

Hosting a SUCCESSFUL race day



WPA ROAD RUNNING COMMISSION

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PROGRAM

- 09:30-10:30 WHAT MAKES A RACE SUCCESSFUL?
- 10:30-11:00 TEA
- 11:00-11:30 FINANCES AND MARKETING
- 11:30-12:00 THE ROUTE (TMP, MARSHALS, SAFETY, TIMING)

The Race Director



**IS TAKING A
NAP.....**

THE CHANGING RUNNING WORLD

- Races are selling out within hours or days
- Our race calendar is very full
- Huge influx of people to CT
- Races are expensive and have many fancy extras
- Running Crews have popped up
- The City and WPA have had to become very strict
- Online entries vs On the Day entries
- Runners can behave like spoilt brats

WHY? HOW? WHAT?

- **WHY** DO WE DO WHAT WE DO?
- **HOW** CAN WE DO IT BEST?
- **WHAT** IS OUR DESIRED OUTCOME?



What is my WHY?

- MY WHY is my core purpose, belief and deep motivation that drives my actions and decisions.
- My WHY is the reason I do what I do.
- My WHY reflects my values and passions.
- My WHY has to be big enough to get me through the tough patches.
- My WHY has to be strong enough to keep me from giving up.
- My WHY has to be important enough to keep me calm and clear thinking.
- My WHY is what brings a sense of meaning to my life

HOW do I put My WHY into practice

- Relates to my actions – what am I going to do?
- Translate your purpose (organising a race) into concrete, daily actions and decisions.
- Educate yourself.
- This is a continuous process of setting goals (big and small), asking questions, getting feedback, evaluating from all angles, problem-shooting.
- Build a supportive environment. Surround yourself with like-minded people who will help.
- Reflect and adjust, the journey is ongoing. Be adaptable.

WHAT is the desired outcome?

- The end result.
- This is actually the starting point.
- See the vision. Picture it in your head.
- Ask yourself what result do I want?
- Provides a way to measure success?
- This will guide decision making.
- Use our 5 senses.
- What will make you go to bed a happy race director?

WHAT DO RUNNERS WANT IN A RACE?



- NANCY WILL



SMALL GROUP DISCUSSION

- WHY DO WE HOST RACES?
- HOW DO WE HOST RACES?
- WHAT MAKES A RACE SUCCESSFUL?
- WHAT IS IN OUR CONTROL AND WHAT IS NOT?

