Initial publicity & Entries

1 year before the event

Pre event publicity ie 1 year before the planned event, might consist of the following:

- A5 handbill or A6 postcard that can be handed out at events, placed on cars or sent out via a magazine/mailing. They can also be used for sponsors and other groups.

Information at this point will include:

- Dates
- General area/main town or specific locations if all permissions are finalised
- Website address for more details

- Adverts in magazines, on websites and in listings, key information as above

6 – 9 months before the event

- A4 2 or 4 page full colour information leaflet. This can be sent out via a magazine or handed out at events both in the UK and abroad – especially during the main European season April – September.

Information required at this point will be as follows:

- Dates, locations, classes, courses on officer. Competitions, the punching system, map scale & type, terrain descriptions & photos, website, entry methods, closing dates, scale of fees, start window and any restrictions on parking, dogs etc. Plus all the standard information:
- In the event of postponement, curtailment or cancellation, the Organiser reserves the right to withhold all or part of the entry fees to cover committed costs.
- Competitors information will be held on computer for reasons of event administration
- Competitors take part in this event at their own risk
- Eligibility for competitions and evidence required
- Method of entry for those not using on line entry system
- SEF with all options available as per on line system
- Check on IOF requirements at this stage (Bulletin 2 or 3) if a WRE event

Entries

For the JK, the Entry Secretary usually carries out the following tasks:

- Assist in defining and setting up the online entries system (OES). Provide a postal entry form; the data from this will be used to define the OES.

- Liaise with the OES provider to ensure that the system is ready by the prescribed go-live date.

- Provide regular reports on entries.

- Provide regular reports on income if required.

- Liaise with the Day Organisers, Planners and Controllers (plus Elite or IOF Advisors if necessary) and inform them of any unexpected entry patterns.

- Answer queries about entries and the OES.

- Liaise with the advisor for Elite Seeding and Selection.

- Liaise with all essential personnel to ensure that the Start Lists are compiled, checked and uploaded to the OES by the prescribed date; personnel should include the OES provider, Elite Seeding and Selection Advisor, checkers for senior and junior entries.

- Handle requests for changes resulting from the posting of the Start Lists.

- Send start times to those sending postal entries not on email.

- Provide address files (suitable for mail merge) to the programme/parking permits team.

- Produce a results booklet post-event; mail if required, or provide an address file to the mailing team.

See section volunteers for sample role description

Key initial tasks are:

- Agree fee structure and closing dates – try to tie these in with public holidays and end of the week/month.
- Agree entry policy on late entries and refunds and changes – see sample policy.
- Appoint entries on line provider – via quotes using the suggested requirements list entitled event entries system. It may be appropriate to ask for quotes for the whole package of entries and results and there is also a suggested results requirements list.
- Start considering entry on the day procedure for non-seeded courses and start time allocation if shared with competition courses.