

Plan

Event Setup

- Determine event timing and distance(s).
- Set event parameters
- Define race packet content, including whether you'll mail bibs or use haku's virtual bib option.

Communication

- Outline key email communication objectives, audiences, and touchpoints.
- Develop a strategic email calendar.

Communication with participants is more important than ever!

Experience

- Brainstorm ways to make the virtual event experience just as rewarding as an in-person event.
- Encourage participants to get family and friends involved in the event, such as having a cheer squad.
- Idea: consider including cheer squad props in race packets.

Marketing

- Set event target market (ex: parents ages 28-45, young professionals)
- Determine goals and create a marketing plan with different channel activations (ex. press release, email, influencers) and measurable KPIs.
- Select an event theme or charitable cause to help cut through the online noise, along with event branding.

Social

- Determine the best social channels for engagement, depending on the target market.
- Identify opportunities and goals for each social channel.
- Develop a content calendar and remain consistent with your posting frequency.
- Begin generating social creative and content

Sponsorships

- Define sponsorship goals and identify which sponsors are a good fit.
- Engage with sponsors and local businesses to provide relevant and enticing offers.
- Reach out to sponsors you might not have considered in the past (see tips on virtually engaging sponsors here).

Driving Revenue

- Due to the increased amount of online traffic, check that your online shop is up to date with the latest product and shipping information

Execute

Event Setup

- Build out your event using haku's new virtual features. Contact your Customer Experience Rep for support!
- Send race packets to arrive about a week before the event.
- Build a playlist for your participants that makes sense for your brand.
- Include a FAQ page on your website or blog.

Communication

- Email past participants to encourage registration.
- Send a pre-event step-by-step checklist to guide participants through the event. Many may be participating in a virtual event for the first time!
- During the event, email participants who haven't uploaded results and remind them to partake.

Experience

- Stay engaged with your community throughout the event and cheer them on when you see an opportunity.
- Rest assured, your participants will get quick and easy customer support with haku if any questions arise. We're always standing by to help, even on the weekends!

Marketing

- Power up your SEO by posting about the event on your website and blog (find some tips here).
- Launch your press release and target contacts focused on the running, event, and tech industries.
- Collaborate with influencers to attract new registrations.

Social

- Create and communicate your branded hashtag, which will be used for your social wall. This inspires participants to share experiences. Monitor your social wall in the haku platform and repost any exciting content.
- Host a virtual event kick-off through IG Live.
- Test out new social channels like TikTok to reach new audiences (find some tips here).

Sponsorships

- Make sure your sponsors are visible throughout your event (ex. results page, virtual bibs).
- Create unique opportunities for your sponsors to stand out. (ex. sponsored mile marker designs, virtual goodie bags).
- Identify new sponsorship opportunities based on demographics or addressing specific needs.

Driving Revenue

- Consider selling exclusive products on your registration page. Training gear and apparel are great upselling opportunities here.
- You can also promote your future events on the registration page to encourage participants to sign up for multiple events.

Post

Event Setup

- Perform a post-event evaluation to identify successes and future opportunities.
- Brainstorm ways to incorporate additional virtual events in the future, possibly alongside in-person events.
- Send out race packets to any late registrants.

Communication

- Send a “Thank You & Congrats” email to your participants. Include information about registering for your upcoming virtual events and suggestions for buying your products.
- Send a “Sorry We Missed You Email” to community members who didn’t participate.
- Create a targeted campaign to sell products and future events.

Experience

- Create a survey using haku’s platform and gather feedback from your participants after the event.
- Come up with ideas to further enhance the participant experience for your next virtual event.
- Encourage your participants to share their experiences

Marketing

- Review your goals and outcomes to determine best practices for future events.
- Optimize your marketing materials to enhance future events.
- Start building relationships with the journalists who wrote about your event.

Social

- Advertise upcoming races and products.
- Collect and post your participant’s social content to create another wave of engagement.
- Report on what social channels performed best based on your goals.

Sponsorships

- Send a “Thank You” note to your sponsors.
- Reach out to prospective sponsors with examples of how they can be a part of your next virtual event.

Driving Revenue

Now that you’re a virtual event expert, consider hosting another one!