



EVENT CHECKLIST:



Pre-Event Planning

Define Event Goals and Objectives

- Determine the purpose, scope, and audience for the event

Budget Creation

- Develop a detailed budget covering all potential expenses & income sources

Venue Selection

- Choose a venue suitable for the scale and type of endurance event

Permit and Insurance Acquisition

- Secure necessary permits for the event location and activities
- Obtain appropriate insurance coverage

Participant Registration Setup

- Implement an easy-to-use online registration system
- Set up registration fee structures and deadlines

Sponsorship and Partnership Development

- Identify and secure event sponsors and partners

Vendor and Supplier Coordination

- Arrange for food, water, medical services, and other necessary supplies

Route Planning

- Map out the course, ensuring safety and logistical feasibility
- Arrange for course marking and marshaling.



Marketing and Promotion

Marketing Strategy Implementation

- Develop and execute a marketing plan to attract participants.
- Use social media, email marketing, and local community outreach.

Community Engagement

- Engage with local communities and clubs for support and participation

Media Outreach

- Prepare press releases and invite media coverage



Event Execution

Volunteer Management

- Recruit, train, and assign roles to volunteers.

Participant Communication

- Send out pre-event information packets to registered participants.

Event Day Logistics

- Set up the venue, including start/finish lines, transition areas, aid stations
- Ensure clear signage and information points are available.

Timing and Scoring System Setup

- Implement a reliable timing system for accurate results.

Safety Measures

- Coordinate with local health and emergency services.
- Set up medical stations and ensure all safety protocols are followed.



Post-Event Activities

Participant Feedback Collection

- Gather feedback through surveys to improve future events.

Sponsor and Partner Debriefing

- Review event success and discuss potential future collaborations.

Financial Reconciliation

- Review final budget and handle all payments and invoices.

Results and Media Reporting

- Publish event results and distribute post-event press releases.