

2019 RACE DIRECTORS SUMMIT

A joint initiative between BC Athletics and Triathlon BC, the joint Race Directors Summit was created in 2018 with an aim of professionalizing the delivery of sport, maximizing participation in sanctioned sport, and enhancing the athlete experience.

It is our hope that the senior leaders presenting today offer a unique, professional perspective on tackling many of the common challenges we share in an event market place that is often saturated with options in many regions across the province.

TIME	PRESENTATION TOPIC	SPEAKERS
9:30am-10:30am	Volunteer Management and Training: Recruitment, retention and training volunteers.	Liliana Seagal, Green Chair Recycling Vancouver Marathon Wei Yuen Tan, BC Super Week
10:30am – 11:30am	Event Cancellation: Reasons to cancel; The 5 W's of event cancellations. Best practices from real cases.	Susie Ernsting, M1 Management, Apple Triathlon Maurice Wilson, First Half Marathon
11:30am – 12:30pm	Gender Identity and Inclusivity: What are the questions we ask as Event Directors, awards and policies.	Kai Scott, TransFocus
12:30pm – 1:00pm	Lunch & Learn	CCN Registration Systems
1:00pm – 2:00pm	Sport Tourism: Making your event a destination, economic impact and what stakeholders are looking for.	Michelle Collens, Sport Hosting Vancouver Pam Lacroix, Sport Hosting Richmond
2:00pm – 3:00pm	Brand Building: Building a brand, event name recognition and building brand loyalty.	Chris Brumwell, Vancouver Canucks Mark Starkey, Victory Creative Group
3:00pm – 4:00pm	Maximizing Media Exposure: Developing a public relations plan, penetrating local media and key messaging.	Mary Fraser, Independent PR Consultant Corey Jennermann, RunGuides.com
4:00pm – 5:00pm	PSO Breakout Sessions	BC Athletics Triathlon BC

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