

Chesapeake Guide to Planning and Running an Event

Thank you for volunteering to run an event for Chesapeake. Everyone truly appreciates your effort. This guide will show you all the steps necessary to generate an advertisement for it and how to use this advertisement so that people know about your event and are able to register for it.

Roles

- MSR Registrar – generates the motorsportreg.com (MSR) registration form – Meilyng with Ron as backup
- Webmaster – adds the event to the web calendar and creates a web page for it – Henry
- Patter & Social Media Chair – advertises the event in the Patter newsletter and social media – James
- Membership Chair – eBlasts (i.e. emails) the advertisement to all Chesapeake members – Ken with Ron as backup
- Insurance Chair – helps procure the PCA insurance cert before any moving car event or event where participants are exposed to cars on a lift - Eric

Advertising

You need to generate a write-up for your event so that it can be advertised to Chesapeake members via eBlast, Patter & social media, and on the MSR page. One write-up can be used for all three. It is probably best to use a seasoned chairman's previous MSR write-up of a similar event as your initial template.

The write-up should contain the following parts at a minimum:

- Description – a paragraph or two describing the event and emphasizing why people will want to participate in it
- “When & Where” section – provide all the pertinent details in bullet form. At a minimum state where the event is and what time it starts. Provide additional details as appropriate.
- “Registration” section – provide details in bullet form about how to register on MSR and when registration opens and closes. Also provide info on registration fees and if participants need to sign a waiver to attend.

If you are organizing a very large event, it may be appropriate to generate a “save the date” flyer to advertise your event months in advance before you switch to your write-up as the event nears.

Motorsportreg.com (MSR) Registration

Coordinating with the MSR Registrar is probably the single most important thing you need to do in order to have a successful event. This coordination goes far beyond just sending them your write-up. The following are just some of the things you may need to coordinate:

- Supply a picture to use on the MSR page
- What day/time should registration open and close?

- Price of the event? Are there different prices for different groups (i.e. adults vs kids etc)?
- Besides the main registrant, what is the maximum number of other passengers that they might want to register? For example, do you expect only 2 people maximum per car or is there a chance that someone may want to bring along 4 or 5 other family members?
- What is the maximum number of people that can attend your event? Should there be a wait list?
- Does your event need a PCA insurance cert?
- Do you want the registrants to answer any questions? For example, who will be eating lunch or what size shirt do they wear?
- Do you need an exact count of something? For example, how many people are doing the drive and lunch and how many are just doing the drive? Or how many are ordering lunch variant A and how many variant B?
- Is the event open only to Chesapeake members or all PCA members? Most of the time registration is only open to Chesapeake members at first and then switches to all PCA members a week or two before event registration closes if there is still room.

PCA Insurance & Waivers

If you are holding a moving car event or an event where participants are exposed to cars on a lift, then you must do the following:

- Coordinate with the Insurance Chair to generate a PCA Insurance certificate
- Coordinate with the MSR Registrar to enable the “speed waiver” for your event as part of the registration process.
- If the event requires an insurance certificate, you must bring a copy to the event.

It is your responsibility to bring hard copy paper waivers to your event in case some people do not use the speed waiver process. The parents of minors must sign a different hard copy waiver for these minors to attend events. **It is also your responsibly to make sure that everyone has signed a waiver (either electronically or on paper).** Signed hard copy waivers should be given to the Insurance Chair at some point.

Time Line

1. Pick a date for your event that is available on the web calendar. Let the webmaster know of the date so it can be reserved on the calendar even if you don't have the write-up yet.
2. Begin writing your advertising write-up asap. Use pictures.
3. The MSR Register needs a minimum of 5 days to generate a registration page – at that point they will let the Webmaster, Patter Chair, and Membership Chair know the MSR link to your event
4. If you are having a moving car event or an event where participants are exposed to cars on a lift, then you must coordinate with the Insurance Chair at least 4 weeks before the event. They will generate the PCA insurance cert for you,.

5. Plan in advance so that the eBlast is sent out a minimum of 3 weeks and preferably 4 weeks before the event. You may want to send it out even earlier for very big events.
 - a. Normally coordinate with the Membership chair to send the eBlast once MSR registration is open
 - b. On the very rare case that you expect registration to fill up extremely quickly (i.e. in under 1 day), then have the eBlast sent out a few days before registration opens
6. Plan in advance so that the Patter chair receives the write-up before the end of the month preceding the event. The Patter is usually published a few days into the month so you may need to advertise your event 2 months before the actual date. For example, if your event is on June 2, then you should submit your write-up to the Pater editor by the end of April so that it appears in the May Patter.
7. Every event that requires an insurance certificate must have an Observer Report and a Post Event report filed with PCA National within 10 days of the event. The event chair must complete the Post Event report. The Observer Report must be completed by a participant that was not involved in planning the event. These online forms can be found on the PCA website on your membership profile page under “Commonly Used Links.”

Bottom line – **at a minimum**, you should have your write-up to the MSR Registrar at least 5 weeks before your event. In case your event is at the beginning of a month, then you may need to generate the write-up at least 6 weeks in advance to account for the Patter publishing schedule (see #6 above).

Sending your Write-up

Once you have your write-up, you can email it to announcements@pcachs.org. This will send it to the MSR Registrar, Patter Editor, Webmaster, and Membership Chairs simultaneously.