



# HOW TO MAKE RACE DAY A success

PUTTING YOUR BEST FOOT  
FORWARD TO STAND OUT  
FROM YOUR COMPETITION





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[CHAPTER 5: PHOTOGRAPHY](#) GUEST AUTHOR: SEAN WALKINSHAW, PRODUCT MANAGER,  
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**P**ulling off a successful race is no small feat. Sometimes it can take months to plan. ([See our other guide on how to plan a race](#), too, that covers all your planning leading up to race day). All that work leads up to just a few hours on race day that your participants will judge you on. Race day is what all that planning comes down to. So you need to put your best foot forward to stand out from your competition.

To make sure you are set up for success we've pulled together all sorts of information that covers everything from porta-potties to a post-race wrap-up and everything in between. We'll give you insider tips on timing and photography, swag bags and volunteer management, even tips on how to make your race eco-friendly to help out Mother Earth.

So get your highlighter out and grab a cup of coffee. Whether you're new to event planning or are a seasoned veteran, you're sure to find some nuggets in this guide on how to make race day a success.



# 10 Tips FOR RACE DAY MANAGEMENT

**W**hat race director doesn't want to put on a race for the history books? That's how you get participants to share their experiences to whoever will listen on social media, over the phone, via text, in person (wait, does that actually still happen these days?). And, better yet, who come back for your next race and bring two friends, who tell two friends, and so on, and so on...well, you get the point.

Maybe your budget won't allow for your race to land in the "history books". But there are some really basic things that you CAN do to plan a race that will run smoothly and keep you out of the athlete dog house.

Here are our top 10 race day management tips that seem like no-brainers but (VERY, VERY) often get overlooked.

## 1. MAKE PORTA-POTTIES YOUR FRIEND

**MAKE SURE YOU HAVE ENOUGH PORTA-POTTIES! YES! I'M YELLING!** There's nothing worse than the gun going off and there are 150 people waiting in line for the porta-potty. I've been in that line, and clearly I was not alone. It sucks. And we all talk about how much it sucks...to anyone who will listen.

## 2. REMEMBER, UNZIPPING IS GOOD

Unzip those zip ties on the porta-potties. Duh, right? **WRONG!** It happens. Oh, and bring scissors to your race. (That should be a separate tip, but I'll leave it here). Scissors will help get those zip ties off. The same people who forget to cut the zip ties off, usually forget scissors on race day.

### 3. QUIZ VOLUNTEERS

First on your race course map. Make sure your bus drivers, pacers, and volunteers giving directions know the race course. Yep. Believe it or not, race directors forget to make sure everyone knows where the turns are. It happens over, and over, and over again... And over, and over, and over again, athletes don't go back to those races (and they make sure their friends don't either). And while you're at it? Hand out an FAQ document to your volunteers that answers other questions like who to contact in an emergency, what time the race starts, where all those porta-potties are, where packet pick-up and on-site registration are...you get the idea.



### 4. MAKE SURE PEOPLE KNOW WHERE THEY'RE GOING

Make sure your race course is well-marked. Like, REALLY well-marked. The longer the race, the more you should mark it. And keep the signage consistent. It doesn't have to be elaborate. It can be colored tape on the ground. Just give your athletes the confidence that they're going in the right direction. That's the last thing they want to be worried about. It slows people down and gives them unnecessary doubt, and a miserable experience.

### 5. PRETEND ELEPHANTS ARE RUNNING YOUR RACE

OK. That's kind of ridiculous. But really, have more water (and aid stations for that matter) than you think are necessary. People need water,



and help. I do not know a single athlete that has done a race that lacked enough water that hasn't complained about it every time someone asked how the race was. And most won't do the race again. People don't want to carry their own water. This is like race management 101. Have (more than) enough water stops, and more than enough water AT the stops. Another no-brainer? Make sure it's clean and doesn't get people sick. Yes.. this also happens...and it also creates bad PR.



**6. STOP THE CRAP** Crappy swag bags, that is. Give something unique. It will pay off. [The Esprit de She triathlon](#) series gives cycling jerseys in their schwag bag. Do participants pay a little extra? Probably. Do they keep coming back year-after-year and bring friends? Absolutely. Other great schwag ideas? Drink coozies, trucker hats, beanie's, gloves, socks. Slightly different goes a long way. Check out our [Top 10 Race Swag Bags](#) blog for more ideas. Ditch the t-shirt? Maybe. Ditch the finisher medal? Never.

## 7. MAKE PACKET PICK-UP YOUR FRIEND

Get creative with packet pick-up locations. This can be a challenge, but can REALLY help out participants AND lead to some extra cash to your bottom line. Talk to local running stores and see if they'll let you set up a table at their shop to let people pick up their numbers. Athletes will need last-minute gear that they can pick up at the shop, and you can negotiate a percentage of the profit on. You can take on-site registrations, too, capturing some of those last-minute online registrations prior to race day.



## 8. THERE SHOULD BE AN ORDER TO AWARDS

Give awards out in the order of the race. Don't make the marathoners (who started at 6am) wait for the half marathon men and women, 10K men and women, 5K men and women, and kids run to go first. They've been at your event longer than anyone. They're ready to go home.



## 9. THE FASTEST PEOPLE AREN'T THE ONLY ONES WHO DESERVE AWARDS

Give awards to more than just the super-athletes. This goes a LONG way. Show the other athletes you care about them too! How about an award for the last person to cross the finish line? (You don't have to wait for the awards ceremony for this one). What about the youngest competitor? Oldest? Biggest team? Happiest person in the race? Random bib number gets a prize? Whatever! Have some fun! Show people you care.

## 10. PUT YOURSELF IN THE “AVERAGE ATHLETE’S” SHOES

OK. This one might sound a little harsh. But the reality is, unless you're the [Boston Marathon](#), you're gonna be attracting a lot of 'average' athletes. That's OK! Embrace them! Put yourself in their shoes. What is race-day registration going to look like? What is the start and finish line going to look like for the 10 minute/mile pace pack? What are the porta-potties going to look like half an hour before the race? What about half an hour after those 10 minute-milers cross the finish line? Think about the worst case scenario for peak density at all points in your race. THAT'S your not-so-sweet spot to plan for.



These may seem like simple tips, but **PLEASE DON'T TAKE THEM LIGHTLY!!** People forget these things all the time! Even in really big, seasoned, races. It's terrible PR and it makes athletes really unhappy. With so many options out there, people will be quick to find a reason to drop your race and try the next one (and tell people why). So don't screw up on the basics. Give them the time, thought and energy they deserve. It will pay off, I promise.



A woman in a teal shirt is smiling and holding a water bottle and a gift. In the foreground, a hand holds a silver tray with several wrapped gifts. The background shows other people at a race.

# swag BAGS

**T**here are blogs about it. Mile-long comment threads on Facebook. And even press releases dedicated to announcing it. We're talking about the swag. It won't be the sole thing you're focused on as you plan a race, but it certainly contributes to a lot of athlete buzz. If you're racking your brain to think of some creative ideas for race swag, get inspiration from these 10 events:

## NIKE WOMEN'S HALF MARATHON

When you put firefighters in tuxedos and give them Tiffany & Co. necklaces to bestow upon finishers, you're going to make waves among participants. Yes, the bar is high, but no reason you can't take this idea and simplify it (the [Mermaid Series](#) usually has a pretty sweet necklace in their swag bag).

## SINISTER 7 ULTRA

After making it 100 miles, runners are rewarded with a drink—from a customized cab-merlot wine bottle that includes the finisher's name, bib number, and finishing time. The labels are made right at the finish line so the athletes can take them home.



## FLYING PIG MARATHON

This hilly event is known for having cool medals that are two-sided, three-dimensional, and feature quirky images of the eponymous pig. Who doesn't love a unique medal? They never get old.



## HOT CHOCOLATE 15K

Billed as “luxurious,” the full-zip hoodie in the 2015 goodie bag is bound to be a popular item. But even it can't outshine the finisher's mug filled with chocolate fondue and dippable snacks.

## 3M HALF MARATHON

Held in Austin, this event's goodie bags are known for being plentiful, practical, and wacky. Previous years have included items like Scotch tape, Post-it notes, Scotch-Brite cleaning cloths, super glue, bandaids...you name it. Just proves it doesn't have to always be a Tiffany's necklace to make people happy.



## ROCK 'N' ROLL MARATHON SERIES

These musical races have been credited with starting the series medal phenomena and have become obsessive targets of “collector” participants. For example, Rock 'n' Roll offers the Heavy Medal Series (awarded for completing multiple events in the series), Limited Edition Medals (completing a specific combination of events), and Remix Challenge Medals (completing two Rock 'n' Roll events on one weekend).



## RAGNAR TRAIL

Self-proclaimed as “the best da\*n swag in the world,” the 2015 race will include an ultra-soft t-shirt and a finisher’s medal unlike any other. This rugged Multi-Tool Medal can open a bottle or can, saw wood, unscrew a lug nut, and more. Sounds more like a Swiss Army Knife.



**RUN!GEEK!RUN! 5K** Technical t-shirts and souvenir geek glasses are given to all athletes. But the real prizes are the signature bobbleheads awarded to the top three overall male and female finishers. Just awesome.

## HAMPTONS MARATHON AND HALF MARATHON

True to its sun-and-sand vibe, this event’s swag has included a beach towel and flip-flops at previous events, to rave reviews from participants.

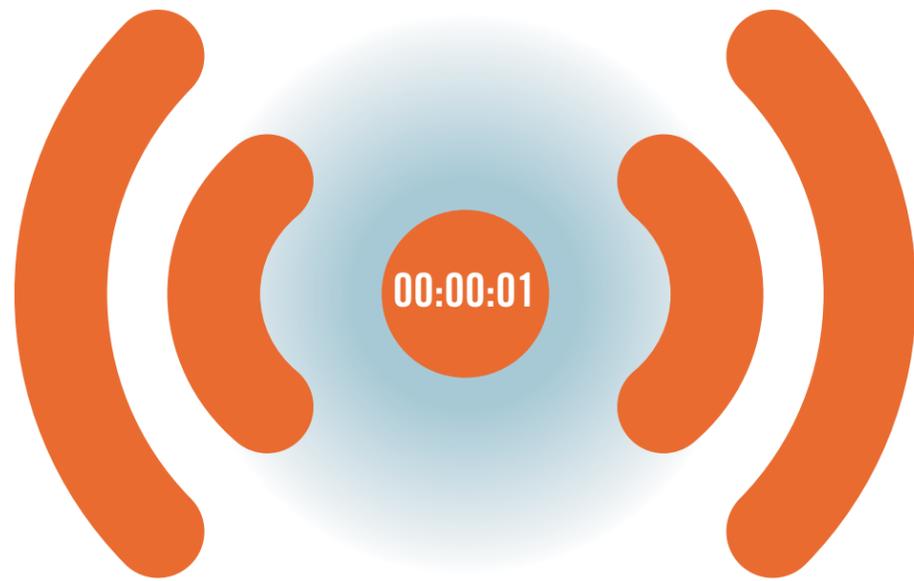
## CHOCOLATE TURKEY 3 MILE

Fun and light-hearted, participants receive an official race apron or cape, and a chocolate turkey at this event organized by [ShaZam Racing](#).

CREATIVE? YES. POPULAR? DEFINITELY. BUT INSTEAD OF STARING AT YOUR RACE CHECKLIST AND STRESSING ABOUT COMING UP WITH YOUR OWN BRILLIANT IDEA FOR RACE SWAG, START BY TRYING TO GET INSIDE THE HEADS OF YOUR PARTICIPANTS. WHAT WOULD THEY THINK IS COOL AND SPECIAL? HOW CAN YOU PROVIDE THAT TO THEM? AND WE’LL LEAVE YOU WITH ONE FINAL NOTE: STOP FILLING YOUR RACE SWAG BAGS WITH NOTHING BUT CRAP IN THEM. PUT ALL COUPONS AND PAPER ON YOUR WEBSITE AND PUT SOMETHING IN THAT BAG THAT REALLY REPRESENTS YOUR EVENT!

# RACE *timing*

**T**iming a race can get expensive and can Sharknado your budget. But you're going to have to grit your teeth and sign over that check—choosing to cut corners on race timing and doing it with outdated technology is a surefire recipe for disaster. So don't even think about asking your family to get out there with stopwatches and legal pads! Yes, we know the kids are willing to help and you need to manage that bottom line, but this is one aspect of the event that must be executed with precision.



## WHY IS RACE TIMING SO GOSH-DANGED IMPORTANT? BECAUSE IT...

**CLEARLY STATES YOU'RE LEGIT** Chip timing is standard in the industry. Even if you only have 10 people show up to your start line, you want them to know that you run a professional event.

**KEEPS PARTICIPANTS HAPPY** People are competitive. Your participants may not be Olympians, but they want to win, even if that means beating their previous split times (or their neighbor who PR'd in a half marathon last month).

**MAKES YOUR LIFE EASIER** Your timer will take care of all the details and you can work with them as a partner to make sure this big part of your event goes off without a hitch. Taking it all on yourself will be more long hours and stress you don't need.

**IF YOU'RE A FIRST-TIME ORGANIZER, DON'T LEAVE THIS DETAIL TO THE LAST MINUTE. REACH OUT TO EXPERIENCED EVENT DIRECTORS AND ASK FOR RECOMMENDATIONS, AND THEN SEND OUT A BID REQUEST TO SEVERAL TIMERS. YOU CAN CHOOSE A TIMER BY EVALUATING:**

**PRICING** Ask for a straightforward quote. Most pricing has a minimum fee that needs to be met then the cost varies from there based on number of participants. Most timers charge by number of registered participants due to bib prep.

**TECHNOLOGY** Ask for read rates on the chips and how the company manages the entire process, beginning to end.

**EXPERIENCE** Ask for references and company history.

Unfortunately, the most experienced timers with the newest technology don't come cheap. You'll have to strike a balance on quality and cost so you can stay within your budget, unless your uncle is Scrooge McDuck.

As trite as it sounds, timing is everything, and it's definitely an element of your event you should dedicate serious thought to. If you need any advice, [contact us](#) or just want some recommendations for timers we trust, check out a list of our ChronoTrack certified race timers [here](#).



A woman in a bright green long-sleeved shirt with 'CREW' written on the back is kneeling on a paved surface. She is using a black marker to draw a number on the leg of another person who is sitting on the ground. The woman has her hair in a bun and is wearing sunglasses on her head. In the background, there are bicycles, a sign that says 'LIFE TIME TRI' with the phone number '881-960', and a black flag with a 'BEL' logo. The sky is overcast with some light clouds.

# *maximizing* VOLUNTEERS

**Y**ou're not the first, or the last, event director to be worried about volunteer management and numbers as you plan a race. It can feel like you're chasing down tumbleweeds sometimes, but there are things you can do to make your life a lot easier and get the help you need. Avoid the dreaded "one and done" experience and keep your volunteers coming back year after year with these tips.

## WRITE A BOOK

First things first. It may seem annoying and time consuming, but creating a volunteer handbook will payoff big time. Document everything and be as specific as possible. This will take work up front, but will save you hours of time when you begin planning for your next event.

### ✦ CHRONOTRACK TIP

In the handbook, include:

- Outlines of each volunteer position: Clearly explain the responsibilities and expectations for each position
- Course maps
- Emergency contact numbers
- FAQs



## RUN THE NUMBERS

Do you know how many race volunteers you'll need? It's important when thinking about volunteer management to determine how many helping hands should be at the start line, finish line, and along the course. And don't forget about pre-race goodie bag stuffing, race registration at the expo, and post-race clean up. Really think about it because too many or too few volunteers can both be bad news.

### ✦ CHRONOTRACK TIP

If you're not sure where to begin, go to other races and check out how many volunteers are manning the water stops, packet pick-up areas, finish lines, etc. This will give you ballpark numbers to start with.



## RECRUIT (OR BRIBE) YOUR COMMUNITY

Don't try to grow your volunteer numbers one by one—that's just too hard. Go to local clubs and businesses to ask for volunteers. You can "bribe" them by offering a discount to next year's race, a donation to their charity, free schwag, etc. Once you get these groups on board, you can add them to your online registration software (as a separate list from registrants), helping you keep everyone involved with the event in one system.

### ✦ CHRONOTRACK TIP

Here are ideas on where you can start recruiting:

- High schools (many students are required to complete a certain number of volunteer hours)
- Running or triathlon clubs
- Gyms
- Local charities
- Adult sports leagues



## FIND LEADERS

Assign someone to be your lead at each volunteer station. This will be your go-to person whom you communicate with, saving you from having to update each volunteer individually. This person will have a copy of your volunteer handbook and will act as your liaison.

### ✦ CHRONOTRACK TIP

The volunteer lead could also be tasked with finding more volunteers to help fill his or her station if you need some help.

## TRAIN YOUR VOLUNTEERS

It's important for your volunteers to feel prepared for race day. Many race directors hold pre-event volunteer training meetings (these can even be done virtually). Whether you

choose to do that or not, just be sure to prep your volunteers on what to expect. Arm them with race maps, talking points, FAQs, general timelines, and any other pertinent information.

### ✦ CHRONOTRACK TIP

As part of volunteer training, set clear expectations to avoid drama. Explicitly state that each volunteer is responsible for showing up on time, finding a replacement if they need to back out, acting professionally as a representative of the race, etc.

## CHECK IT OFF

There's a reason that checklists have been used for task management since paper was invented—they work. Create a volunteer race day checklist that will help you stay organized and quickly assess if the right people are in the right places.

### ✦ CHRONOTRACK TIP

Organize your checklist chronologically, and then by location. For example, your start line volunteers will most likely have the earliest call time, so put them first on your checklist. Within your “start line” section, create subsections that follow your start line map (furthest to closest to the start line): parking lots, general assembly areas, corrals, etc.



## MAKE IT FUN

A sure-fire way to lose race volunteers after one event is to stress them out. Along with giving them some pre-event training, make race day fun. Play music, offer them snacks, and ensure they have all the information they need to do a good job. In general, think about the little things you can do to make the day enjoyable and positive for your volunteers.

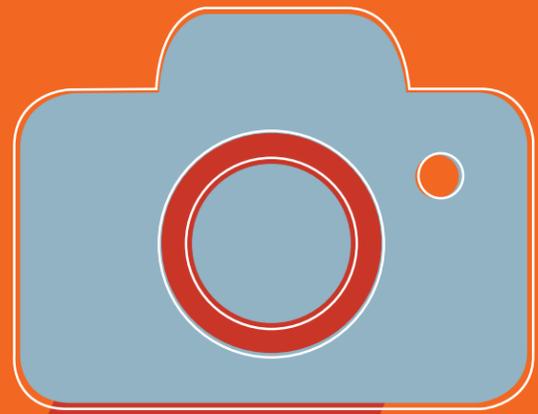
### ⚡ CHRONOTRACK TIP

Monitor your volunteers all day and be prepared to shift them around. If some are idle (maybe they're assigned to packet pick-up or race-day registration so they're done when the gun goes off), move them to an area that is extra busy (perhaps the increasingly long lines at gear check). This will combat boredom and relieve stress for your volunteers.

Just like your participants, you want your volunteers to have a great experience and feel appreciated. The events with the best, most loyal volunteers have a rock-solid volunteer management handbook and create strong, genuine relationships with their volunteers.



*visualizing*



# PHOTOGRAPHY

BY SEAN WALKINSHAW, PRODUCT MANAGER, MOBILE & DIGITAL MEDIA

I like to focus on People, Product and Process with every business-related decision I have to make. There is no difference with that mandate when looking at the fulfillment of endurance event photography as a piece of your race management practices. Your participants will be actively seeking two things after your event; (1) their results and (2) their photos. The expectation of these deliverables continues to be ever more demanding in regards to the quality and timeliness to market. Whereas results have essentially become instantaneous, the digital media deliverable has some catching up to do.

## PEOPLE

As your organization begins to evaluate the needs of event photography please keep in mind ultimately who they're serving. A focus on your participants' experience should be a cornerstone of every race plan. Ask yourself, is it in my best interest that I look to photography as being a retail vendor to my event, a service provider to my event or something in between (a hybrid).

The most traditional event photography model is where the photography vendor is purchasing the exclusive rights to photograph the event and sell the images back to the runners (retail model). Then, for a transfer of these rights, the photography vendor will supply a gross revenue share, net profit share or a per finisher guarantee back to you 90 to 120 days after the event. In this model, "retail model", your participants will potentially be subject to a large host of emails encouraging them to buy photos. For most events, only 3% to 5% will end up making a purchase. Once again, on "people", ask yourself, is the photography rebate vendor check worth this treatment to your runners?

On the other end of the spectrum is the "service model" where your participants will receive free digital content after the event. In this model, about 80% to 85% will have an engagement with your event photography compared to the 3% to 5% as noted in the "retail model". Specific to "service model", your participants will take great interest and quickly download the content creating a shareable experience from the event. In a "service model", your photography vendor will have a set charge for these services, typically based upon a per finisher head count. These costs should and can be monetized by bringing on an "event media sponsor" and/or increase in registration price. Remember, your participants are receiving a heightened service when free digital media is being provided.



## PRODUCT

As shared above, the product of event photography is transforming. From 1984 to 2008, Print & Product were the leading contributing factors for revenue gains in the event photography space. Starting in 2009, digital downloads started taking off and becoming one of the leading contributors to bringing in dollars. The digital media product evolved again in 2012 as participants began to lose interest in purchasing media and as a result the aforementioned “service model” began to take shape in our industry.

Companies like Backprint, ChronoTrack and GameFace have created platforms that allow for an instant HI\_RES, downloadable, socially shareable digital media product that is accompanied by a sponsor’s logo. As we walk into the 2015 calendar year, large event owners like Life Time Fitness Athletic Events, Spartan Race and the San Francisco Marathon now offer free digital downloads, a service model, at the majority of their owned events. A telling sign for the future, your digital media is a transformative product that not only creates an event day experience for your runners but also extends beyond the day of the event by creating sharable experiences and lasting memories long after.

*Your digital media is a transformative product that not only creates an event day experience for your runners but also extends beyond the day of the event by creating sharable experiences and lasting memories long after.*



## PROCESS

This internal conversation with your event is necessary as you'll need to address who your consumer is [the people], and what you want them to receive [the product]. With that in mind, you'll address the "process" in which your organization wants to take on and act in accordance to your budgeted resources and/or revenue expectations with event photography.

Questions like:

- Do we want to sell photos or give them away?
- Do we want a vendor to receive our participant database or do we want to keep everything "in-house"?
- What company do we want to host and fulfill our photography needs?
- Do we want to hire the photographers or outsource that function?
- What photography vendor is best suited to meet the needs of our participants?
- What photography vendor is best suited to demonstrate ROI to our sponsor when enacting a "service model"?
- Do we to look at photography as a new type of sponsorship package?
- How can event photography be a differentiator at my event?
- How much content do I want captured at my event?
- How do I want my runners marketed to (email, social media, MMS, print mail, etc.)?

[ChronoTrack](#) is setting a new foundation in the endurance event media space by providing a variety options that allow our clients to best meet the individual needs of their participants. Selecting a vendor capable of providing an end-to-end solution, race photography is playing arguably a larger role than in years past with race planning, should be top of mind with any planning activity as consumers continue to consumer digital media as an accelerated rate. In concert and addressing People, Product and Process will put your event into a new class in regards to creating an ideal event photography solution.

*"Of all of our inventions for mass communication, pictures still speak the most universally understood language." — Walt E. Disney*





Climate change is undoubtedly a ‘hot’ topic right now and nothing seems greener than getting outdoors for a race. Yet if you’ve ever attended one, you’ve seen the amount of trash that can pile up in bins and potentially litters the course. Now add in the materials used in race gear and merchandise, the pace cars, the power it takes to charge all the electronics at the start and finish line – every aspect of race planning has the potential to pollute. Luckily, many aspects have a green alternative. Let’s dig into how to create an eco-friendly race.

## GO PAPER-FREE

From participant and volunteer registration to communications and advertising, it's possible to create a virtually paper-free process. Most race organizers use [online race registration software](#) these days and require participants to provide an email address for updates ([race registration software has many other benefits as well](#)). Invest your advertising dollars in digital: chances are anywhere you would advertise with flyers has an online home, too. This will save trees and put you well on your way to creating an eco-friendly race.

If you do find yourself needing paper, find some that is made from recycled materials and use sustainable non-toxic inks like those made from soy and vegetables as opposed to petroleum. Look for ways to reuse your paper: some races, like [The Run for Clean Air](#), print their bibs on seeded paper that participants can plant afterwards. And of course, if you can't find a way to reuse it, recycle it!

## SAVE THE AIR, CARPOOL

For huge races like the TCS New York City Marathon, people travel from all over the world to race. But even if it's not a world marathon, chances are people still aren't walking to your event. Reduce pollution, traffic, and parking space by providing participants and spectators with incentives and information on public transit and ridesharing companies ([hmmm, this seems like a great local sponsor idea](#)). Depending on your resources, consider a shuttle to and from the race. Rent bike racks for those looking to get their pre-race warm-up in. Again, think about whether



or not you could offset the cost of some of these things with sponsorships or donation requests (like the racks or shuttles).

Now, think about your own race vehicles: the pace cars and security vehicles that potentially patrol the course. Look into replacing these with bicycles, hybrid/biodiesel cars, or electric scooters. After all, who needs a car when you're going less than 15 mph?

## CLEAN FOOD AND WATER

A lot of water is needed to keep the masses hydrated. While some eco-friendly races require participants to bring their own reusable water bottles or waist packs, we realize this isn't a viable option for everyone (carrying a water bottle for 26.2 miles can get old pretty fast). Offer water along the course in compostable or biodegradable cups or take it a step further like the ING Hartford Marathon and install a 70-foot long water fountain at the finish line, an invention

that eliminated the need for 20,000 water bottles in just two years.

When it comes to food, buy in bulk and stick with biodegradable or compostable plates, napkins, and utensils. Limit the distance food has to travel to your race by providing locally-sourced food when possible; some races will even offer a post-race farmers' market! Provide clearly marked containers for trash, recyclables, and compost and include [easy-to-read guides](#) on each container. At the end of the day, see if a local food bank or charity will accept your leftover food and drinks.

## SUSTAINABLE SWAG

Trade standard cotton and synthetic fibers typically used in race shirts for more sustainable and environmentally-friendly alternatives like organic cotton, bamboo, and recycled materials. Ditch the plastic goodie bags and opt for reusable cloth versions filled with eco-friendly goodies. You can even make your finisher medals from recycled materials like glass, metal, or wood! [The Portland Marathon](#) goes extra green by giving out tree seedlings as awards.

In addition to the plethora of cups scattered along the course, you'll also find plenty of discarded clothing. Instead of tossing these, donate the gently used clothing to local thrift stores. You can also encourage athletes to bring along their worn-out shoes (you know they have some) for donation to thrift stores or non-profits like [Soles 4 Souls](#).

## KEEP IMPROVING

There are many more aspects of eco-friendly race planning than can be addressed in this article, like using solar power or [eco-friendly porta-potties](#). In moving towards a truly 'green' race, use this [Carbon Footprint Calculator](#) to get an idea of your race's current status and use the [Council for Responsible Sports' certification checklist](#) to see what other areas you could improve in.

For the areas you can't sacrifice, consider buying [carbon offsets](#) or offering them to participants for purchase. Carbon offsets are a way to make up for one's CO2 emissions by investing in green technologies.

A lot may have to change to 'green' your race, but we assure you the effort is worth it in the end. You'll get brownie points for being socially responsible, be seen as a leader in the industry, and will be playing a key role in protecting the great outdoors that we all love to race in so much.





# POST-RACE *wrap-up*

It's always a bittersweet moment: the finish line is crossed, the medals are handed out, and the race is over. Your work, however, is not. Add these ten tasks to your race director checklist for an efficient post-race wrap-up and an even more successful event next time!



## 1. MISSION CLEANUP

Cleaning up after a race can be overwhelming, so establish a game plan ahead of time. You'll want to make sure your entire race area is clean from start to finish, including any tents or buildings you've been using. If you brought it, pack it! Collect all trash, race items like cones and signage, and any other materials lying around like extra bibs, forms, and [race merchandise](#). For leftover food and drink, give it to your team for a post-race snack or donate it to a local food bank. At the end of the day, the area should look just as it did when you arrived, or better.

## 2. POST RESULTS ASAP!

And when we say A-S-A-P, we mean it! Your participants will immediately want to know how they did and how they compare to everyone else. [Share athlete updates and on-site results](#), post results on your website, share them on social media, and send out an email to participants. You'll want the results to be as readily accessible as possible. Results are a great way to increase exposure to your race because athletes love sharing their race results with friends and family.



## 3. SEND OUT A PRESS RELEASE TO LOCAL MEDIA

Yep, you can promote a race even when it's over! Write up a press release ([click here to see how](#)) and send it out to a few local reporters. Be sure to include all the juicy details, including how many finishers there were, any human interest stories, and, if applicable, how much money was raised. Just be sure to research reporters first to avoid spamming them with content they won't care about. Personalize your communications to each individual you reach out to so they don't feel like just a number.

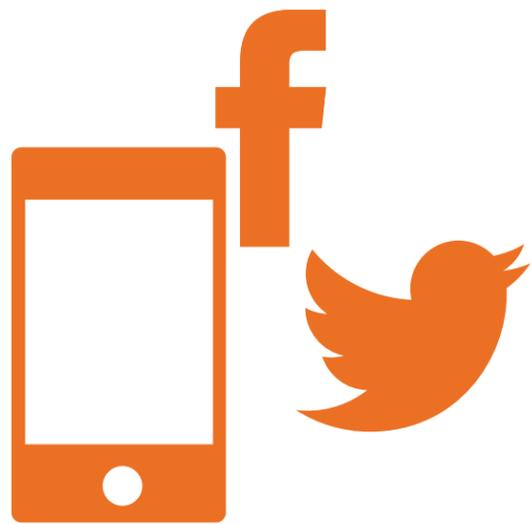


## 4. SAY, "THANK YOU"

You're probably pretty great at your job, but you couldn't do it alone. Thank the people who helped make it happen! This includes your event sponsors, volunteers, caterers, key staff members, and municipality workers who helped with all those pesky permits. A handwritten note is best, of course, but a personalized email will do in a pinch. Just be sure to show your appreciation! They won't forget it next year when you come around asking for help again. And don't forget your participants. [Find ways to make your athletes feel special](#) and thank them, too.

## 5. GET FEEDBACK

You'll want to hear from your race participants on what you could improve on for next time. Use a free survey service such as [SurveyMonkey](#) or [Qualtrics](#). An ideal survey should take no longer than 10 minutes to complete (or let's be honest, no one will do it). You'll want to measure how satisfied they were with different aspects of the race ("On a scale of 1-5, how satisfied were you with the online registration process?") and also give them some room to provide comments of their own. This is a step not everyone is taking and will go a long way in your race planning for next year.



## 6. SHARE STORIES!

In addition to feedback, ask your race participants to share their stories with you! Encourage them to share photos, videos, and stories on social media with a unique hashtag that you create and share in all of your communications with them. This hashtag will allow you to search for participants' posts on [Facebook](#), [Twitter](#), and [Instagram](#). Then you can like, comment, and repost your favorites! You can also interact and respond to posts, building engagement between you and your participants before, during and after your race.

## 7. MEET WITH YOUR TEAM

Hold a debrief meeting with your race committee, staff, and volunteers to focus on what went well and what could have been done better. Don't just focus on race day, but on the entire event as a whole. Brainstorm solutions to where you hit snags in the process.

## 8. WRITE A POST-RACE REPORT

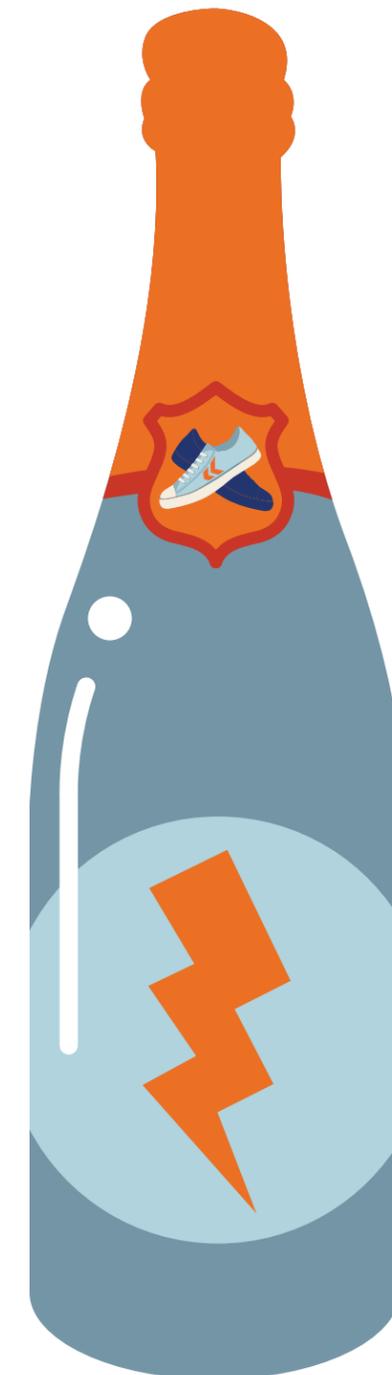
This is where the feedback from your team and participants will come into play. Organize your report to include feedback and recommendations, what your goals were and if you met them, your promotional strategy and its success, and ideas for next year. You'll want to forward this report to your race committee and staff to use as a reference in future race planning.

## 9. KEEP GOING!

It can take a while for the runner's high to wear off. Encourage your participants to register for your next event while the excitement is still fresh! Offer race registration discounts for people who register that day for your next event. We've seen great success with this tactic. And if you offer [registration refund insurance](#), there's no excuse for athletes NOT to sign up early!

## 10. CELEBRATE!

You've completed your post-race checklist and your work is officially over! What better excuse for a party? Gather your team, celebrate your hard work, and relax! This is a great time to build personal bonds with people who helped you pull off a successful event. This can also help in securing help in the future when you are planning a race.



# THANK YOU!



**W**e hope you found value in this guide to race day management. Please feel free to share it with your colleagues. Stay tuned for future white papers that will go into further detail on hot topics like sponsorship, marketing & PR, customer loyalty and more.

ChronoTrack is a one-stop shop that can help with your race management needs. From registration to timing and results, and everything in between, we've got you covered.

**CONTACT US AT** 1-812-423-7800 or [info@chronotrack.com](mailto:info@chronotrack.com) to speak with a Regional Manager about your race needs or request a demo [here](#).

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