

## Announcers

Fluff or Necessity?



## Announcers



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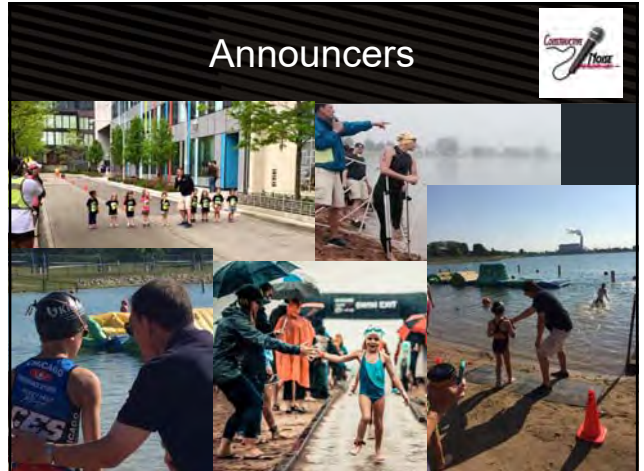
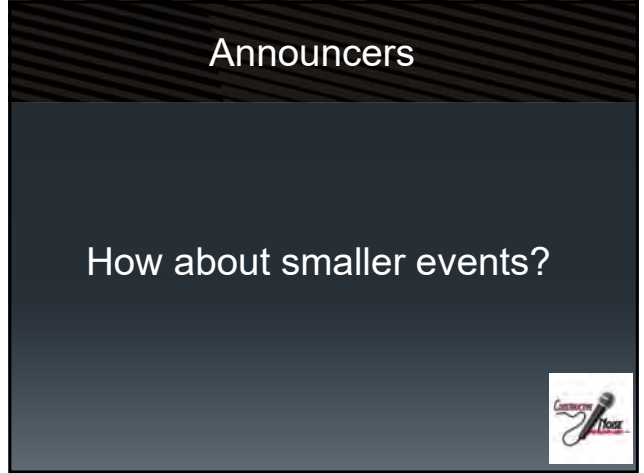
## Announcers

Only Big Events?



## Announcers





## Communication

- Key to every relationship  
Including announcer to R.D.
- Who participates these days
- Event vs Race
- Sport vs Activity



## Who Needs Announcers?

- Race Directors  
Logistics\*
- Marketing  
Sponsors
- Participants  
Appreciated



## Who Announces?

- Race Director
- Volunteer / Committee Member
- DJ
- Local Celebrity
- Professional Announcer / Emcee



## What's Needed?

- Communication
- Articulate event priorities
- Charity / Endurance / First Timer
- Start Line Coordination &  
Logistics - VIPs & Sponsors
- Finish Line – Names
- Fundraising



## Prep

- Pre Event Prep
- Consultation
- Review all relevant race information
- Create "Race Day Script"



## Pre Race



## Race Day

### Race Day Announcements

- Pre race announcements
- Emcee and run Start Line:
- Recognize key individuals / sponsors  
VIPs
- Course safety / running etiquette
- Start all waves/corrals
- Help keep event on time!



## Pre Race

- Information & Times
- Packet Pick-Up
- Bibs & Timing
- Gear Check
- Pre Race Hydration
- Porta Potties
- Lost & Found
- Medical



## Pre & Post Race

- Sponsors & Charities
  - Who, What, When, Where & Why



## Course

- Start
- Aid Stations
- Course logistics
- Course Safety
- Finish
- Pace
- Etc.



## Start Line

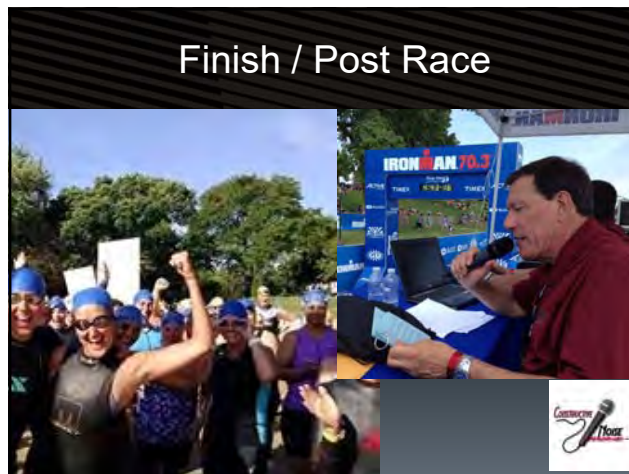
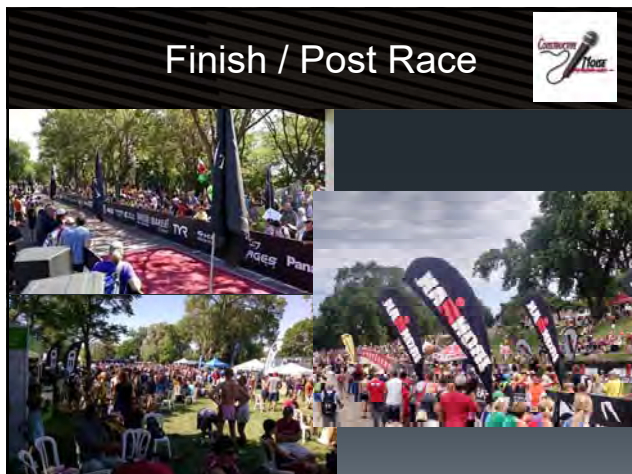
- Welcome
- Thanks
  - Sponsors, Volunteers, Etc.
- Course Info & Safety
- VIP's
- National Anthem
- On Time Start



## Start Line Ceremony









### Finish / Post Race

- Finish Line  
“Cheers Mentality”
- Awards
- Sponsors



### Sponsors

- Sponsor Expectations
- Who has what on site
- Who needs “extra love”
- Sponsor copy



## Charities



## Charities

- Fundraising Information
- Mission
- Totals
- VIPs



## \*Emergencies

- Delays
- Weather
- Conditions
- Course change
- Etc.....



## Event Alert System

ALERT LEVEL	EVENT CONDITIONS	RECOMMENDED ACTIONS
<b>EXTREME</b>	EVENT CANCELED, EXTREME AND DANGEROUS CONDITIONS	PARTICIPATION STOPPED FOLLOW EVENT OFFICIAL INSTRUCTIONS
<b>HIGH</b>	POTENTIALLY DANGEROUS CONDITIONS	SLOW DOWN / OBSERVE COURSE CHANGES / FOLLOW EVENT OFFICIAL INSTRUCTION / CONSIDER STOPPING
<b>MODERATE</b>	LESS THAN IDEAL CONDITIONS	SLOW DOWN / BE PREPARED FOR WORSENING CONDITIONS
<b>LOW</b>	GOOD CONDITIONS	ENJOY THE EVENT BE ALERT



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