***AmPRO—IPRO Director’s Message July, 2022***

***So you want to be an event director?***

***When contemplating an event which bears your name, consider the following equation for success. It includes three prongs, each an integral part of the entire package. If one of the three is absent, the likelihood is strong the event will be a ‘one and done.’ The three are:***

***Organization***

**Phase One**

***Establish no less than two sets of potential dates; preferably six months in advance.***

***Procure a venue (s); and encourage a written agreement between parties.***

***Schedule around potential conflicts (local events & other key tournaments).***

***Set up your personnel base---contractors/volunteers.***

***Identify the theme (s) – clinic, course, hybrid, shoot-out, tournament.***

***Qualifications for participation (open or group-specific).***

***Strategies for recruitment of participants— direct mail, internal via venue staff,***

***social media, word of mouth.***

***Budget (have a contingency plan). What is the financial motivation? Sponsors?***

**Phase Two**

***Hospitality items if any---welcome packet, food, garment, other.***

***Hotel/lodging procurement. Block enough rooms early! Room rebate available?***

***Are there expenses incurred before the event? How will they be paid?***

***Legal concerns---insurance coverage for operators/venue. Are youth involved?***

***Administration***

**Phase One**

***Staffing/job descriptions filled and defined.***

***Time line for event--is overtime required?***

***Equipment and materials required.***

***Communicate with ownership/management/department heads throughout event.***

**Phase Two**

***Keep the facility neat, clean, and secure. (Remember we are GUESTS).***

***Confirm media outlets, streaming items, podium, microphone, other.***

***Ongoing tabulation of results available for the consumer.***

***Gather items to be paid and reconcile all bills.***

***Evaluation***

**Phase One**

***Review your operations check-list and scratch out each item if completed.***

***Send notes of ‘thanks’ via mail or phone; to players, sponsors, & volunteers.***

***If something went awry, can it be fixed? Was it in your control?***

**Phase Two**

***Planning for the next one---meet with administration to see if they liked the energy.***

***Review benefits (or not) for sponsors. Maintain relationships and develop new ones.***

***(Some who wish to be involved, will do so because ‘they like you’).***

***What changes need to be made to grow the event?***

***UPCOMING***

***July 10-13 World Games Racquetball; UAB, Birmingham, AL***

***August 30-Sept 3 37th IRF World Senior Championships; NMSW, Albq., NM***

***October 14-16 NPA National Paddleball Singles/Doubles, MSW, Albq., NM***

***QUOTE OF THE MONTH ”Find things beautiful as much as you can;***

***most people find too little beautiful.’ Theo Van Gogh***