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## Virtual Symposium (Winter 2021)

**TUESDAY, JANUARY 26**

### Optional RaceJoy Certification for Timers

Tuesday's Session is only appropriate for timers who want to be certified in RaceJoy. Pre-registration for the certification is required.

### RaceJoy Certification

1:00pm-5:00pm ET

Participants will need access to a computer and Internet service. Attendance for the full session is required. Attendees will complete map building exercises and answer online polling questions in order to receive certification. One-on-one assistance will be provided as needed.



### LOOKING FOR A TIMER?



Certified timers are the only providers of RaceJoy runner tracking, and offer a range of other services to races, including virtual results, swag fulfillment, registration management, and more. Find one at [RunSignup.com/TimerSearch](https://RunSignup.com/TimerSearch).

**WEDNESDAY, JANUARY 27**

### How To Manage Events in 2021

Wednesday sessions provide a breakdown of the lessons from 2020 and the options for events in 2021.

### 2020 Trends and Strategy for 2021

11:30am-1:00pm ET

Industry Trends from 2020, a technology roadmap for 2021, and how to create your plan for events this year.

- Break 1:00pm-1:20pm ET -

### Virtual Race Seminar

1:20pm-2:00pm ET

Successful virtual races require more than just a t-shirt and a run on your own. Get a roundup of all the tools that can transform your virtual event into an interactive experience.

- Break 2:00pm-2:20pm ET -

### Virtual Challenge Seminar

2:20pm-3:00pm ET

Virtual challenges take virtual to a new level, providing endless options for long-term engagement with your supporters. Learn how to keep everyone motivated and rewarded - the only limit is your creativity.

- Break 3:00pm-3:20pm ET -

### Modified In-Person Events Seminar

3:20pm-4:00pm ET

Even the most established, experienced event organizers are re-learning their trade when it comes to events under COVID restrictions. Review best practices for a safe race day, and the technology you can use to manage the new event style.

- Break 4:00pm-4:20pm ET -

### Hybrid Event Seminar

4:20pm-5:00pm ET

Take all the lessons from the first three sessions and put them together into a Hybrid Event - the most flexible, dynamic option for 2021. It's the year of Hybrid - make sure you're prepared!



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## THURSDAY, JANUARY 28

### Panel: Success Stories and Lessons from 2020

11:30am-12:30pm ET

Race organizers and timers discuss the unique ways they found success in 2020, and share their takeaways as they prepare for virtual, in-person, and hybrid events in 2021.

- Break 12:30pm-1:00pm ET -

### Feature Highlights

These micro-sessions are hyper-focused on the individual RunSignup | GiveSignup tools that can help manage the complications of hybrid events - and ensure that all participants, both virtual and in-person, have an unforgettable experience. Session rooms are open throughout the day - stay in one, or switch between them to meet your needs. All highlights will be recorded and shared.

#### Referrals & Swag Rewards

1:00pm-1:20pm ET

Best practices for the most effective race promotion tool.

#### Website Essentials

1:30pm-1:50pm ET

Customize your theme, add custom content, and manage the pages on your race website.

#### Website Cover Pages

2:00pm-2:20pm ET

Add style and substance with a custom cover page that both excites and informs.

#### Email Marketing

2:30pm-2:50pm ET

Communication is key - never moreso than with hybrid races. Catch up on the integrated email marketing platform.

#### Virtual Results

3:00pm-3:20pm ET

Setup your virtual results and allow your participants to self-report their race finishes and times.

#### Advanced Session: Participant Management in 2021

3:30pm-4:20pm ET

Strategies for managing complicated participant management issues from 2020, including deferrals, coupon codes, and more. This session is appropriate for experienced RunSignup users, and a basic understanding of the participant management tools is expected.

#### Town Hall with Bob

4:30pm-5:00pm ET

Want to understand the technology roadmap for 2021? Curious about best practices for marketing your race? Wondering what events have found the most success? These 20 minutes are yours - we put Bob in the hotseat, and you ask the questions.

#### Corral Platform

1:00pm-1:20pm ET

Organize your race day for a socially distant start using corrals for start waves.

#### Digital Bibs & Finisher Certificates

1:30pm-1:50pm ET

Create digital assets to include your virtual participants in your race day.

#### Photo Platform

2:00pm-2:20pm ET

Bring participants together with a shared photo platform that allows to virtual and in-person participants to "meet".

#### Check-In App

2:30pm-2:50pm ET

Manage a safe packet pickup with the Race-Day check-in app.

#### Challenge Milestones & Badges

3:00pm-3:20pm ET

Reward Challenge Participants with digital assets throughout the Challenge.

#### RaceJoy Overview

3:30pm-4:00pm ET

Get acquainted with RaceJoy runner tracking and how it can enhance the virtual and in-person race experience.

#### RaceJoy Sponsor Value

4:00pm-4:20pm ET

Use RaceJoy to add value for your sponsors through ads and audio experiences.

#### Multi-Race Bundles

1:00pm-1:20pm ET

Cross-sell your events by offering multi-race bundles that allow for multiple registrations in a transaction.

#### Fundraising in Your Race

1:30pm-1:50pm ET

Add fundraising and donation options to your race and engage your biggest supporters.

#### Setting Up a Ticket Event

2:00pm-2:20pm ET

The basics for getting your fundraising event online and selling tickets.

#### Shipping Management

2:30pm-2:50pm ET

Set shipping parameters to ensure safe delivery and eliminate expensive surprises - and work with fulfillment partners.

#### Volunteer Platform

3:00pm-3:20pm ET

Organize your volunteers and track their participation.

#### Setting Up a Donation Form

3:30pm-4:00pm ET

Upgrade from Paypal with a branded donation form and flexible recurring frequencies.

#### Payment Account Reporting

4:00pm-4:20pm ET

Take a deep dive into your financials with new reports from your payment account.