



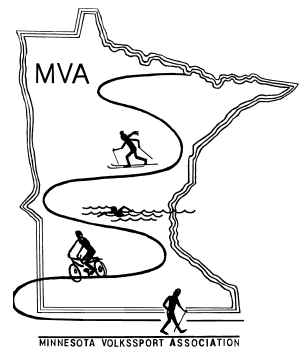
Quality Events – Getting Back to the Basics

- * Presented by Donna Seline
Minnesota Volkssport Association
- * June 22, 2005
- * American Volkssport Association
14th Biennial Convention
Cherry Hill, New Jersey



Back to Basics!

- * **Don't compromise on quality!**
 - * Good trails
 - * Good awards
 - * Good time





Characteristics of a good event

* **Fun!**

- * an atmosphere of an “event”
- * smiling faces — registration workers and welcomers who look like they’re enjoying themselves!
- * food and beverages
- * people socializing
- * places to sit down and talk (and eat!)
- * make people feel welcome — learn names and use them!

* **Good trail**

- * a new route
- * a well marked route and well marked start point so people get off on the right path

* **Good awards**

- * new and unique
- * don’t over order ... excess award inventory cheapens the whole philosophy of rewarding walkers for participating

* **Information**

- * Well publicized ... brochures mailed to walkers and available at other events
- * a display table with information and brochures on upcoming events
- * information for new walkers and someone to tell them about our sport

* **Do you offer your weekend events on Saturday and Sunday? Start!!**

* **Other considerations for a good event**

- * Stop an activity when it’s at its peak so the participant will want to come back.
- * Don’t program for out-of-state walkers — you can’t depend on their attendance to support your club activities.
- * Quit planning activities for your members and start planning events for walkers. *(Lynn Clark, IVV Vice President)*



Characteristics of a good trail

*“A great trail does not guarantee a good event,
but a poor trail can ruin a great event.”*

- * **Safe**
- * **Interesting, scenic or historic**
 - * route it through the best features available for that area
 - * if a feature is too far away to be included in a 10KM walk, but you want walkers to see it, have them drive to a second parking area closer to that feature and pick up the trail there.
- * **Varied surfaces and varied sunny vs. shady**
- * **Well marked**
 - * mark intersections and confusing turns
 - * “security mark” between signs with bright ribbon
- * **Do you run a 10KM loop with a checkpoint?**
 - * Is that checkpoint staffed?
 - * Split the route into two or more loops with your checkpoint back at the registration area ... this doesn't leave walkers three miles away from help, restrooms or refreshments, if they need them. It also cuts down your staff needs.
- * **Do you put out trail markings or just offer a map with directions?**
 - * Map and/or written directions should be optional **not** the rule!
 - * Use at least two of three (markers, map, directions) whenever possible.
 - * If you use markers, check them frequently during the event in case they are moved or removed by vandals or weather.



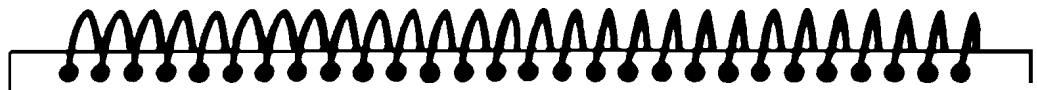
Good trail *continued*

- * If you're still emphasizing 10KM distances — **stop!**
 - * You have to have 10KM for IVV sanctioning ... but you should encourage walkers to walk whatever distance they are able!

- * If you're not offering a 5K option — **start!**

- * How many years have you run the same YRE or seasonal? Or weekend (weekened) events?
 - * Have you made any major changes to the trail in that time?
 - * Did you advertise those changes in your brochure so that walkers don't think it's the same old trail?

*Participation should be your goal ...
not how many miles one walks!*



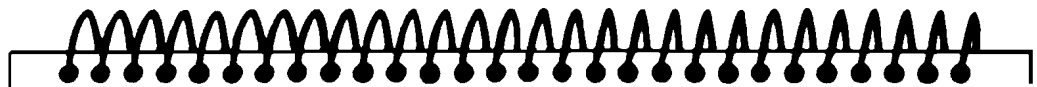
Notes:

Characteristics of a good award



- * Unique
- * Representative of the area walked
- * Reasonable priced
 - * expensive only if it's extraordinary
- * Quality
 - * people don't mind paying for good awards
- * An award that you can't buy at the next event for half price — a "Limited Edition."
- * Variety — give patches a rest!
 - * If you have to use a patch, make sure it's the prettiest patch you've ever seen!
 - * Forget round, square and rectangular — do something different!
- * If you're not offering "A" awards — **start!**
 - * Be sure to feature an attractive drawing (or photo if possible) in your brochure!
- * Have samples of your awards on attractive displays at other events held before yours ... and make sure walkers can pre-register if they want! If your awards are nice enough and unique enough, they won't want to miss out on getting one.
- * Give out "B" awards to new walkers and children.
- * Look for new sources of awards that will give you more flexibility in:
 - * quantity ordered
 - * cost
 - * uniqueness

Craft fairs are a great source for new and unique quality awards!



Notes:



Good Communications

- * **Put out an informative brochure ... not just one with the facts**
 - * Publicize what you're doing!
Put it in your brochure and draw attention to it.
 - * Are you asking for feedback? **Start!**
And listen to your walkers when they **do** give you feedback.
 - * Include information on other sights to see or activities to do in the event community
 - * Start a club website (www.nstt.org)
 - * Get your event listed in your state tourism department publications



Other Goodies

- * **Other stuff**
 - * ***Serve food if at all possible***
 - Hot dog/brat plates sell well (or use a local favorite).
 - Make sure food is ready to eat at all times ... people won't wait for a hot dog to cook.
 - Buy bulk trail mix and bag in smaller bags for folks to take on the trail.
 - Have a bowl of hard candy for all walkers at the registration table.
- * **Have entertainment**
 - At least have a CD/tape player with some tunes in the background.
 - Bring in live entertainment: check your volunteers — you may find a clown, a musician or artist who would be happy to entertain your walkers while they eat and rest!
 - **And advertise it!**
- * **Drawings**
 - New Balance shoes
 - Club T-Shirt
 - Other items that might interest walkers



Other Goodies *continued*

* **Acknowledge your volunteers**

- Devise a volunteer award
- Thank workers before they leave the event
- Send thank you notes after the event
- Thank your hosts, whether it be a park, service station or school



Good resources

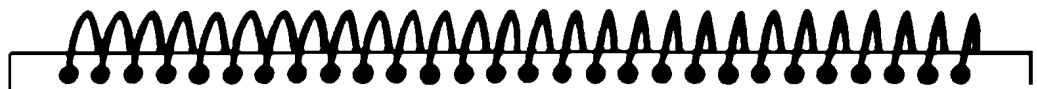
- * **Al-Ka-Lines**
P.O. Box 42
Cohasset, MN 55721
(218) 327-4987
hand cut, hand painted
leather pins of birds,
animals and other
nature items.
No minimum and does
special orders.

- * **Advantage Emblem & Screen Printing**
1086 88th Ave. W.
P.O. Box 8022
Duluth, MN 55808-
8022
1-800-626-4948
Patches:
minimum order of 50.

- * **Thrift/second hand stores**
Good for plastic frames,
containers for organizing, other
assorted items.

- * **"Cheap" Stores**
Dollar stores/
"deal" stores
Good for paper products,
plastic tablecloths, display
holders, plastic bags,
containers for organizing, large
rolls of tape, snacks and pop.

- * **Surveying Instruments & Supplies Stores**
Measuring wheels.



Notes:
