



Examples of Subjects Covered: (Listed alphabetically)

Branding, Media, PR, Promotions and Event Publications

Public Relations and advertising

Examples

How to work with your local media

Press releases & Press Kits

Special Promotions

Sponsor media and PR

Publications

Charities, Online Fundraising and Involvement by More Charities

A look at charity development with events

The tie to the Internet

The tie to your event

Why charities are important to your event

How to work with charities

Charities as a source of volunteers and sponsors

Some charity models

Tracking charities

New ideas to make charities help your event

Contingencies, Unplanned Circumstances and Emergencies

What do you do when the unexpected occurs (weather, earthquakes, protestors)

When and how to react

Planning

Decision making in a crisis

Press and political considerations

Insurance

Working with police and government authorities

Negotiation techniques

Economic Impact of Your Event

Budgets and Financial Planning

Income Sources

Its importance and use: From Hotel Taxes to Economic Impact

How to conduct a survey and value factors

The "magic" formulas

Who should do the survey

Impact on sponsors and your city

What is realistic

How to better get to know the key persons and political operatives

Entertainment On and Off the Course

How to organize and manage, on-course, pre and post event

Costs and benefits

Day-of-event tips

Event Organization and Management

The importance of “leadership” and what it means

Staff & volunteers vs. “paid” staff and volunteers

Delegating and assigning – getting the work done

Executives, directors, dictators and other forms of leadership

Communications at all levels

Writers, bloggers, ambassadors and others

Your office and its administration

Getting rid of dead wood (paid and volunteer)

Working with a Board of Directors

Budgets, real income and expenses

Goal-setting and planning for the future

Working with government, police and politicians

Checklists and timetables

Everything else you never thought about!

Event Technology

Communications: Course & Otherwise

The latest in start and finish line technology

What are the latest developments?

How best to work with your online provider

Tips on online event tracking, text messaging and information

Effective use of, and preventing the theft of your event results

Event results and other economic assets

Copyrights, trademarks, stolen domain names, illegally harvested results

Know your rights

Legal Issues

What issues to be concerned about

Intellectual Property Rights

Copyrights, trademarks, stolen domain names, illegally harvested results

Know your rights

Cheaters and Bib Mules

Other legal protections and strategies

Medical

Medical plans

Coverage on the Course & Finish

Legal considerations

Degree of Coverage: Triage v Operating Rooms

Communications

On Being Green

Why should your event worry about being green?

Green washing and fraud

How green can you be?

Attracting green sponsors

Political Networking

Learn how to work with politicians and make them love and support your event

When your city wants more money from your event... taxes & fees

The danger in not being politically connected

Network with your City

Learn from a Congressman/City Commissioner

Security Cancellation and Insurance

What Boston and NY City have taught us

When to cancel: procedures and protocols

The various types of Insurance and insurance limitations

Emergencies and other Contingencies

What "plans" do you need for political subdivisions

Sponsorship: Selling & Retaining Sponsorship and Understanding Activation

Ongoing research, referral and networking (planting seeds for next year)

Providing sponsor with the elements for a strong ROI

Activation: What it's all about – Above-the-line vs. below-the-line activation –

Valuable ad-ons

Cross-promotions

Sponsors who sponsor sponsors

Retaining Sponsors: Providing good statistics, Rewards for Sponsors, off-season liaison with sponsors

Sponsor trends

What your event should receive and why

The values: cash, in-kind (primary vs. secondary) services, product, and other promotional considerations

Volunteers

Recruiting

Organizing

Use of the Internet

Paying volunteers

Evaluating

Retaining

Rewarding

Halls of Fame

Waivers