* Thanks for coming this morning
*I will be sharing with you what changed on MSR in 2018
*And what we're going to be working on in 2019
*Before we start
*Point out everyone on the team
*…
*Ok, let's get started

* Theme this year is Celebrating our legacy, building our future
* So relevant to our team as well
* Not the same length of course, but I started 16 years ago on nights and weekends in 2003 with a single organization
* and now we have over 1,300 clubs, racetracks and sanctioning bodies using MSR
* The reason why I bring the entire team to this event is because
* the SCCA is important to our business but also me personally. I've been a competitor, a board member, worked in registration, tech and timing and scoring.
* I know first hand what you all contribute to the SCCA and that this sport doesn't exist without your volunteer effort.
* As Mike Cobb said last night, this 75th year is only a point in time
* And so as we think about where we want to go over the next 16 years
* It's worth pausing to look at how far we've come.
* [[review stats]]
* As big as some of those numbers may be, they are still dwarfed by another number: 220MM
* There are 220MM licensed motorists in the US
* No other sport has as many casual players with the basic skills necessary to participate
* Not suggesting they will all go to the Runoffs
* But motorsport is a great product
* It's clear we should be attracting, converting and retaining a larger share of that pie as a sport
* As I think about what we want to accomplish over the next 16 years
* Through major changes like electric and autonomous cars and mobility-as-a-service,
* I know together we can make these numbers seem quaint
* So, let's get started with what happened in 2018….

RUNOFFS REGISTRATION

* Start with a few Runoffs notes
* Last year was the first time MSR was used instead of Avectra to run the on-site
* We learned a lot in 2017, and designed an all new check-in experience for 2018
* Want to thank the registration and tech workers for their patience in learning a new process and doing such a great job

* Indy was 1st year using MSR on-site - quite the stress test with 1,000 racers
* 5% of drivers were missing waivers - people missed clicking "save"
    * Pressure of a line
    * Distractions, chatting, sometimes multiple people at the window
* We developed an all new app to more easily check in drivers, crew, workers, and guests.
* Checked in 1587 people
* Great registrar feedback and nearly zero waiver/check-in issues

CHECK-IN EXPRESS TECH

*   We innovated express tech this year with an all-new checkin experience
* This year we printed tech and test day stickers
* Virtually zero lines in tech this year!

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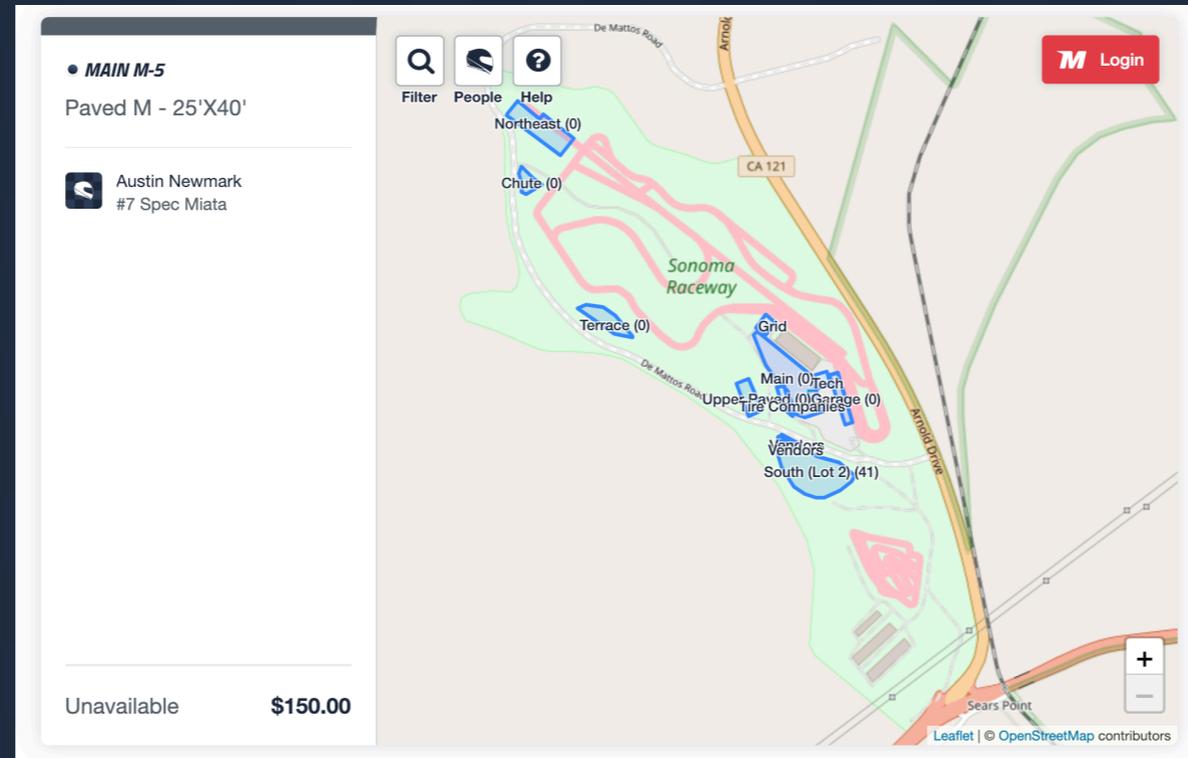
* Our parking app for competitor parking was used at both Runoffs and Solo Nats in 2018
* Solo Nationals had nearly 1500 spots

RUNOFFS GRID SCANNING APP
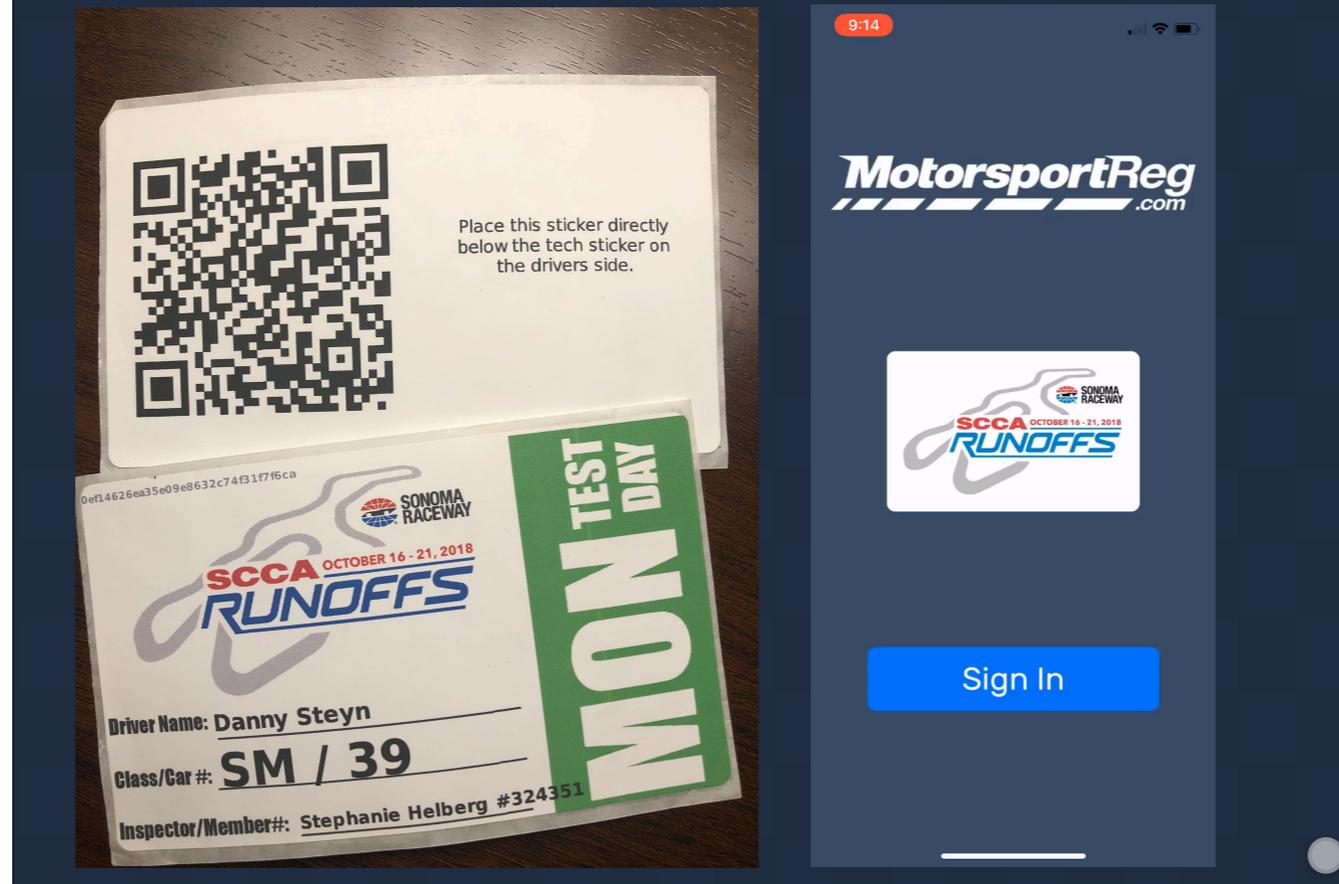
* [[PLAY VIDEO]]
* Saturday test day participants were given an extra sticker this year.
* We prototyped an all-new app that enables grid workers to rapidly verify that a car and driver are valid to be on track.
* This is part of our vision to tie together all of the elements of your event into a single management system

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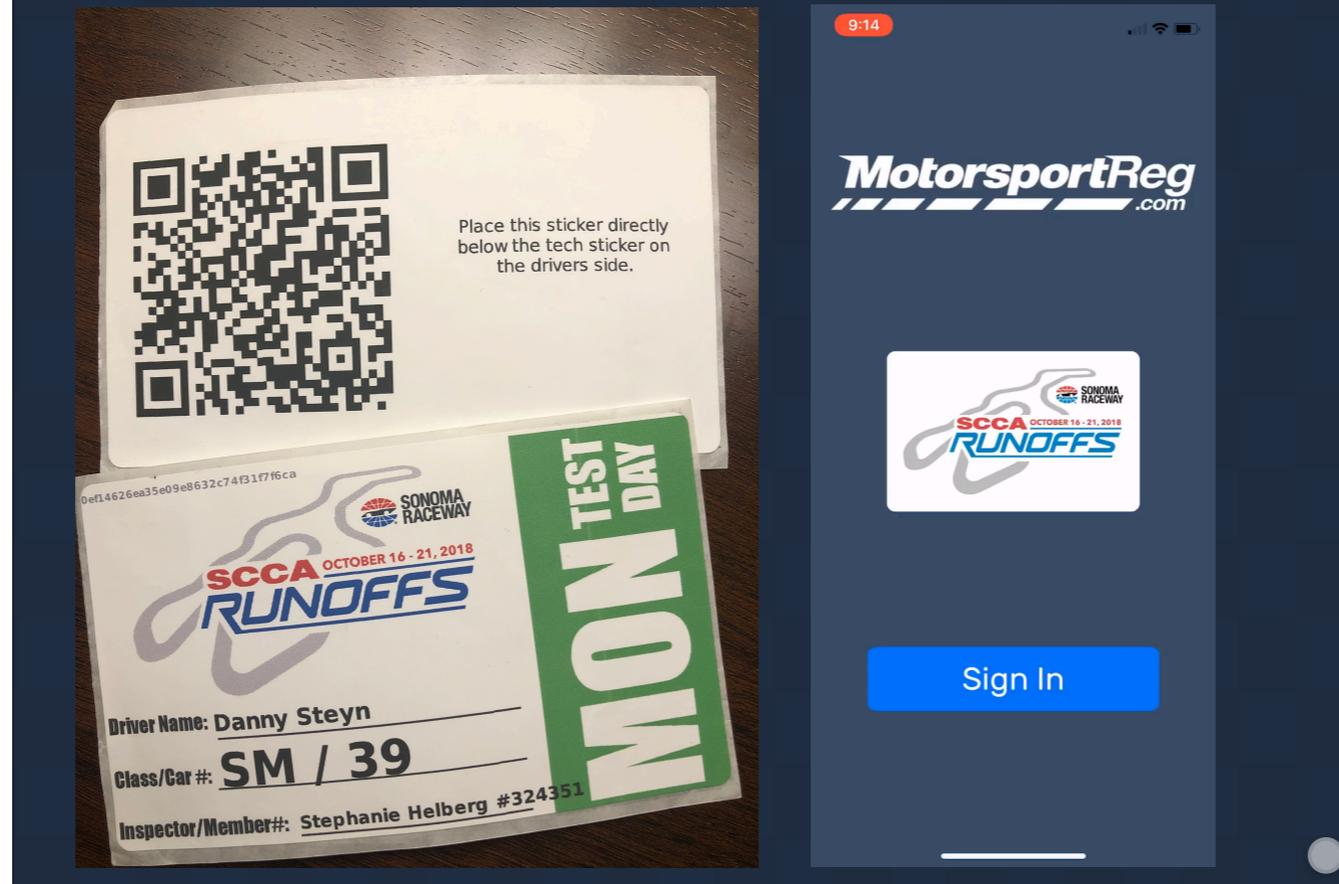
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WHAT'S NEW?!
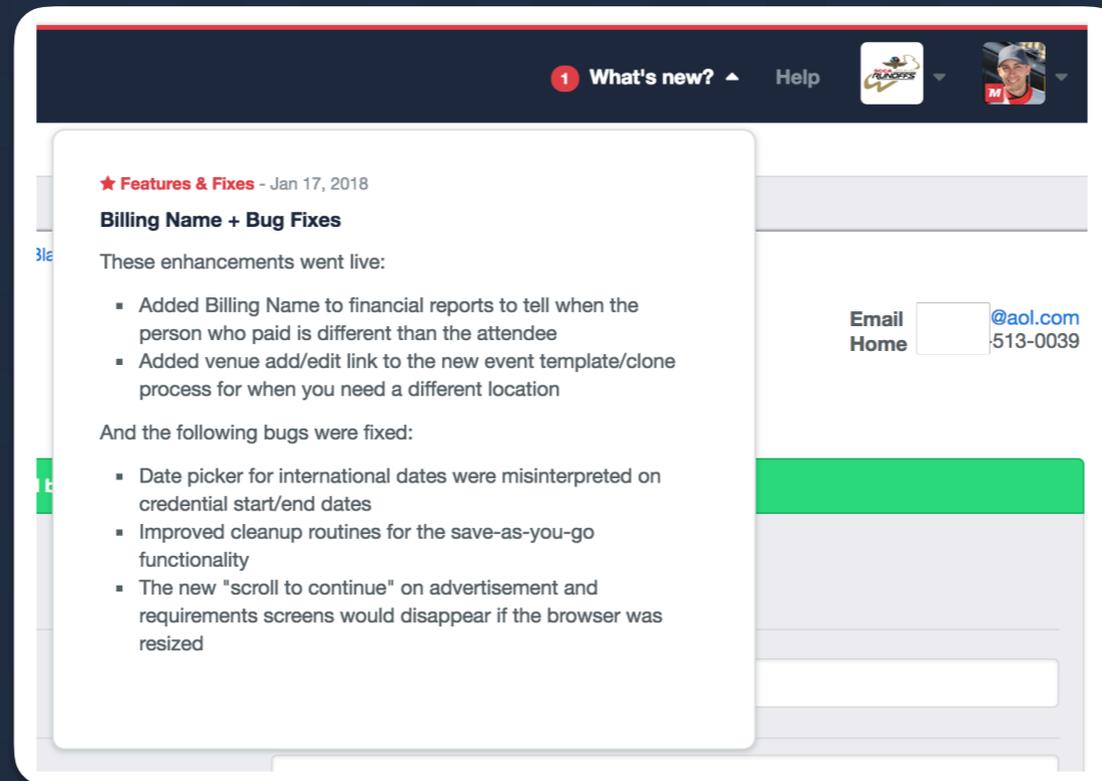
* Move through the rest of the slides year, all the features we'll chat about can be found under the "What's new" notification in the Nav bar on MSR.

* Something we added within the last few years to help keep you updated on new features and bug fixes

* Like I said, all of the features in these slides you'll find in the notification if you want to reference back to them.

* Push updates often, so keep your eye out for that little red dot throughout the season - so you can be in the know on all of the new features

ROADMAP 2018

* Here's what we showed you this time last year. We're happy to report that we've fully released 3 of the 5 items PLUS whole lot more.
* Rest assured, text message blaster and e-waivers are very close. In fact…
* We're passing around a pad of paper. Fill out your phone number and in the next hour you'll get an electronic waiver demo sent to your device.
* Text message blaster is what we are currently working on. You'll be able to get access to that soon.

ROADMAP 2018

☑ ATTENDEE SUPPORT FLOW

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ROADMAP 2018

☑ ATTENDEE SUPPORT FLOW
☑ DUPLICATE ACCOUNT PREVENTION

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ROADMAP *2018*

☑ *ATTENDEE SUPPORT FLOW*

☑ *DUPLICATE ACCOUNT PREVENTION*

○ *TEXT MESSAGE BLASTER*

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- ☑ *T&S CHANGE LOG*

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* One of the most recent features you'll see is our all new look & feel
* In addition to looking more modern,
* This new design is also the technical foundation for other recent enhancements and great new improvements coming this year
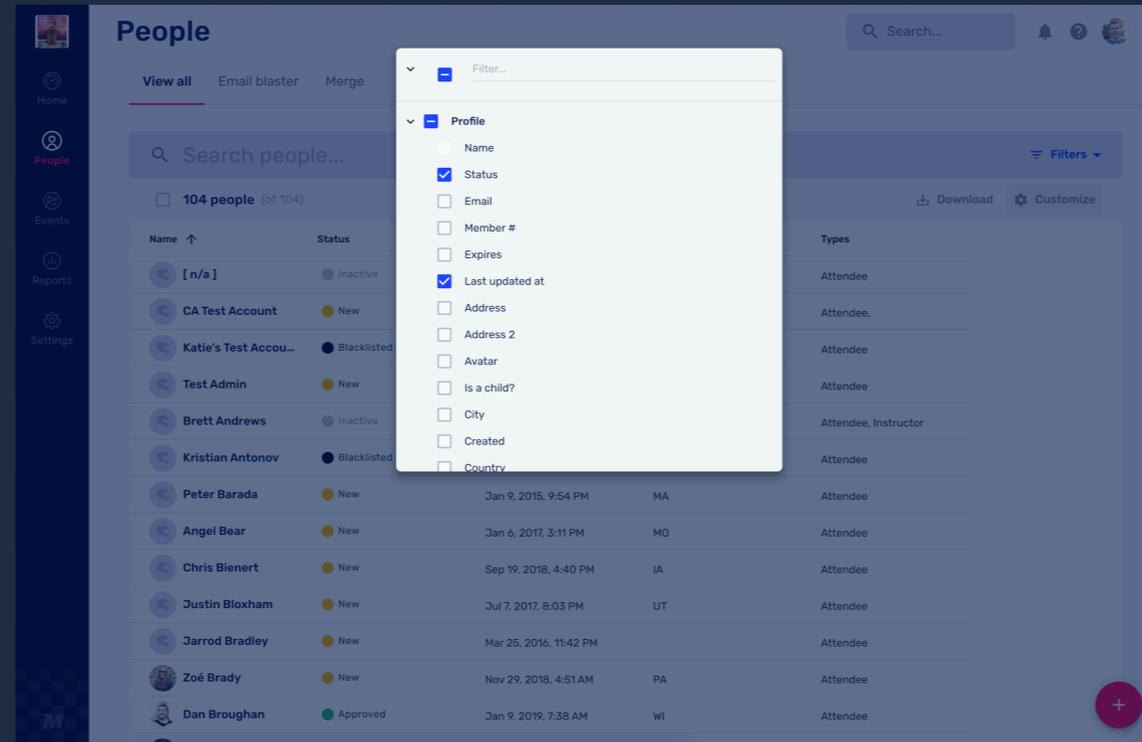
*   One of those improvements is our more powerful list screen for members, attendees and entries
* Customize the columns to show only the data you need
* Export data ad-hoc with the columns you need means you'll need fewer reports

*   In addition to customizing the columns, we have improved and added new batch actions
* Bulk actions like sending an email directly from the list
* We'll be adding more actions like validating memberships & licenses
     * Save you from doing it one-at-a-time
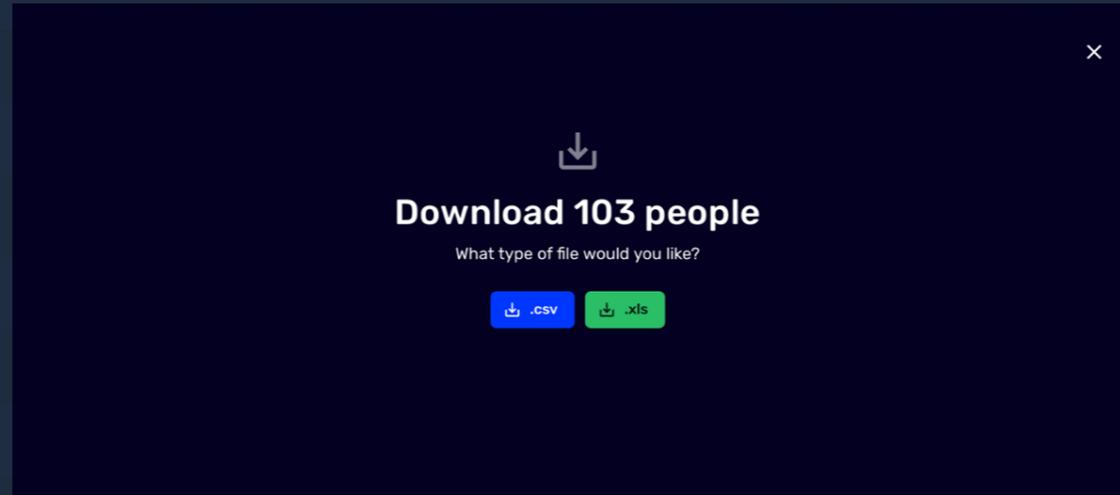
*   Export data from any list
* Export to CSV or Excel with your customized columns
* Creates a hybrid between your daily operating screens and reports
* We expect you'll find yourself in the Reports less often as a result

* Can we officially put an end to the radio, fax machine, or paper changes??
* Special screen designed specifically for Timing & Scoring
* Will alert for changes that need to be updated in the timing and scoring software
* This screen shows that the transponder was updated
* As a registrar, all you have to do is make the change in MotorsportReg and this happens automatically.
* Timing staff then has one screen with all changes they need to apply and they can check them off as they go.
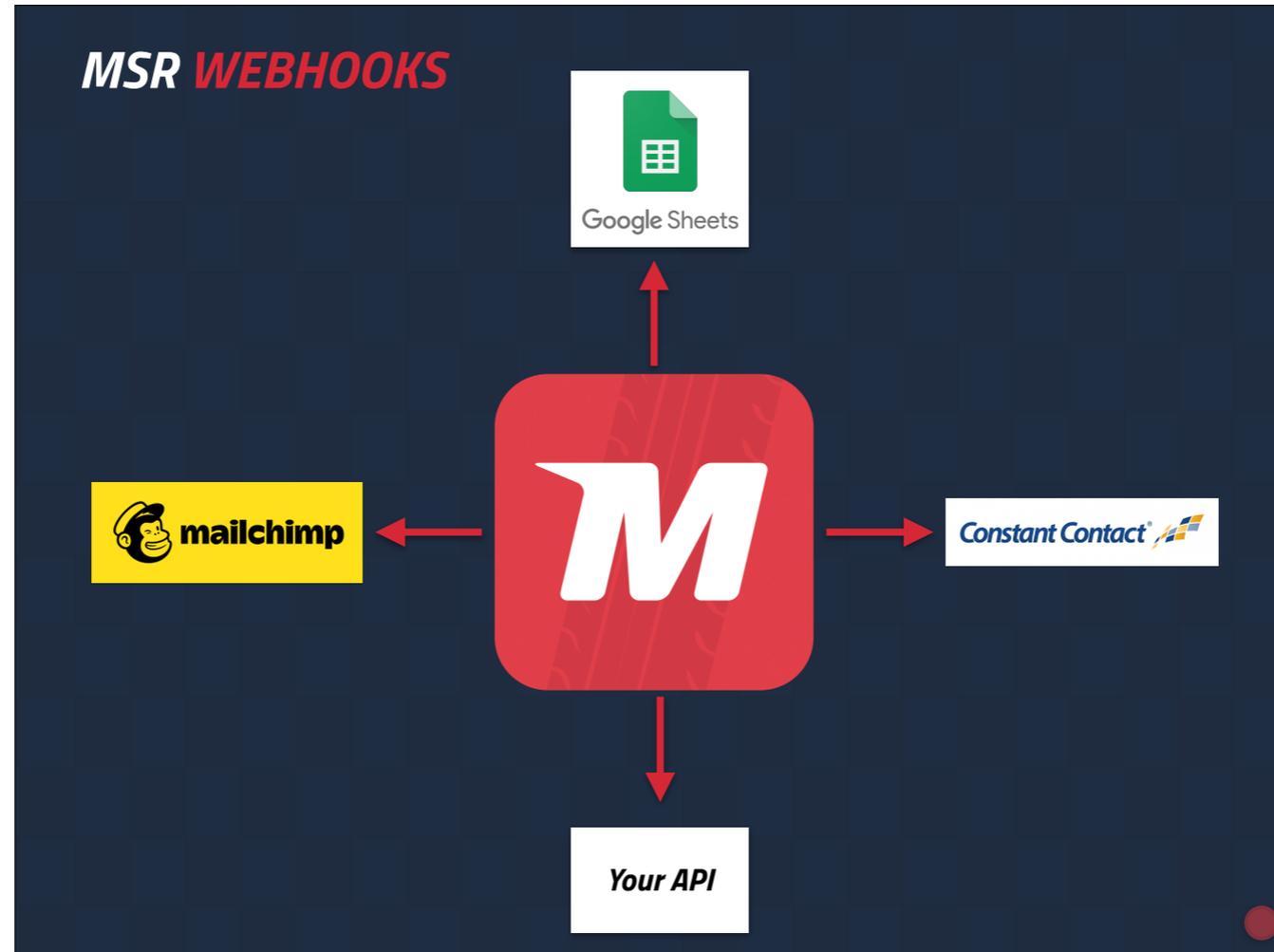
* Although we can help you run most of your events, you probably also have other software systems you use, like an email service provider for example.
* Our new webhooks allow you to send notifications to your other systems about changes that occur within MotorsportReg
* Example: you can configure a Webhook to alert MailChimp anytime a new contact joins your organization in MotorsportReg
* That change gets automatically synced to Mailchimp with no action on your part.

* Attendees have long had the ability to "Transfer Control" of their account to another person.
* For linking two accounts together, like spouses, parents, prep shops and team mates, etc...
* Those relationships can also change over time
* Organizer can now view and control these relationships

MSR ACCOUNT RELATIONSHIPS

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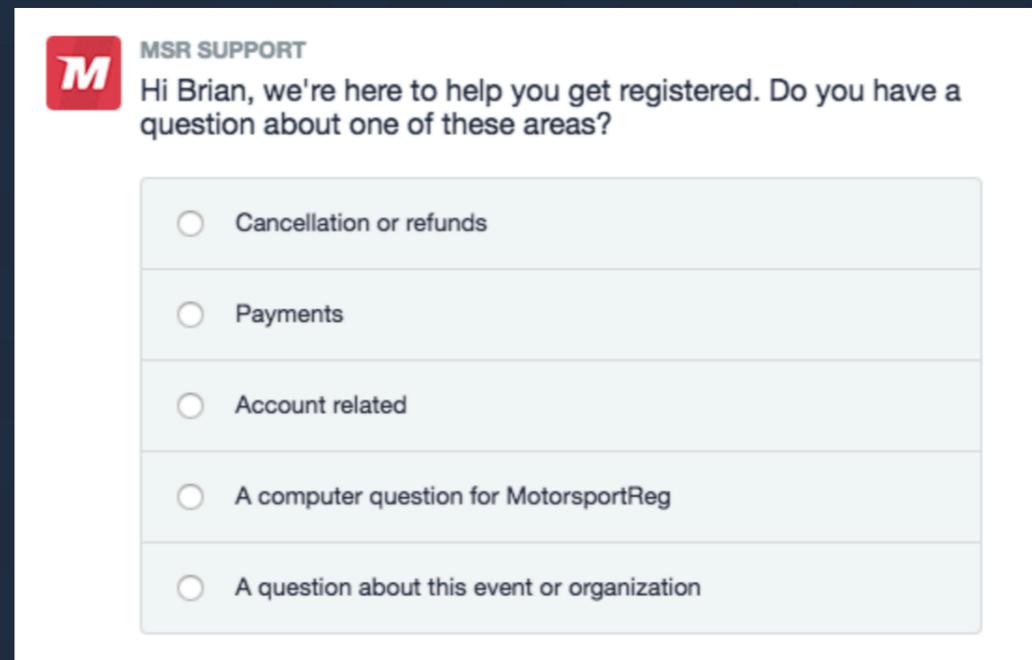
* We all know how many questions your attendees can have
* A new contact flow which tries to answer common questions directly,
* If they still need help, you receive a nicely formatted email with helpful links back to the relevant event or registration.
* This leads to fewer total questions and faster answers for those that need your attention.
* And if they have a technical issue with getting registered, their email comes to us and we get them sorted on your behalf.

*   One of the most requested features was the ability to resend a previous email to automate follow-ups, reminders and answering FAQs
* You can now see the previous emails that you have sent
* And their statistics - how many delivered and opened
* We've also made the email blaster faster and improved email deliverability

*   Find profiles who have never registered for an event
* Allows you to identify who you might send an email to invite to register
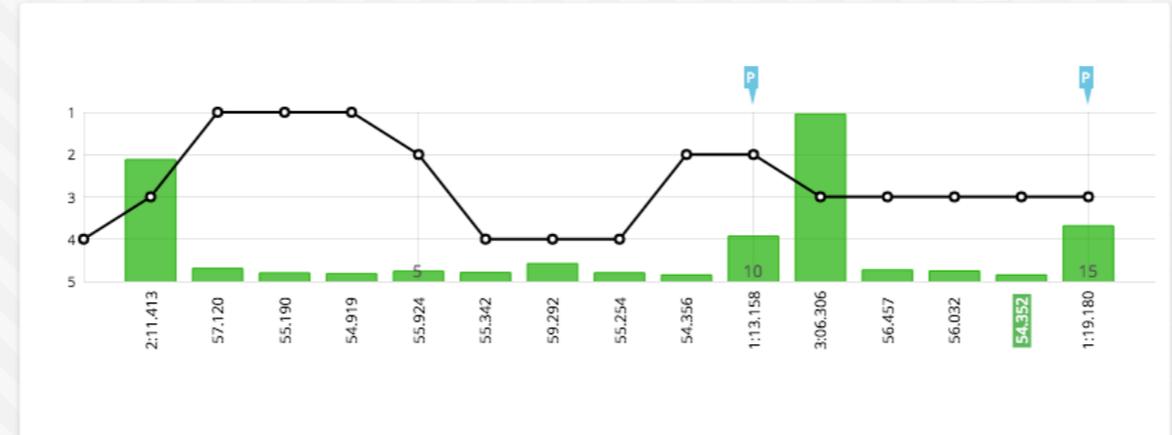
*   Q: Who is running RaceHero regularly at your Road Racing events?
* Live timing, provisional and official results, entry list and schedule
* Works with Orbits 4.5 and the newer X2/Orbits 5
* Also post Grids and Merges
* Many Updates
     * Flag-colored charts, lap times, & pit stop indicators
     * Delete runs & events
     * More stable relay

* New API lets us distribute data in multiple ways
* Examples: MARRSPoints, Live streams for TV tickers
* Working with National to see
    * If you run RaceHero at your event
    * We could eliminate the post-event Orbits upload
    * And we might be able to automate the post-event car count audit

MSR NEW TEAM MEMBERS

WES   MIKE   WYNDI

We added 3 people to our team this year bringing the team size to 10

* Wes
      * joined our product development team over the Summer
      * helped us deliver webhooks and ewaivers (among many others)
* Mike
      * is not only responsible for business development and
      * finding more organizations who can benefit from our system
      * but also the 2019 National Convention Pinewood Derby champion
* Wyndi
      * joined our success team this month
      * many of you know her from her time at SCCA National 10 years ago

This brings the full-time MotorsportReg team to 10 people! (33% increase since this time last year)

ROADMAP *2019 PRIORITIES*

*   REFINE THE CORE
    * first and foremost, improve our core functionality
    * Already showed the new batch screens
        * Continue enhancing to provide more reporting-like functionality
        * more batch actions like verifying membership or licenses
    * This helps us consolidate some of our screens so you have fewer places to go to do what you need to do
    * Last year we asked who liked using the form builder
    * There were not a lot of hands
    * We spent the year researching, thinking and discussing and came up with a game plan
    * This year we will launch a redesigned form builder experience.
    * We use it more than anyone else so our team is really pumped about the one.

* GROW PARTICIPATION
    * Started off saying we are increasing your YoY loyalty by 2.6%
    * But we think we can make that curve a little steeper
    * Most people think about text message blaster for use during events
    * But we think between events is a big opportunity to get people's attention for example when registration opens
    * There are more ways to move that needed such as ways to incentivize your existing members to recruit on your behalf.
    * Lastly, paired with our form builder work, we have identified 3 places to speed up the registration process which will increase the number of people who register.
    * It might sound surprising, but we send a LOT of abandoned registration emails.

ROADMAP 2019 PRIORITIES

REFINE THE CORE

IMPROVEMENTS THAT MAKE IT EASIER TO SETUP AND MANAGE EVENTS.

➡ MORE POWERFUL BATCH SCREENS
➡ EVENT SETUP & FORM BUILDER REDESIGN

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ROADMAP **2019 PRIORITIES**

GROW PARTICIPATION

FEATURES AND TOOLS THAT HELP
BRING MORE PEOPLE TO YOUR EVENTS.

➡ TEXT MESSAGE BLASTER
➡ NEW PROMOTIONAL TOOLS
➡ FASTER REGISTRATION FORMS

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ROADMAP 2019 PRIORITIES

MEMBER EXPERIENCE

MAKING YOUR EVENTS A
BETTER EXPERIENCE FOR ALL

➡ MAKE IT EASIER TO FIND AND
REGISTER FOR EVENTS
➡ E-WAIVERS
➡ RUNOFFS-LIKE IMPROVED CHECK-IN

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* You heard Mike Cobb say this morning they need better data and we are supporting that effort.
* We hear negative stories in media about Facebook and Google but reality is that data is necessary for analysis which is necessary for making good decisions
* In our partnership, Mike Cobb and I have made it a priority to aggregate the data in the field to help the club grow and succeed.
* Initial participating regions:
    * Texas
    * San Francisco
    * Cal Club
    * Oregon
    * Central Florida

Be sure to leave session feedback in the Convention app!

What are your questions?

*IF YOU WOULD LIKE A COPY OF THIS PRESENTATION,
PLEASE LEAVE YOUR EMAIL ADDRESS WITH US.*

SUPPORT@MOTORSPORTREG.COM

* Thank you for your dedication to the SCCA and for your time this morning
* If you would like to get a copy of this or have any follow on questions
* We're in the exhibition area today and tomorrow or you can email us
* You can do it from your phone