Organizing a race can be just as competitive as participating in one. New types of races are popping up every day; and while global race participation continues to grow, the U.S. is seeing a different trend. In fact, race participation declined by 8% in the U.S. in 2015.

To keep your race in the running, you’ll need to strengthen your community — and deliver a flawless experience. If that seems overwhelming, don’t worry. This checklist will help you stay ahead, one step at a time.
Phase 1: Build Your Community

Step 1: Research your audience

☐ Use past event data, survey responses, and industry research to understand your target audience.

☐ Use all the tools at your disposal — including personal experience — to create a "persona" (a profile of your ideal customer) and understand their needs and expectations.

☐ Get regular feedback from the field through social listening, surveys, and Facebook groups.

Step 2: Target your communications

☐ Tailor your messages: inform and inspire in a way that is relevant to your target audience’s needs.

☐ Use platforms and media that they already use — whether it’s social media or traditional press like radio or TV.

☐ Focus on 2-3 key channels for your audience: Facebook, Twitter, and Instagram for example. (Not sure which social channels to focus on? Take this quiz to find out.)

Step 3: Meet their growing expectations

☐ Respond to their inquiries and comments quickly across web, social, email, and phone — both before and after the event.

☐ Ask participants to review your race to ensure you deliver an experience that’s fun, social, and shareable. Conduct surveys and have first-hand conversations.

☐ Anonymously observe participants at your race to find the pain points first-hand to make future events hassle-free.

Now that we’ve talked about building your community, let’s dive into how you can wow them — before they even reach the starting line.
Phase II: Wow Your Participants

Step 1: Find your point of difference

☐ Find your niche: what can you do that is different, special, and on-brand?

☐ Ask others what differentiates your race, especially returning participants.

☐ Learn from other sectors: what do other organizers do well? Apply their strategies to your event.

Step 2: Make sign-up clear, simple, and easy

☐ Be easy to find online by optimizing your site for relevant search results from Google. (If you’re not sure how, here’s a beginner’s guide to SEO for races.)

☐ Make your website easy to navigate with key race information like date, time, and location at the top. Include an FAQ section and clear registration buttons.

☐ Don’t put people off with long, complicated registration forms. Make the registration process as simple as possible — on desktop and mobile. If you use Eventbrite for your registration, the process will be entirely mobile-optimized.

☐ Generate excitement in the days and weeks leading up to your event with frequent communications, information, stories, and motivation.

Step 3: Think of your race as entertainment

☐ For participants: what can you incorporate along the route to make your race experience special? Think music, aid stations, or a finish line celebration.

☐ Let fans track their friends, see real-time photos and video, and cheer them on. Have you built excitement with a campaign hashtag and social media?

☐ Afterwards, instantly celebrate participant achievements via text, email, and social media.
By checking off all of the boxes above, you’ll be strides ahead of the competition — with a loyal race community at your side. If you’re ready for more actionable insights, check out our brand-new report, “6 Trends Transforming the Global Endurance Industry.”

**Eventbrite**

Eventbrite brings the world together through live experiences. More than 700,000 organizers used Eventbrite in 2017 to drive ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels. Participants use Eventbrite to discover exciting activities and register on a safe, easy-to-use platform.

To find out how you can innovate with Eventbrite and grow your race, visit [www.eventbrite.com/blog/overview](http://www.eventbrite.com/blog/overview) or give us a call at (866) 902-2531.