISTICS, COMMUNICATION & THE RACE DIRECTOR

A place of everything

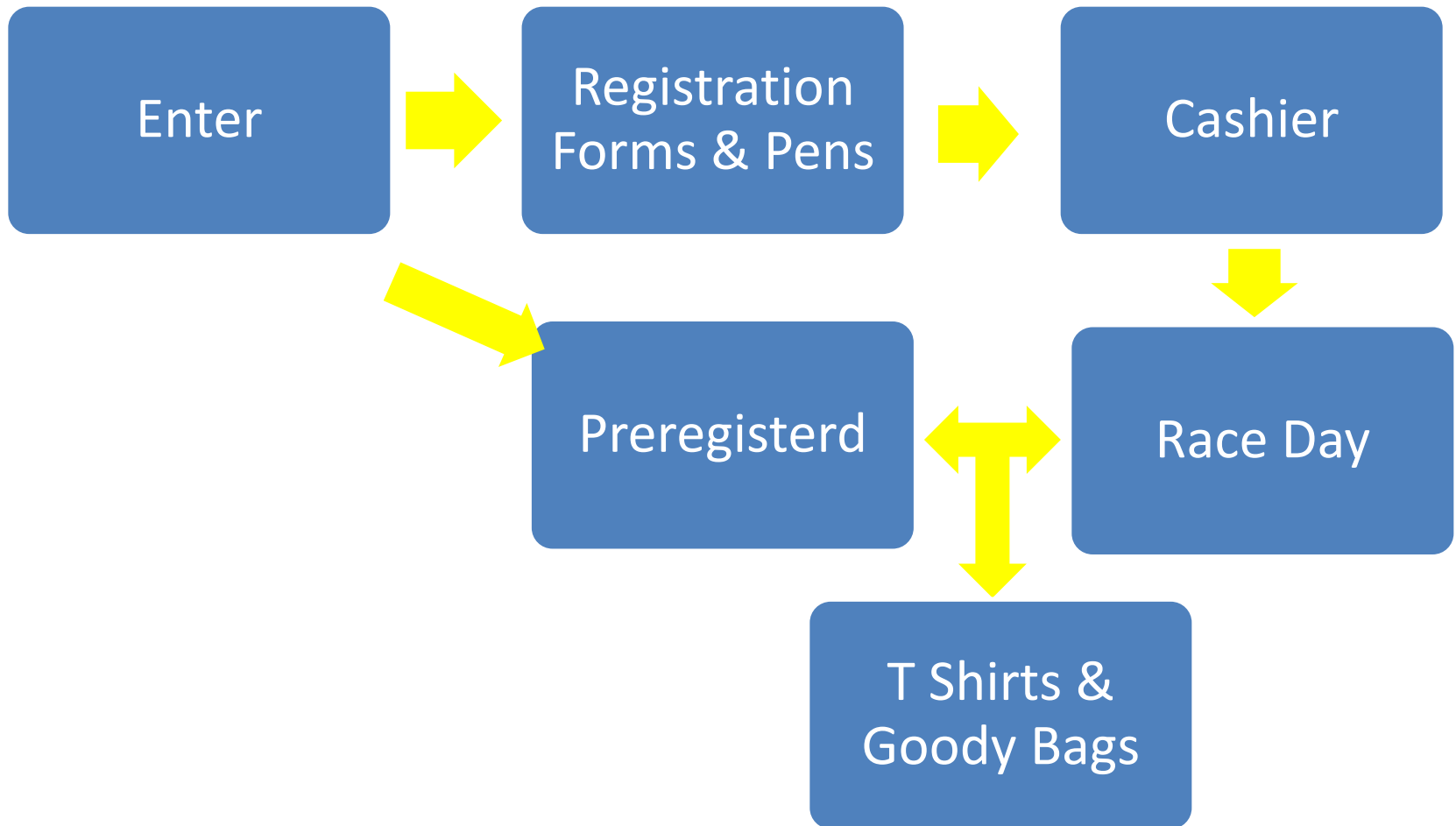


Start and Finish Line

- Dealing with a unique location.
- Hills
- Traffic
- Shade
- Sun



Registration layout



Keep the theme throughout...



Theme throughout

- Tie in with village events
 - 4th of July Parade – Utilize Parade Route
- Build around theme/event
 - Olympics
 - Ground Hogs Day
 - Super Bowl Shuffle 5K
 - Turkey Trot
 - Halloween
 - Labor Day

Maximizing your exposure

- Race Bundling – 2 races for less
- Race Series – Point series with many races
- About CARA
- Other ways to expose your event – make it unique

Risk Management

- ❑ “Duty of Care’ to our staff, volunteers, spectators, sponsors, other partners and stakeholders.
- ❑ Probability that something will happen at your event:
 - 1: Low
 - 5: High
- ❑ Weather: 3 - 5
- ❑ Fire: 1
- ❑ Extreme Health Related Problems (i.e. heart attack): 3
- ❑ Volunteers/Course Marshals not showing up at designated spot on course: 3

Management of Risk

1. Accept the risk
2. Treat (Mitigate) the risk
3. Transfer the risk
4. Avoid the risk

Table Top Exercise - - What if and what would I do??

Table Top Exercise

Header

	Risk Management Memphis in Motion 9-19-15		BAT TEAM Version #3
OPERATIONAL	LIKELIHOOD	CONSEQUENCE	TREATMENT
Health - Food & Disease	5%	shut down vendor	fix issues, get approval, reopen
Infrastructure Failure	10%	injuries, loss of products	Complete inspection of all equipment prior to opening of festival; practice continuous checks throughout event via roaming volunteers.
Lack of volunteer staff	10%	lack of personnel to ensure safe environment	Plan for both scenarios; adequate and lack of volunteers
Communications Failure	10%	Confusion, safety concerns	Have secondary communications plan; staff on-site specifically to handle comm. issues
Traffic/Parking	25%	Accidents, stress, unhappy guests	Adequate staff, police, etc., to monitor parking and admission areas.
SECURITY/PUBLIC SAFETY	LIKELIHOOD	CONSEQUENCE	TREATMENT
Crowd Issues	10%	Overcrowding, violence	Have adequate security staff on-site, both at entrance and roaming.
Health - Food & Disease	5%	shut down vendor	fix issues, get approval, reopen
Fire	5%	injuries, property damage	uphold city fire safety codes, include in all event planning
Lost child/person	25-50%	Panic, communication failure	Ensure emergency booths are located throughout festival and volunteers/staff are adequately supplied with radios. Predetermine centralized lost person location.
ENVIRONMENTAL	LIKELIHOOD	CONSEQUENCE	TREATMENT
Rain storms	30%	low attendance, damage to property, wet festival grounds	Have emergency action plan in place with staff and volunteers
			Have plan in place with local authorities to

Planning for Weather

- Weather Plan – heater, cold, unexpected
- Access to Doppler Radar
- Know your area
- Plan for the unexpected
- Weathers affect on participants

Plan for the heat or cold

NOAA's National Weather Service

Heat Index

Temperature (°F)

Relative Humidity (%)	80	82	84	86	88	90	92	94	96	98	100	102	104	106	108	110
40	80	81	83	85	88	91	94	97	101	105	109	114	119	124	130	136
45	80	82	84	87	89	93	96	100	104	109	114	119	124	130	137	
50	81	83	85	88	91	95	99	103	108	113	118	124	131	137		
55	81	84	86	89	93	97	101	106	112	117	124	130	137			
60	82	84	88	91	95	100	105	110	116	123	129	137				
65	82	85	89	93	98	103	108	114	121	126	130					
70	83	86	90	95	100	105	112	119	126	134						
75	84	88	92	97	103	109	116	124	132							
80	84	89	94	100	106	113	121	129								
85	85	90	96	102	110	117	126	135								
90	86	91	98	105	113	122	131									
95	86	93	100	108	117	127										
100	87	95	103	112	121	132										

Likelihood of Heat Disorders with Prolonged Exposure or Strenuous Activity

Caution
 Extreme Caution
 Danger
 Extreme Danger

Know your race area

- Shelter
- Additional parking – away from the soggy grass parking lot
- Heated areas
- Shield from the wind and rain
- Emergency procedures planned out
- COMMUNICATE – down the line

Weather on participants

- Less registered people may show up – but expect people to register the day of.
- If you're wet and/or wet & cold = problems
- Get dry - Get warm
- Access to changing tents
- Be positive roll model
- Race Director – bring a change of clothes and SOCKS!!

Working with Committees

- Job Descriptions
- Organizational chart – who reports to whom
- How decisions are made
- Who is the beneficiary of this event? What is the GOAL??
 - Remind committee members

VIII. Keeping it all Organized

- Delegate if you can – friends, family, co-workers, committee members....
- Do things when it's slower – porta john vendor quotes, shirt quotes
- Onsite photos of staging
- Keep notes of what you did you refer for next year
- Confirm and re-confirm vendors & staff
- Success plan for the future – Chicago Tri example

What will keep participants coming back?

- Organized,
- Well thought out,
- Hassle Free,
- Good Value,
- Fun, &
- Lasting memories,
- Event