



**5 TIPS  
FOR CREATING  
A SUCCESSFUL  
SPECIAL EVENT**

*Elizabeth Rae Kovar M.A.*

It's no secret that fitness events are popping up around the globe. From marathons to warrior events to lifting competitions, special events are dominating the consumer and trainer industry. Creating a special event takes time, patience and smart logistics. Those brave enough to initiate these events have plenty of responsibility to balance and oversee. When creating a special event, follow these tips ensure your event is safe and successful.

## INITIAL LOGISTICS

Logistics includes everything from planning the course to marketing and communication. It's best to hire people with experience in certain areas. The initial planning includes:

- Setting a theme, goal and
- Delegating team leaders
- Event location, fee and donations
- Course logistics (medical, start and finish, toilets, food, showers etc.)
- Zoning allowances with the city
- Reward for participants

If the event must report to a board or stakeholders, team leaders should communicate with them about their expectations for success and monetary income.

## LIABILITY

Are you aware of today's litigation society? Although participants acknowledge on registration forms that they take full responsibility of their health, you must track any "failed attempts" or negligent courses. For example, if a certain part of your course is susceptible to flooding, and heavy rain occurs the week prior to the event, are your participants still safe to participate with "deeper" water. Unforeseen occurrences such as tree roots or logs or getting trampled in deep water sets higher risk for injury.

Understanding liability makes you think outside of the box and forces you to think from the consumer's experience to make it a better experience. Double-check your insurance policies and medical stations. How quick can an EMT respond to every station? You have to realize that many people participate in events who are not well-trained for events, so if they need to leave the course early, are there volunteers or staff to cart them to the finish line?

## SOURCES OF REVENUE

Many event planners fail to recognize that there is more than one way to earn revenue. What are other ways you can earn revenue besides entry fees? Clothes, memberships, food products, vendor booth fees and recovery care are additional

sources of income. Discounts are appreciated by participants and a perfect way to upsell your products.

## CLEAR AND CONCISE CONTRACTS

Contracts are important and should be very specific and clear. Lack of communication is the number one cause of misunderstandings or legal messes. Remember, you do not want any "gray zones" in terms of liability or financial responsibilities.

Contracts should be reviewed by corporate or the company's lawyer. Contracts vary from hiring vendors to security.

Contracts should include information such as:

- Fees or revenue earnings
- Deadlines for invoicing
- Quantity of people or products
- Time and location of setup / take down
- Pertinent details if vendor breaks or does not fulfill contract

## USER EXPERIENCE

Customer service is on the forefront and consumers have high expectations. If you've ever attended an event and thought, "wow that was bad" that is a big indicator that you had a poor consumer experience. How is your user experience? Most planners find this improves with events, but think about how you can create an optimal experience. Some things to think about include:

- Access to Parking or Buses to location
- Online registration
- Access to bathroom facilities
- Water stations
- Lost and found / Picking up stations
- Difficulty of course
- Food availability
- Website functions
- Availability of packet pick up / registration

Planning an event takes time and experience. If this is your first event, congratulations - this experience will set the stage for more success in the future. **OSF**

*Elizabeth Kovar M.A. is author of her memoir, "Finding Om: An Indian Journey of Rickshaws, Chai, Chapattis and Gurus" and is an ACE and BOSU Master Trainer presenter. Please send questions to: [www.elizabethkovar.com](http://www.elizabethkovar.com)*