

MAKING AN EVENT OF IT

BY: JOHNATHAN BURCHARDT

Membership and Publicity
Southwest Louisiana Region



Driving. Motorsport.

2013 TLAC #3 CLASS WINNERS



IDENTITY



LOGO



MERCHANDISE

Front



FRONT DETAIL



Back



SHIRTS101

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Item Color:
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WEBSITE



SoWeLa SCCA



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South West Louisiana
Autocross and Road Racing

RECENT POSTS

2015 SoWeLa Region Awards
Party

Two in one day, the next SoWeLa
SCCA Podcast is out!

The next Podcast episode is
out!

Final season points are up.

Event #9 Results are up!

SUBSCRIBE TO BLOG VIA

UNCATEGORIZED

2015 SOWELA REGION AWARDS PARTY

📅 JANUARY 5, 2016 ✎ EDIT

Come out on January 16 to the Axiall Association Park Pavillion in Lake Charles for SoWeLa regions end of season social and awards dinner. This is a members only event but we really encourage you to bring guests!

UPCOMING EVENTS

There are no upcoming events at this time.

RECENT COMMENTS

Two in one day, the next SoWeLa SCCA Podcast is out! | SoWeLa SCCA on SoWeLa SCCA Podcast Season 2 Episode 12 - Event #9 Coverage



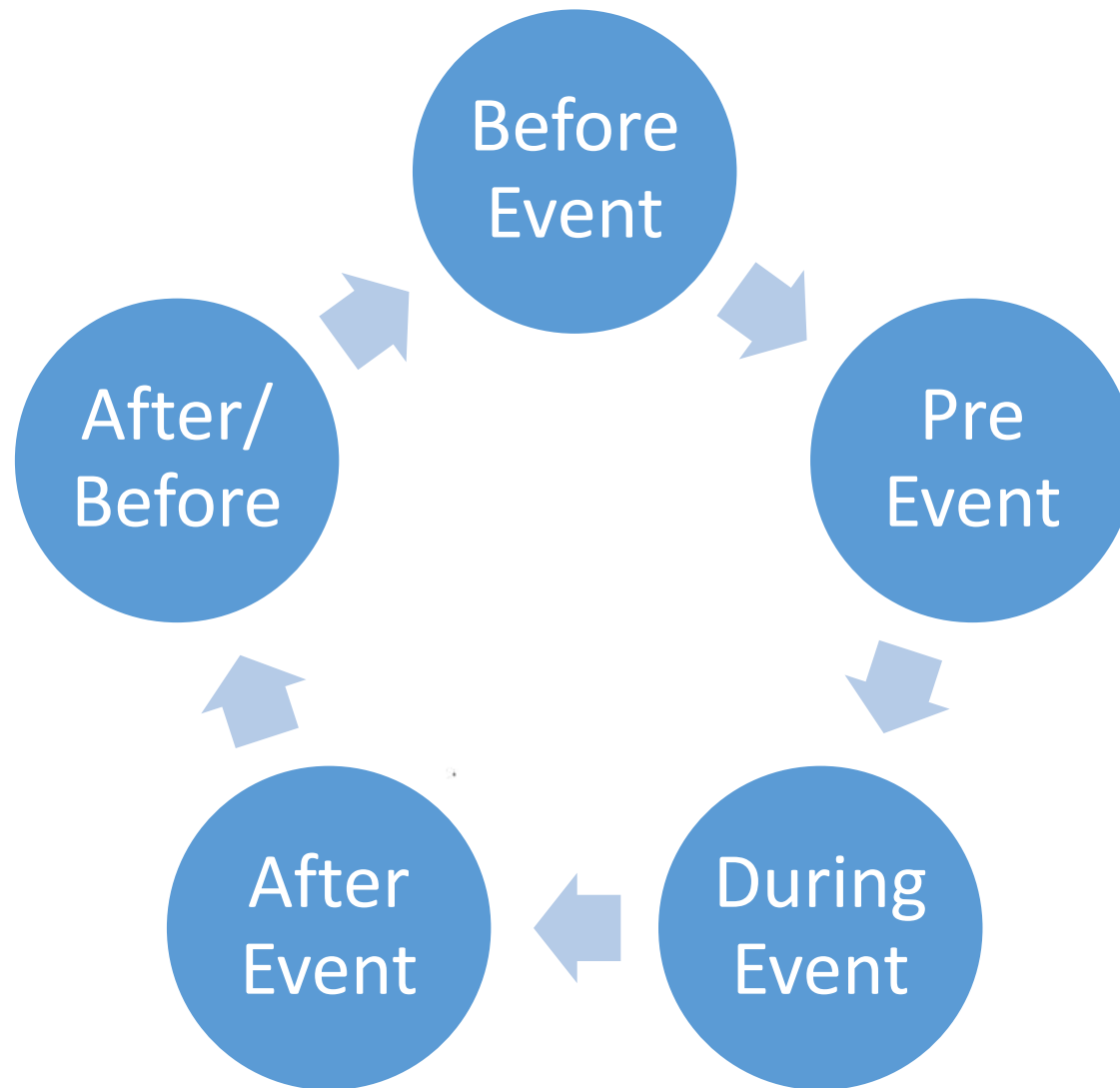
SOCIAL MEDIA

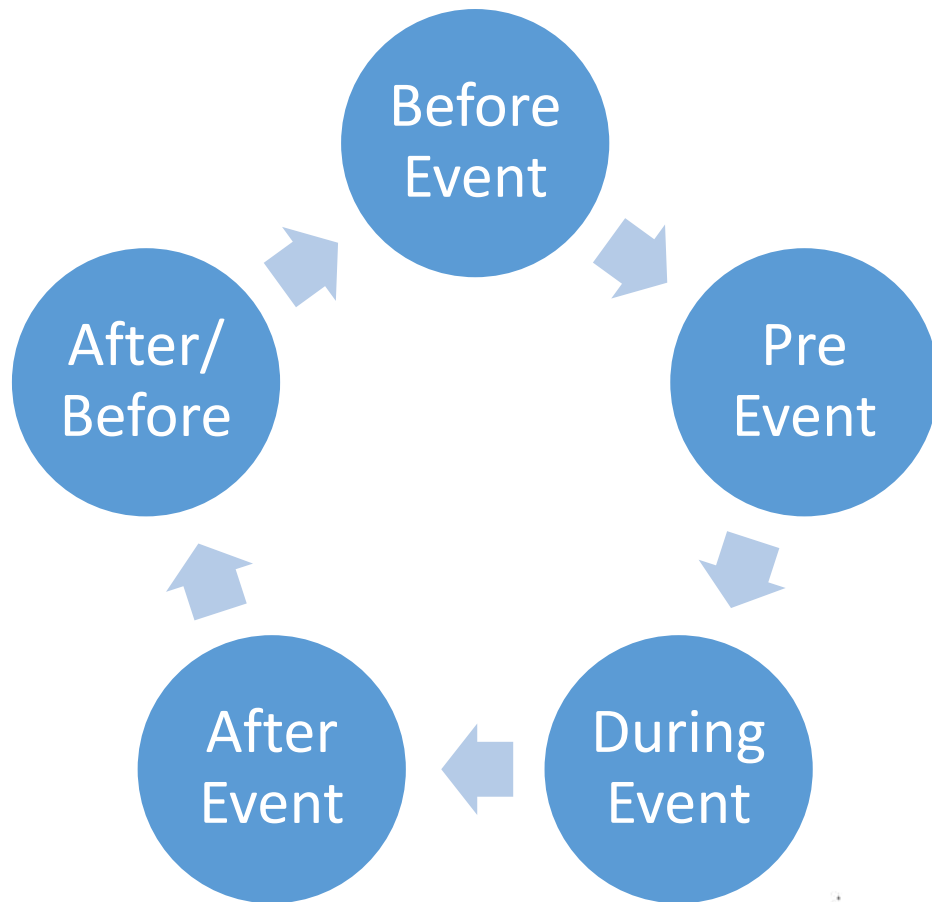
Facebook interface showing the SoWeLa SCCA page. The page name is SoWeLa SCCA, described as a Community Page about SCCA. The page has 529 likes and a post from January 15 at 12:43pm stating: "Yes, you can can bring a cooler for tomorrows awards dinner." The left sidebar shows the "ABOUT" section with contact information: "Ask for SoWeLa SCCA's address", phone number (630) 306-4666, and website <http://sowelascca.killbam.net/>.



MORE THAN ONE EVENT







Before
Event

ORGANIZATION

Before
Event

- Know your product
- Know your job
- Value everyone's opinion
- Be a team
- Scheduling
 - Organizations
 - Events
- Venues
- Set goals
- Commitment



COMMUNICATIONS

Before
Event

- Find a pace or set a schedule
- Formal versus informal
- Spread the word
 - Flyers
 - Email
 - Social media
 - Local events
 - Word of mouth
 - Look outside your circles
- Talk to people
 - Be approachable
 - Answer questions
 - Seek out and encourage friends and family
- Build relationships



SOWELA SCCA PODCAST

Before
Event

- **What's that??**
- **Hosted by Johnathan Burchardt and Doug Narby**
- **Two seasons**
 - **22 episodes**
 - **Over 22 hours**
- **Driver interviews**
- **Tech sections**
- **Tuning advice**
- **Course breakdowns**

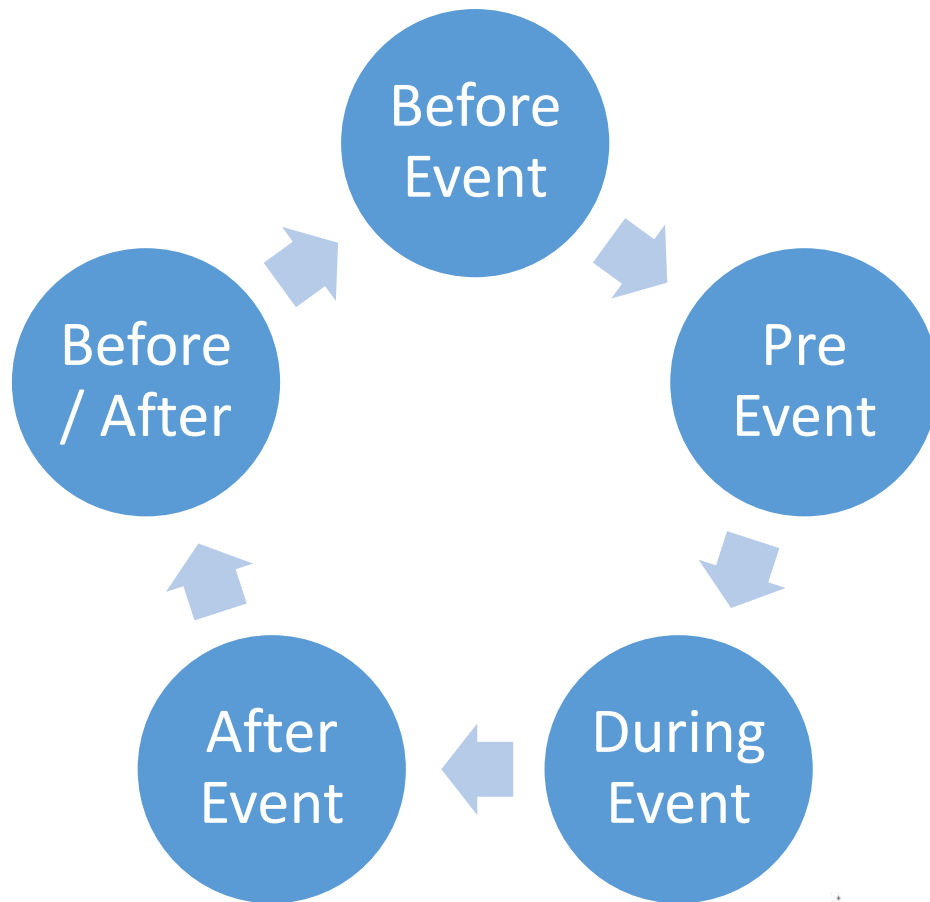


Shooting Cars

Before
Event

- Hosted by Neil Bullock
- Local motorsports coverage
- SoWeLa coverage
 - Driver interviews
 - Car reviews





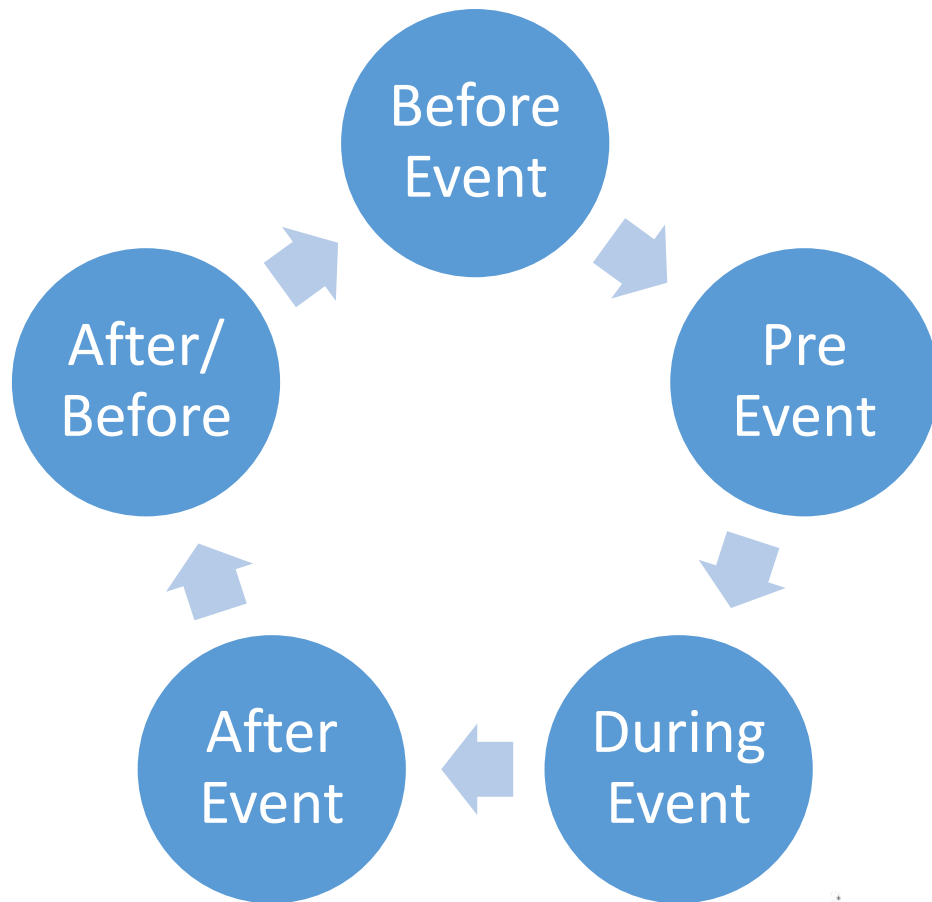
Pre
Event

PREPERATION

Pre
Event

- Venue
 - Course prep
 - Facilities
 - Waste
 - Traffic control
 - Signage
 - Viewing Areas
- Organization
 - Pre assigned workers
 - Who's right for the job
- Differing views



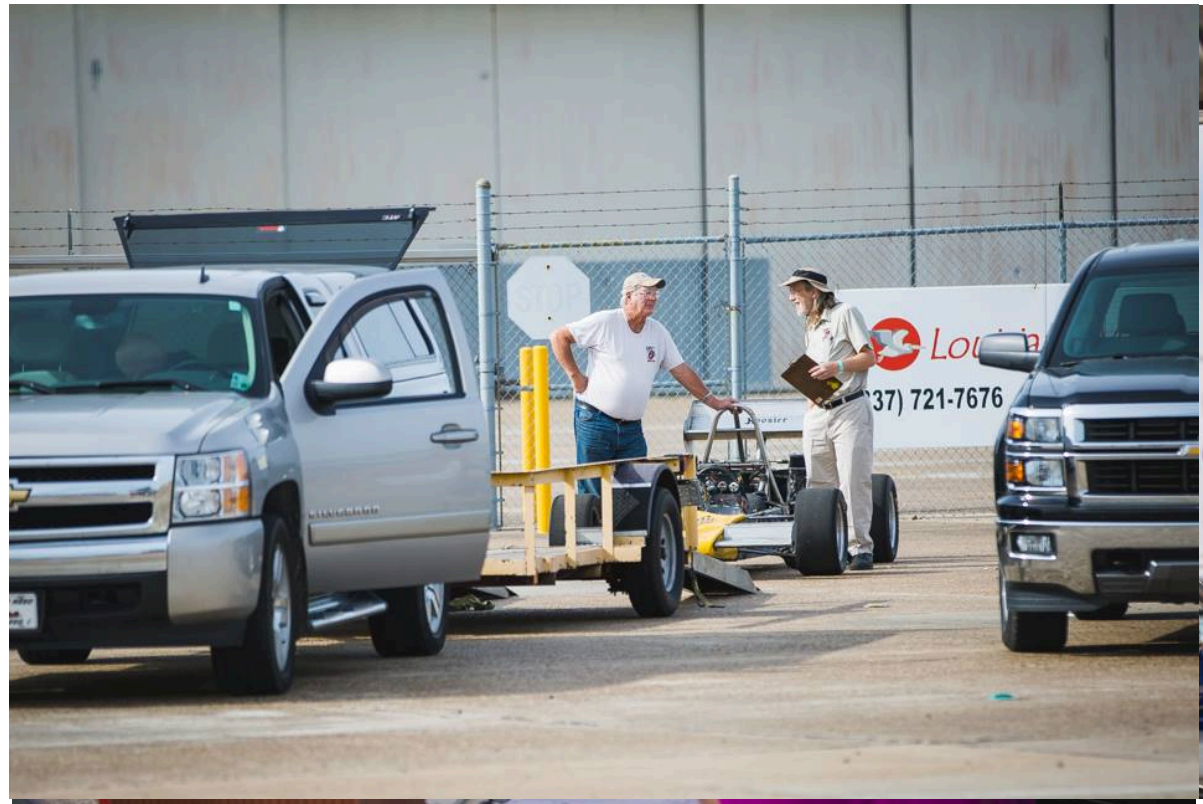


During
Event

MORNING

During
Event

- Roll out the welcome mat
- Registration
 - Filter drivers
 - Merchandise table
 - We've always got a class
- Inspections
- Wrist bands



MORNING

During
Event

- **Meet and greet**
 - **Roam around**
 - **Conduct and plan interviews**
 - **Visit and help people**



NOVICE DRIVERS

During
Event

- New driver meeting
- One on one time
 - Walking the course
 - Paddock
- Have patience & explain things



GUESTS

During
Event

- **Families**
- **Explain things**
- **Greeters kit**
- **Build relations**



DRIVERS

During
Event

- **Be their biggest fan**
- **Ride alongs**
- **Give a hand or advice**
- **Learn things**
- **Guests**
- **Keepsake**



PHOTOGRAPHERS

During
Event

- Guest photographers
- Club photographers



CARS VERSUS PEOPLE

During
Event



CARS VERSUS PEOPLE

During
Event

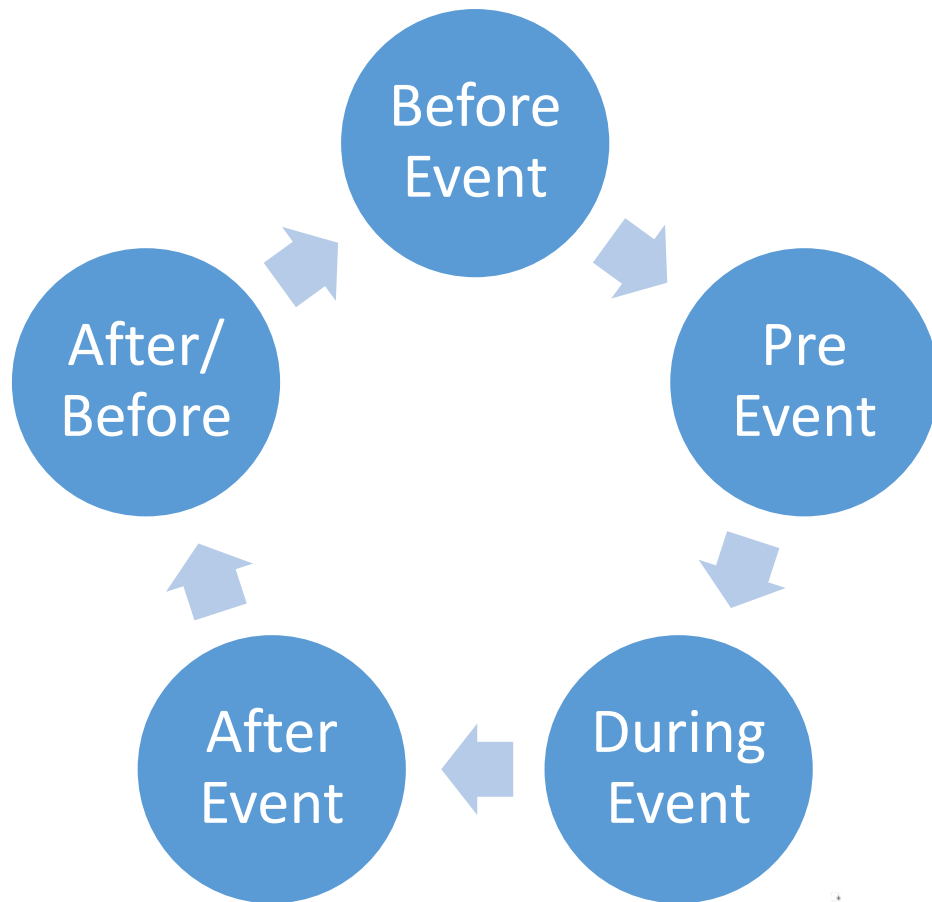


SPECIAL EVENTS

During
Event

- Test & Tune
- Five Car Challenge
- Costume contest





After
Event

SOCIALS

After
Event

- **Dinner**
- **Party**
- **Building relations**



CLUB DUTIES

After
Event

- **Results**
- **Share photos**
- **Encourage photos and videos**
- **Talk to people**
- **Build relations**
- **Review goals**



PODCAST

After
Event

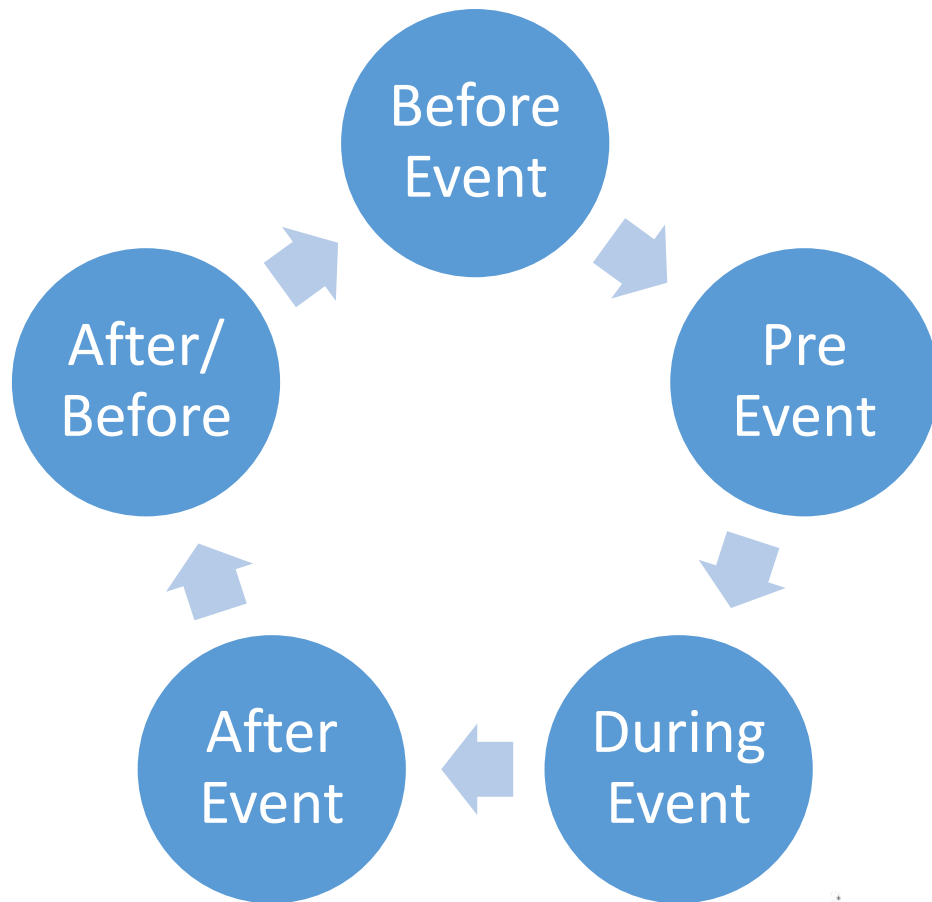
- **Event Coverage**
- **Season Reviews**



Shooting Cars

After
Event





After/
Before

NEWSLETTER

After/
Before

- RE's event review and club update
- Meeting notes
- Calendar
- Event results
- Season points
- Club racing report
- Member submissions

THE SPINOUT
c/o JIM VEILLON
520 N. 4TH ST.
EUNICE, LA. 70535

SPINOUT
A publication of the Southeast Louisiana Region SCCA

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December 2014



Photo by Chris Davis



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Eunice, La. 70536

November General Meeting

December 11th

Dinner @ 7:00 p.m.

Meeting @ 8:00 p.m.

at

Hong Kong Restaurant

629 West Prien Lake Road

Lake Charles, La. 70601

Phone: 337-477-3000

!!! NOTICE !!!

The February Spinout press deadline is:

February 4th.

Opinions expressed in any article printed in the "Spinout" are the opinions of the author of the article and do not necessarily express the opinion of the SCCA, the editor, or any other member of the SCCA.



SOCIAL MEDIA

After/
Before

- Share multimedia
- Facebook Groups
- Scca.com
- Build relationships



TALK TO PEOPLE

After/
Before

- **Go out**
- **Get online**
- **Phone calls**
- **Turn wrenches**
- **Build relationships**
- **Be an ambassador**



ORGANIZED EVENTS

After/
Before

- Club meetings
- Social hours
- Convoys



After/
Before

GRIT



AN EVENT

It's more than a car, it's more than a race, it's about creating connections, memories, and friendships that will last a lifetime.

How will you make the best of it?

