

RACE DIRECTOR SEMINAR

FRIDAY, FEBRUARY 10, 2012



Crowne Plaza Hotel
1250 Roosevelt Road
Glen Ellyn, IL



9:00 AM – 2:30 PM (Doors open at 8:30) – Lunch Served

Registration: \$40.00

Race Time's 6th Annual Race Director Seminar: Where you will be able to share ideas, discuss solutions to areas of concern and find ways to make this year's race your best ever. This hands-on workshop will give you the opportunity to expand your knowledge and experience in all areas of race directing by spending the day with the industry's most experienced professionals, top race directors and suppliers. Come away from this workshop with tools to create a successful and organized event.

THE BASICS OF RACE DIRECTING

- ✓ Learning from our mistakes.
- ✓ How and *why* to put your registration on-line
- ✓ Shirts: What's "hot"
- ✓ Advertising and Marketing – getting the most out of your marketing
- ✓ Race Announcing "101"
- ✓ Partnering with your local retailers
- ✓ Working with your police department
- ✓ Pictures tell the story....capturing your race with photos

PRESENTERS AND VENDORS:

Todd Busteed, GAP Digital
Matt Wehby, Chicago Tri Race Director
Patricia Gleason, Awarding You
Glen Kamps, Dick Pond Athletics
Tom Borda, The Competitor Magazine

Scott Heyer, Itasca Police Department
Trudy Wakeman, Lake In The Hills Parks & Rec
Mary Kate Piko, Marathon Sportswear
Winston Rasmussen, USATF Certifier
Jonathan Cain, My Chicago Athlete

Register on line at racetime.info ; via email at racetime21@hotmail.com or send the form below to Race Time, Inc., P.O. Box 507, Winfield, IL 60190. Questions? 630/514-2364

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REGISTRATION FORM

NAME: _____

COMPANY OR RACE NAME: _____

ADDITIONAL ATTENDEES: _____

Registration fee: \$40.00/pp. Please return by February 6, 2012.