



symposium

SUMMER 2021

TUESDAY, JULY 20

WEDNESDAY, JULY 21

Optional Certification for Timers

Tuesday's Session is only appropriate for race timers who want to be certified in RaceDay Scoring and/or RaceJoy. Pre-registration for the certification is separate and required.

RaceDay Scoring Certification

8:30am-12:00pm ET

This online training is for timers who wish to become RaceDay Certified and trained in RunSignup's flagship scoring software. This is basic training on RaceDay Scoring. Access to a computer and Internet throughout the session is required. Register [here](#).

RaceJoy Certification

1:00pm-5:00pm ET

This online training is for timers who wish to become RaceJoy Certified in order to provide RaceJoy to their events. This session will focus on how timers can offer RaceJoy for hybrid races, including on-site timed events with defined courses, Race Anywhere events, and challenge events. Access to a computer and Internet throughout the session is required. Register [here](#).



Fundraising and Endurance Events in 2021

Wednesday's single-track sessions provide a breakdown of the lessons from 2020 and the options for events in 2021.

Symposium Kickoff: The State of the Industry

1:00pm-2:00pm ET

Fundraising and endurance events are BACK. Get an update on what registration and donation trends are telling us about the remainder of 2021 and early 2022, and catch up on the technology, expectations, and processes that have changed since 2019.

- Break 2:00pm-2:10pm ET -

Fundraising Events Roundup: Ideas From Across the Industry

2:10pm-3:00pm ET

To get the most out of your fundraising event, whether it's a run/walk/ride, a virtual challenge, or a gala, it's time to think outside the box and engage with supporters in new and exciting ways. Take a look at innovative and successful events from around the country!

- Break 3:00pm-3:10pm ET -

Fundraising Events Quick Hits

3:10pm-4:00pm ET

The problem with robust technology? It's too easy to miss a feature that could save you time, make your event more engaging, or help you raise more. This rapid-fire session will break down the most-missed, highest impact features of GiveSignup | RunSignup.

- Break 4:00pm-4:10pm ET -

Fundraising Events Panel

4:10pm-5:00pm ET

Hear from your peers on their strategies for success as they transition from a virtual model back into a hybrid one.



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THURSDAY, JULY 22

Summer of Joy 5K

5:30am-11:30am ET (2:30am-8:30am PT)

Join us for a FREE virtual 5K on Thursday morning, wherever you are. It's simple - hop on RaceJoy, hit start, and your "race" results will be automatically submitted. Not up for a run? Use the time to explore RaceJoy from the view of a spectator!

12:00pm-12:20pm ET(9:00am-9:20am ET)

Join Shelly and James Harris for a recap of the morning run along with an overview of the interactive features you experienced.

Session Tracks

These micro-sessions are hyper-focused on *your* priorities, with concurrent tracks for nonprofits, race directors, and timers. 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.

Nonprofit Track

This track is for nonprofits looking to connect with your supporters, diversify your fundraising strategy, and raise more via fundraising events and online donations.

Technology and Your Nonprofit

12:30pm-12:50pm ET

Online Giving Campaigns for Giving Tuesday (and All Occasions)

1:00pm-1:20pm ET

Activate Your Sponsors with DIY & Peer-to-Peer Fundraising

1:30pm-1:50pm ET

Cultivate Community Through Unique Ticket Events

2:00pm-2:20pm ET

Gamify Your Endurance Event Fundraising

2:30pm-2:50pm ET

Expand Your Reach with Social Marketing for Your Fundraising Event

3:00pm-3:20pm ET

Manage Fundraising Event Volunteers

3:30pm-3:50pm ET

Dedicated Websites for Every Fundraising Event (and Campaign)

4:00pm-4:20pm ET

Planning for a Hybrid Future

4:30pm-4:50pm ET

Endurance Event Track

This track is for event organizers looking to grow their events, streamline their processes, and create unforgettable experiences.

Build Your Brand with Custom Race Websites

12:30pm-12:50pm ET

Event Marketing Essentials

1:00pm-1:20pm ET

Optimize Your Marketing with RaceInsights

1:30pm-1:50pm ET

Get Social: Selecting the Right Team Options for Your Event

2:00pm-2:20pm ET

Facebook, Apple, and Your Advertising Plan

2:30pm-2:50pm ET

Participant Management for 2021

3:00pm-3:20pm ET

Save Time with Better Participant Resources

3:30pm-3:50pm ET

Preparing for a Hybrid Future

4:00pm-4:20pm ET

Race Directors' Corner: Most Asked Questions

4:30pm-4:50pm ET

Timer Track

This track is for race timers looking to grow their businesses, improve race day, and take advantage of the latest technology.

Upsell Your Timer Services with the RunSignup Platform

12:30pm-12:50pm ET

Customize Your Results Pages

1:00pm-1:20pm ET

Streamline RaceDay with the CheckIn App

1:30pm-1:50pm ET

Extend RaceDay with RaceDay Photos

2:00pm-2:20pm ET

RaceDay Scoring Introductory Overview

2:30pm-2:50pm ET

Shift to On-Site Events (the Timer Approach)

3:00pm-3:20pm ET

Managing Timer Business

3:30pm-3:50pm ET

RaceJoy Certified Timers: Quick Update

4:00pm-4:20pm ET

Maximizing Your Relationship with Nonprofit Events

4:30pm-4:50pm ET