



ADESSO

# AGENDA

1. INTRO
2. CURRENT SNAPSHOT: SOCIAL AND RACES
3. STORYTELLING
4. KEY TAKEAWAYS, Q & A

**“IT SEEMS LIKE A LOT OF WORK, I JUST DON’T HAVE THE TIME.”**

**“WHAT CHANNELS SHOULD I USE? WHAT ABOUT TIKTOK?”**

**“I CANNOT AFFORD TO HIRE SOMEONE TO DO THIS, HOW WILL I DO IT MYSELF?”**

**“WHAT IS STORYTELLING FOR SOCIAL, AND WHY DOES IT MATTER?”**

**“I GET THAT THIS IS IMPORTANT. IT’S A LOW PRIORITY.”**

**“I’M JUST NOT CREATIVE.”**

**“DO I REALLY NEED THIS?”**

**“HOW DO I MAKE CONTENT THAT LOOKS PROFESSIONAL?”**

**“I DON’T SEE HOW STORIES WILL HELP SELL A RACE?”**

**“THIS FEELS LIKE IT’S ALWAYS CHANGING.”**



# EVENT SALES FUNNEL





# **EVENT INFORMATION VS. STORY TELLING**

# EVENT INFORMATION VS. STORY TELLING

- Start time
- Location
- Swag & Gear for purchase
- Race day logistics
- Opening registration
- Countdowns
- Price increases
- Route announcement
- Expo announcements
- Sponsorship announcements

- Event history
- USP of event “why”
- Uniqueness of location
- Athlete stories
- Volunteer stories
- Journey to the startline
- Connection to world events and days
- Neighbourhood and city stories
- Vendor and stakeholder stories
- Influencers\*

# EVENT SALES FUNNEL

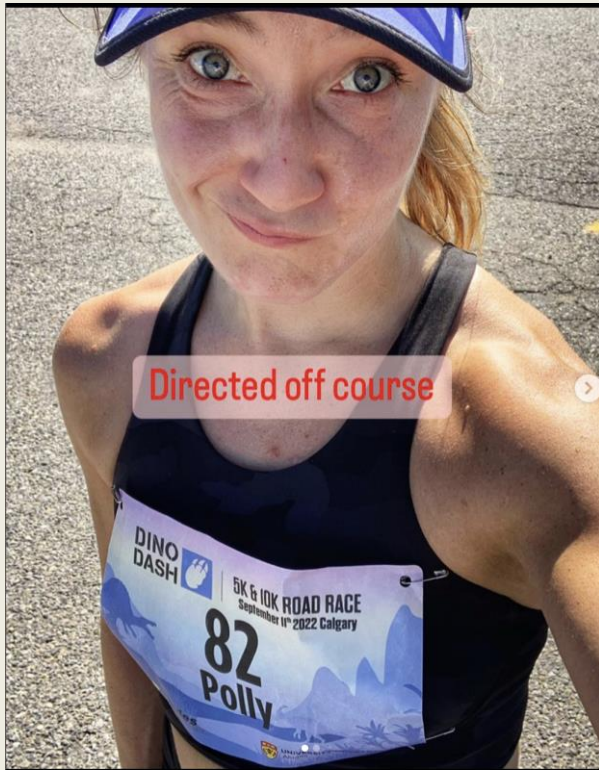
**"I SAW THE REGISTRATION  
ANNOUNCEMENT."**

**"I SAW THAT THE EVENT SUPPORTS  
LOCAL BUSINESS."**

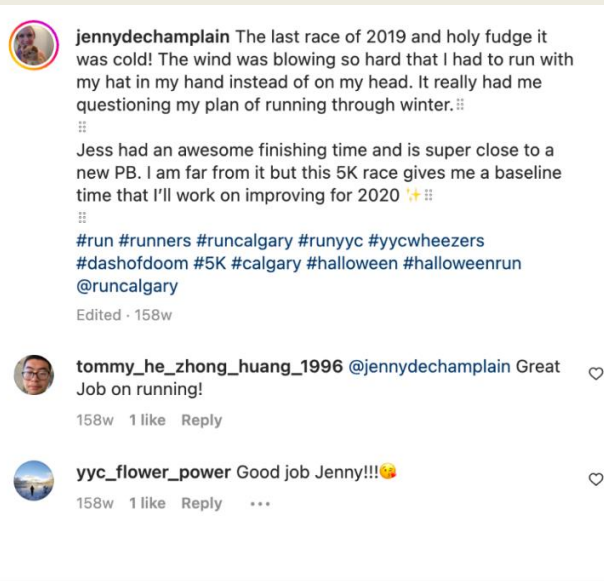
**"I LIKE THE CONNECTION TO  
COMMUNITY."**

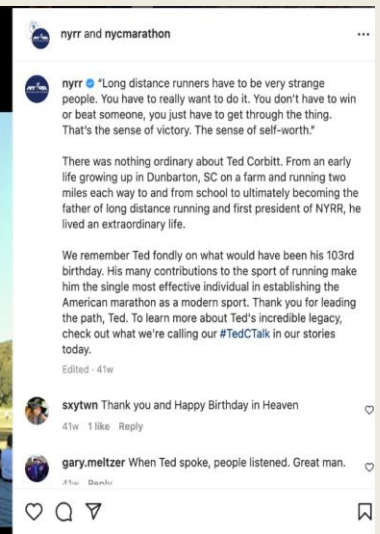
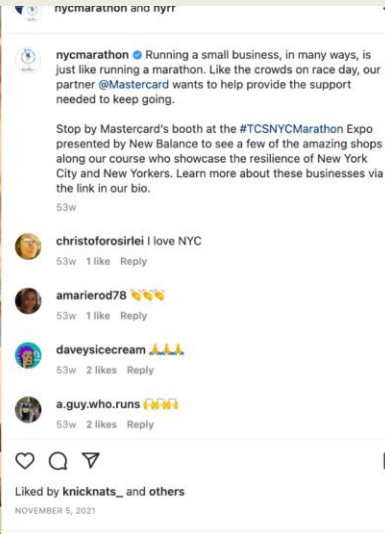
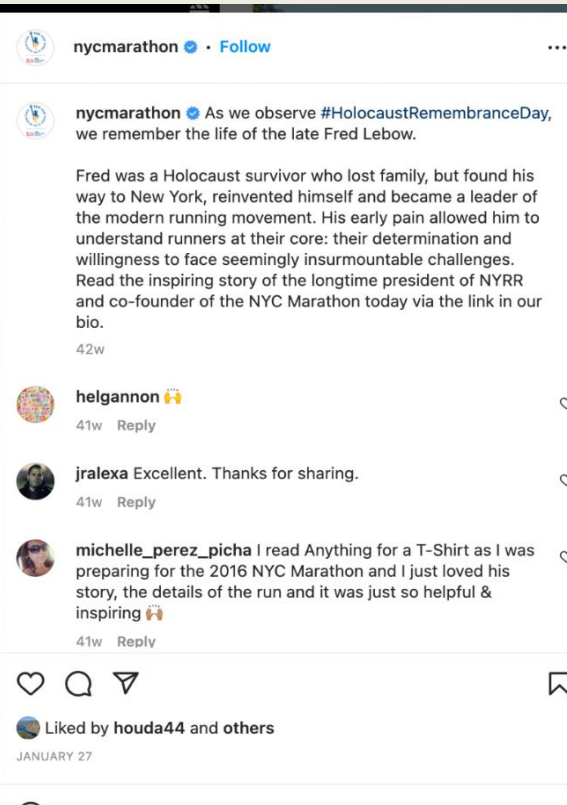
**"I'VE REGISTERED."**





## GIVE PEOPLE A STORY TO TELL & A WAY TO CONNECT WITH YOU





# **KEY TAKEAWAYS**

- 1. MAKE A PLAN, EXECUTE THE PLAN**
- 2. SEEK STORIES TO BOOST SOCIAL MEDIA CONTENT**
- 3. QUALITY > QUANTITY**
- 4. GIVE PEOPLE A STORY TO TELL**