



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

"I'VE HEARD OF THIS EVENT."

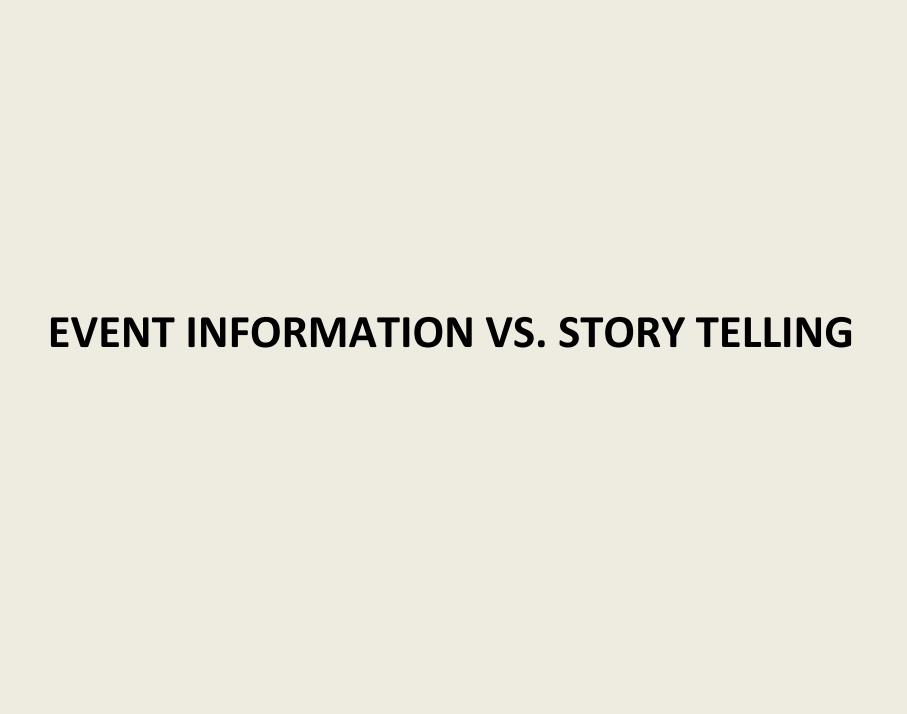
"I WOULD LIKE TO LEARN MORE."

"I'M GOING TO SIGN UP."

"I'VE REGISTERED."







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

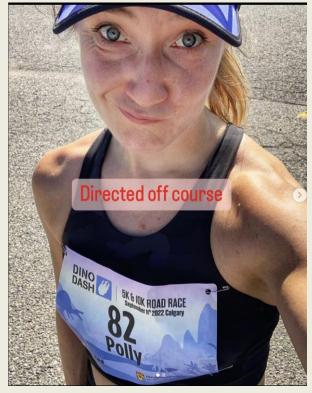
"I SAW THE REGISTRATION ANNOUNCEMENT."

"I SAW THAT THE EVENT SUPPORTS LOCAL BUSINESS."

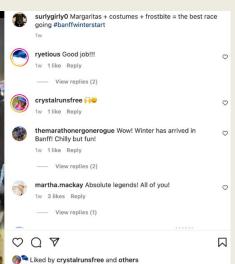
"I LIKE THE CONNECTION TO COMMUNITY."

"I'VE REGISTERED."









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





jennydechamplain The last race of 2019 and holy fudge it was cold! The wind was blowing so hard that I had to run with my hat in my hand instead of on my head. It really had me questioning my plan of running through winter.

Jess had an awesome finishing time and is super close to a new PB. I am far from it but this 5K race gives me a baseline time that I'll work on improving for 2020 1:1

#run #runners #runcalgary #runyyc #yycwheezers #dashofdoom #5K #calgary #halloween #halloweenrun @runcalgary

Edited · 158w



tommy_he_zhong_huang_1996 @jennydechamplain Great Job on running!

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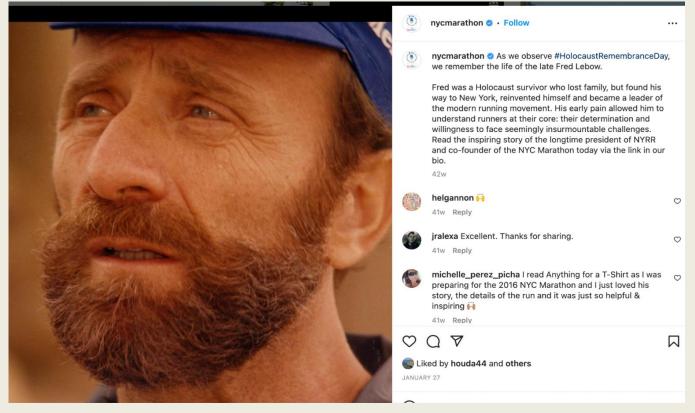
158w 1 like Reply



yyc_flower_power Good job Jenny!!!

158w 1 like Reply · · ·









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