



WELCOME

MotorsportReg
2018 RECAP & ROADMAP

- * 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

2 MILLION REGISTRATIONS



- * 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

RUNOFFS CHECK-IN

John Black
 Ready!

John Black
 Not ready
 Wristband

✓ Waiver signature witnessed by **Linda Rogaski**

✓ Checked in by **Chris Redrich** October 12, 2018 @ 5:34pm

ENTRIES (6)

#	SEGMENT	CLASS	VEHICLE	TRANSPONDER	MODIFIER
17	Race	SRF3	1985 SCCA Enterprises SRF 3	0404996	1st entry
17	Saturday Test Day	SRF3	1985 SCCA Enterprises SRF 3	0404996	1st entry
17	Sunday Test Day	SRF3	1985 SCCA Enterprises SRF 3	0404996	1st entry
M-39	Parking - DO NOT DELETE OR CHANGE				
	Paddock Type				
	Camping				

Add notes

Start checkin →

- * 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*



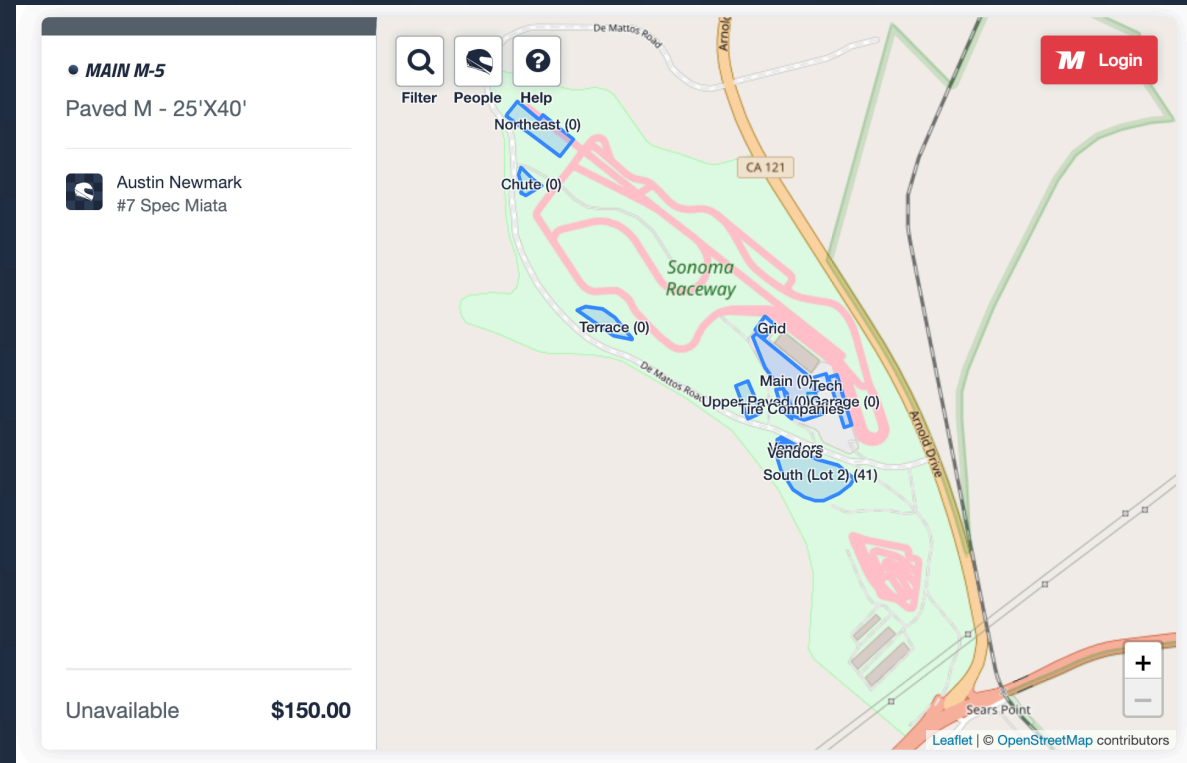
- * We innovated express tech this year with an all-new checkin experience
- * This year we printed tech and test day stickers
- * Virtually zero lines in tech this year!

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!

RUNOFFS & SOLO NATIONALS **PARKING APP**



- * 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



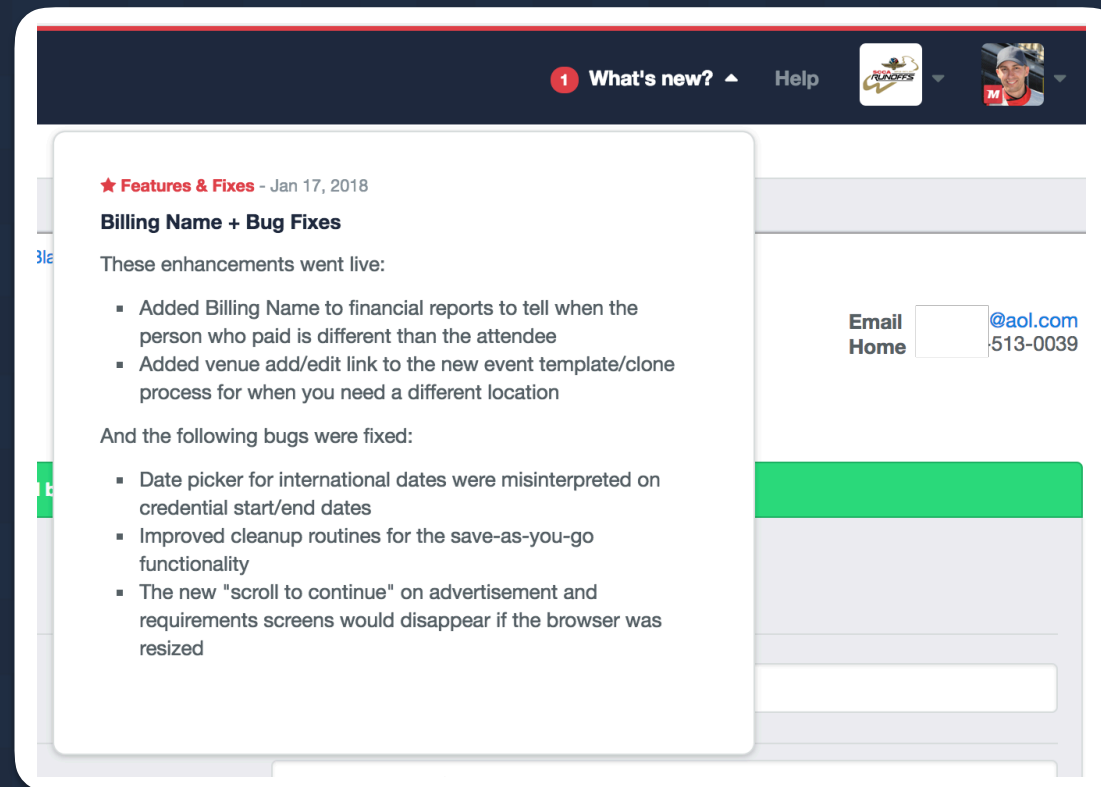
- * [[PLAY VIDEO]]
- * Saturday test day participants were given an extra sticker this year.
- * We prototyped an all-new app that enables grid workers to rapidly verify that a car and driver are valid to be on track.
- * This is part of our vision to tie together all of the elements of your event into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

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

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

- * 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**

☒ **DUPLICATE ACCOUNT PREVENTION**

- * 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**
- ☑ **DUPLICATE ACCOUNT PREVENTION**
- **TEXT MESSAGE BLASTER**

- * 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**
- ☒ **DUPLICATE ACCOUNT PREVENTION**
- ☐ **TEXT MESSAGE BLASTER**
- ☒ **T&S CHANGE LOG**

- * 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**
- ☒ **DUPLICATE ACCOUNT PREVENTION**
- ☐ **TEXT MESSAGE BLASTER**
- ☒ **T&S CHANGE LOG**
- ☐ **E-WAIVERS**

- * 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.

MSR ALL NEW LOOK & FEEL

Home

People

Events

Reports

Settings

People

View AllEmail BlasterMerge

Search people...

Filters

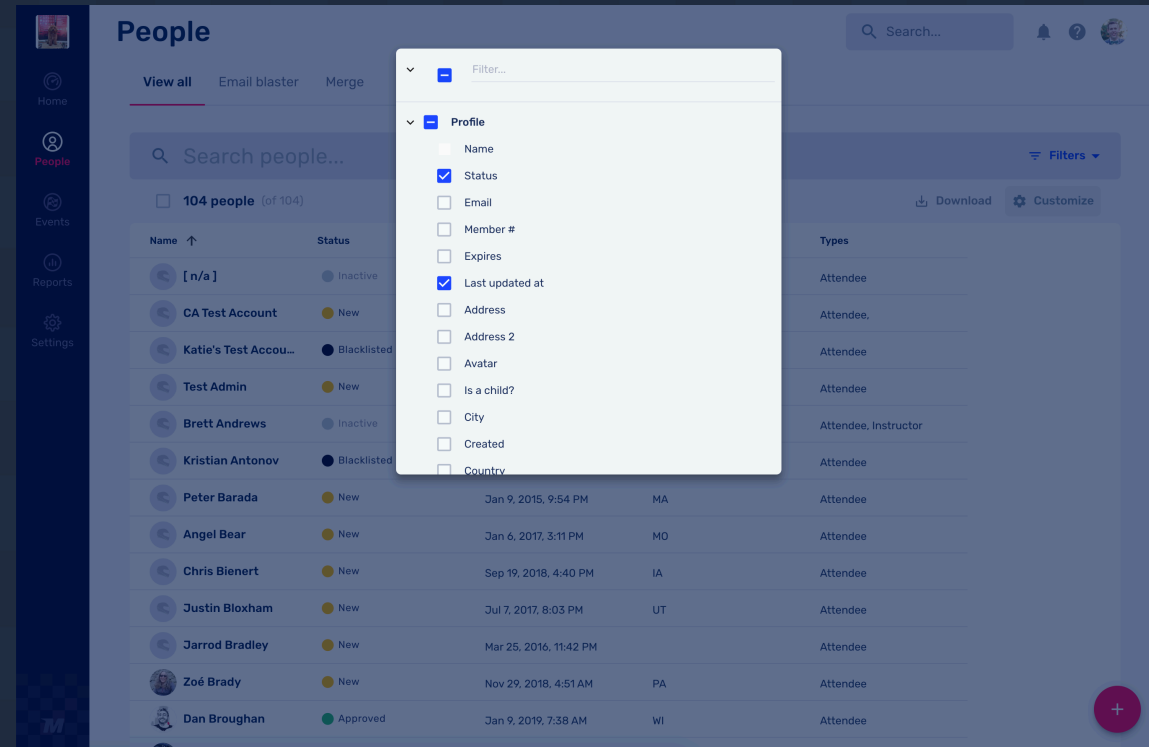
103 people (of 103)

DownloadCustomize

Name	Status	Email	Member #	Expires
Darron Carlyle	Inactive	darron@example.com		
Hermine Casazza	New	hermine@example.com	25720	
Kamilah Crays	New	kamilah@example.com		
Patsy Deer	New	patsy@example.com		
Chas Drost	Inactive	chas@example.com	92340	
Georgette Hulet	Blacklisted	georgette@example.com		
Earline Ingenito	New	earline@example.com		
Mathilde Jone	New	mathilde@example.com		
Elenora Kimler	New	elenora@example.com		
Jean Lease	New	jean@example.com		
Rhett Montandon	New	rhett@example.com	999	

- * 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

MSR BATCH LISTS



- * 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

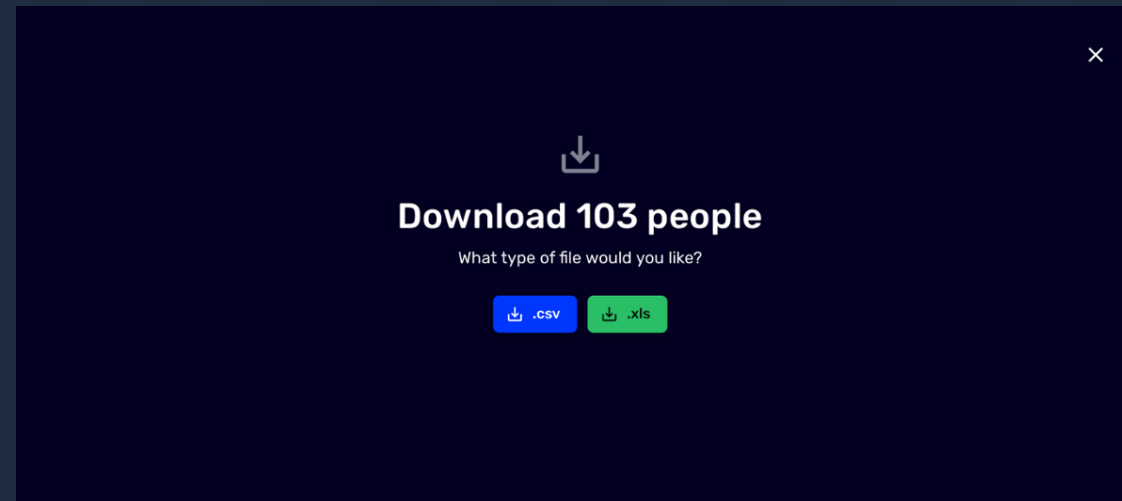
MSR BATCH ACTIONS

The screenshot shows the 'People' management interface. At the top, there's a search bar and navigation tabs: 'View All', 'Email Blaster', and 'Merge'. Below the search bar is a 'Search people...' input field and a 'Filters' dropdown. A blue batch actions bar is highlighted with a red box, showing '5 selected' and a 'Choose action' dropdown menu. To the right of the bar are 'Download' and 'Customize' buttons. Below the bar is a table of members with columns: Name, Status, Email, Member #, and Expires. The table lists 12 members, with the first three (Darron Carlyle, Hermine Casazza, and Kamilah Crays) selected. A red circular button with a plus sign is visible at the bottom right of the table.

Name	Status	Email	Member #	Expires
<input checked="" type="checkbox"/> Darron Carlyle	Inactive	darron@example.com		
<input checked="" type="checkbox"/> Hermine Casazza	New	hermine@example.com	25720	
<input checked="" type="checkbox"/> Kamilah Crays	New	kamilah@example.com		
<input type="checkbox"/> Patsy Deer	New	patsy@example.com		
<input type="checkbox"/> Chas Drost	Inactive	chas@example.com	92340	
<input checked="" type="checkbox"/> Georgette Hulet	Blacklisted	georgette@example.com		
<input checked="" type="checkbox"/> Earline Ingenito	New	earline@example.com		
<input type="checkbox"/> Mathilde Jone	New	mathilde@example.com		
<input type="checkbox"/> Elenora Kimler	New	elenora@example.com		
<input type="checkbox"/> Jean Lease	New	jean@example.com		
<input type="checkbox"/> Rhett Montandon	New	rhett@example.com	999	

- * 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

MSR BATCH EXPORTS




- * 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

MSR *T&S CHANGelog*

endeers Check In **T & S Changelog** Assignments Payments Refunds & Credits Waitlist Instructors Logbook Er

From Status ☒ All ☐ Pending ☐ Complete

Showing 1 - 50 of 8,140 > Sort by

 Darryl Butler

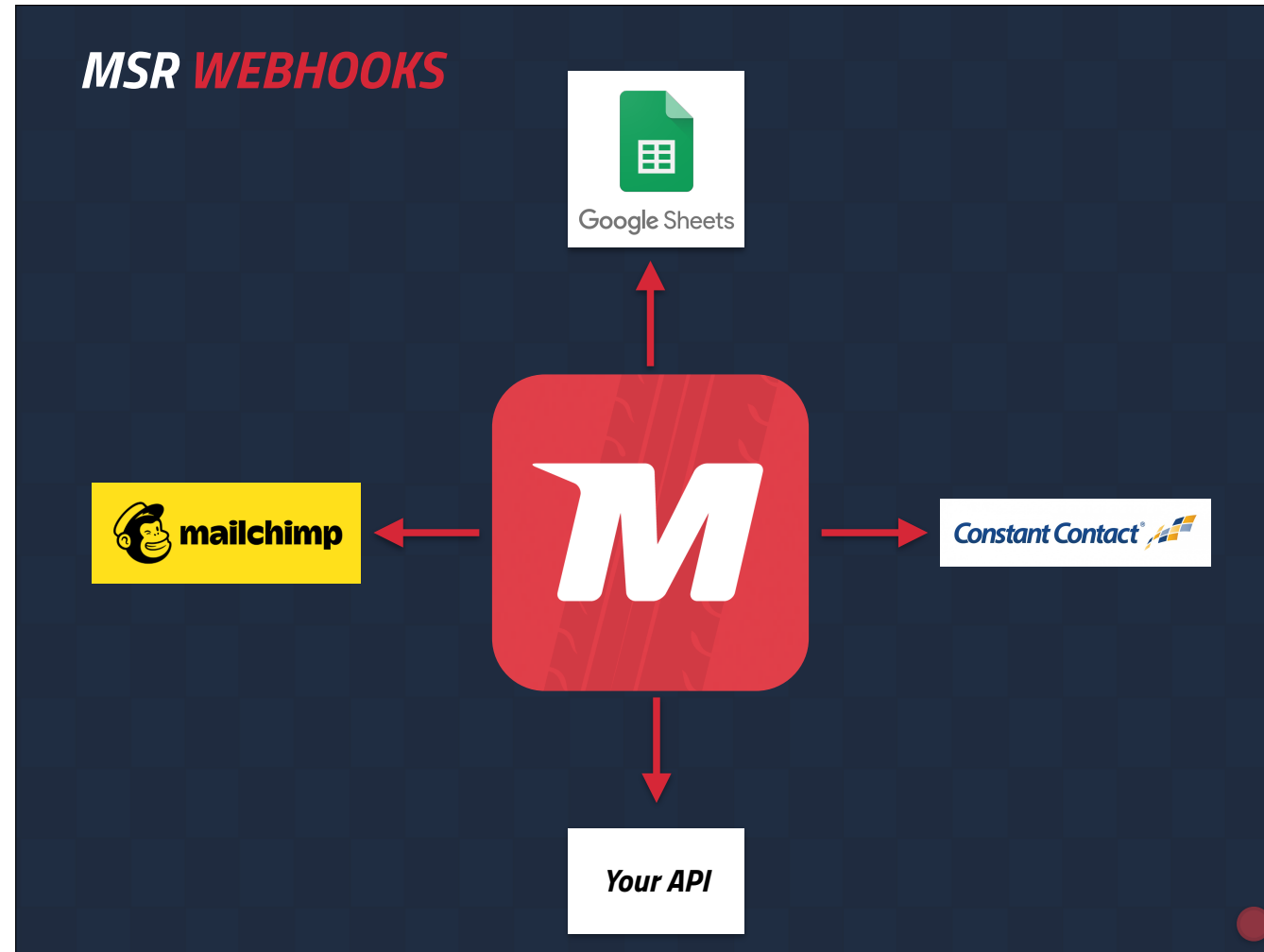
Mark complete

Now

Was

Event Segment	Saturday Race	
Class	Spec Miata	
Group	Group 1	
Vehicle	1990 Mazda Miata	
Vehicle Number	49	
Transponder #	1046427	0000000

- * 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.

MSR ACCOUNT RELATIONSHIPS

Dashboard

Members

Events

Reports

Q

Search...

1

What's new?

Help

Members

Chris Redrich

New

Profile

Membership Details

Vehicles

Address

Chris Redrich

6 Glendale Avenue

Los Angeles, CA 90071

US

Details

chris@pukkasoft.com

[Download avatar](#)

Date of Birth: **Not Provided** (US)

Emergency contact:

[Edit contact details](#)

Account relationships

[Transfer control](#)

Username, Password & Permissions

Member #:

Types:

Attendee

Number of track days at Watkins Glen

Test Upload

[Edit membership details](#)

+ Add Vehicle

- * 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

Dashboard

Members

Events

Reports

Q

Search...

1

What's new?

Help

Members

Chris Redrich

New

Profile

Membership Details

Vehicles

Address

Chris Redrich

6 Glendale Avenue

Los Angeles, CA 90071

US

Details

chris@pukkasoft.com

[Download avatar](#)

Date of Birth: **Not Provided** (US)

Emergency contact:

[Edit contact details](#)

Account relationships

[Transfer control](#)

Username, Password & Permissions

Back to club members

Member #:

Types:

Attendee

Number of track days at Watkins Glen

Test Upload

[Edit membership details](#)

+ Add Vehicle

- * 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 *ATTENDEE QUESTIONS*



MSR SUPPORT

Hi Brian, we're here to help you get registered. Do you have a question about one of these areas?

- ☐ Cancellation or refunds
- ☐ Payments
- ☐ Account related
- ☐ A computer question for MotorsportReg
- ☐ A question about this event or organization


- * 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.

MSR *RESEND EMAILS*

Plain Text Formatted (HTML) Recent Emails						
Formatted (HTML) Recent Emails						
	Subject	Sent	Opened	Open Rate	Total Opens	Pr
	Spec Miata Compliance Fee	63	38	60%	64	Th dr
	Your car number	2	1	50%	1	Hi ma
m	SCCA Free Test Day at Thunderhill Raceway	12	10	83%	24	FR Th
	Sonoma Major entry incomplete	2	1	50%	3	Hi So

- * 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

MSR "WHO HASN'T REGISTERED?" REPORT



Home





People

Events

Reports

Settings

Reports



Choose a Report

+ Create New Report

Create new custom report, or, try live query for attendees or assignments or members

Members

All Drivers/Attendees	Who are my attendees/drivers?
All Instructors	Who are my instructors?
Complete member database	Show me everyone with full address, contact and emergency info
Who Hasn't Registered?	Find profiles who have never registered for an event

Credentials

All Approved Credentials	A list of all valid memberships, licenses and certifications held by our contacts
Credentials Pending Review	Memberships, licenses and certifications in the Pending state ready to be reviewed

Vehicles

Basic Vehicle Report	Year, make and model for all vehicles
Transponder List	All vehicles with timing and scoring transponder numbers

Attendees

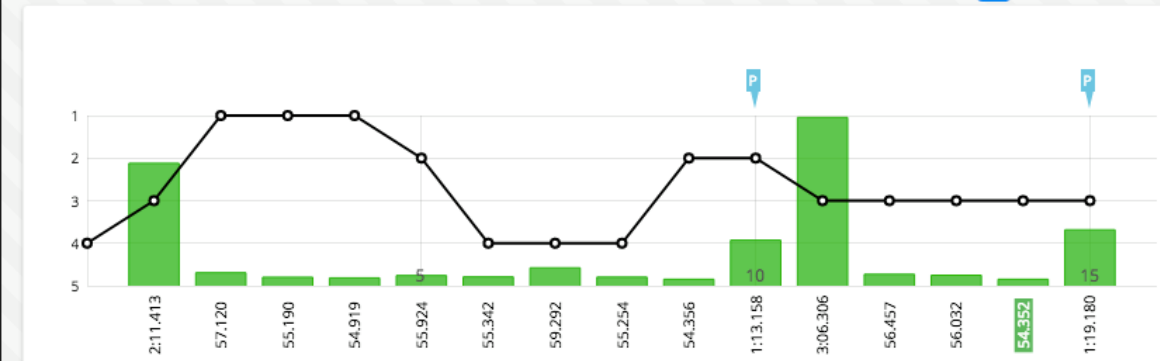
- * Find profiles who have never registered for an event
- * Allows you to identify who you might send an email to invite to register

00:21:22 7 laps complete

Show
Overall

Sort by
Position ▾

	NAME	CLASS	LAST LAP	GAP	TO P1	BEST LAP
1	#172 CHRIS MUSANTE	GTA2	7/2:01.303		PIT	6 / 53.884
2	#113 STEVE KATZ	GTC3	18/1:14.724	0.423	PIT	16 / 54.307
3	#454 SPENCER COX	GTA2	15/1:19.180	0.045	PIT	14 / 54.352

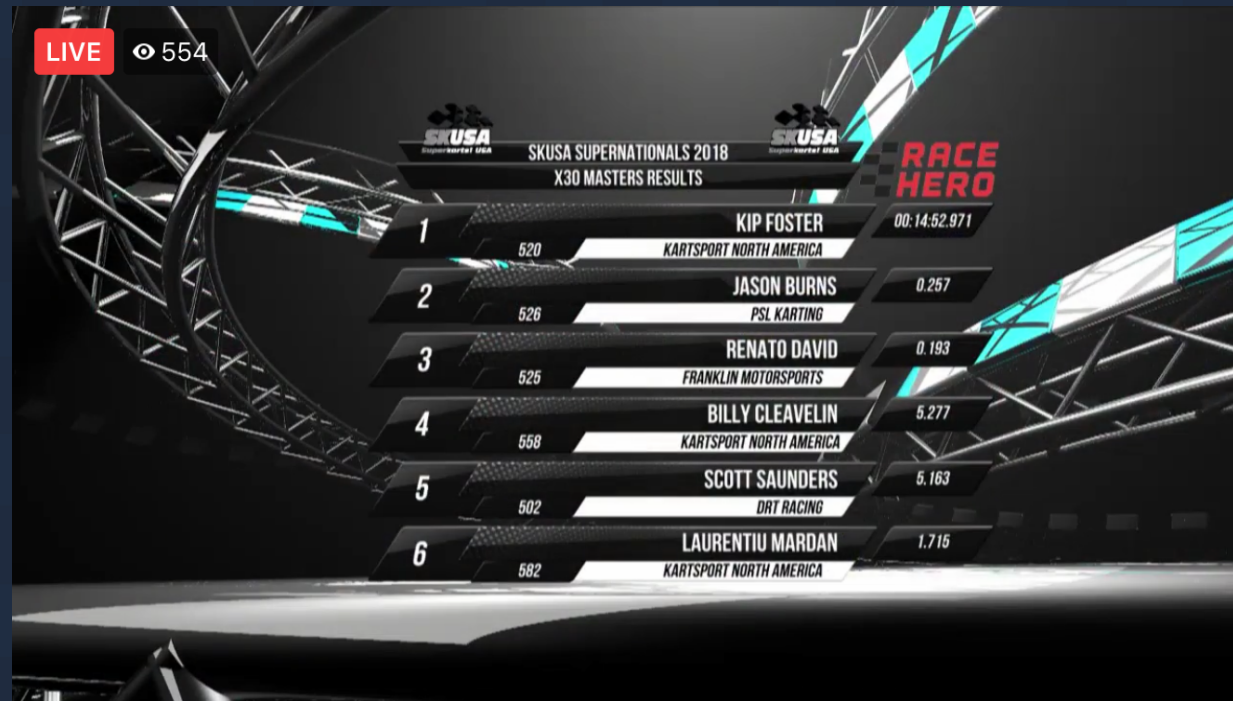


ABOUT

SPENCER COX

- * 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

MSR *RACEHERO* API



- * 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*

* **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

GROW PARTICIPATION

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

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

* **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

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*

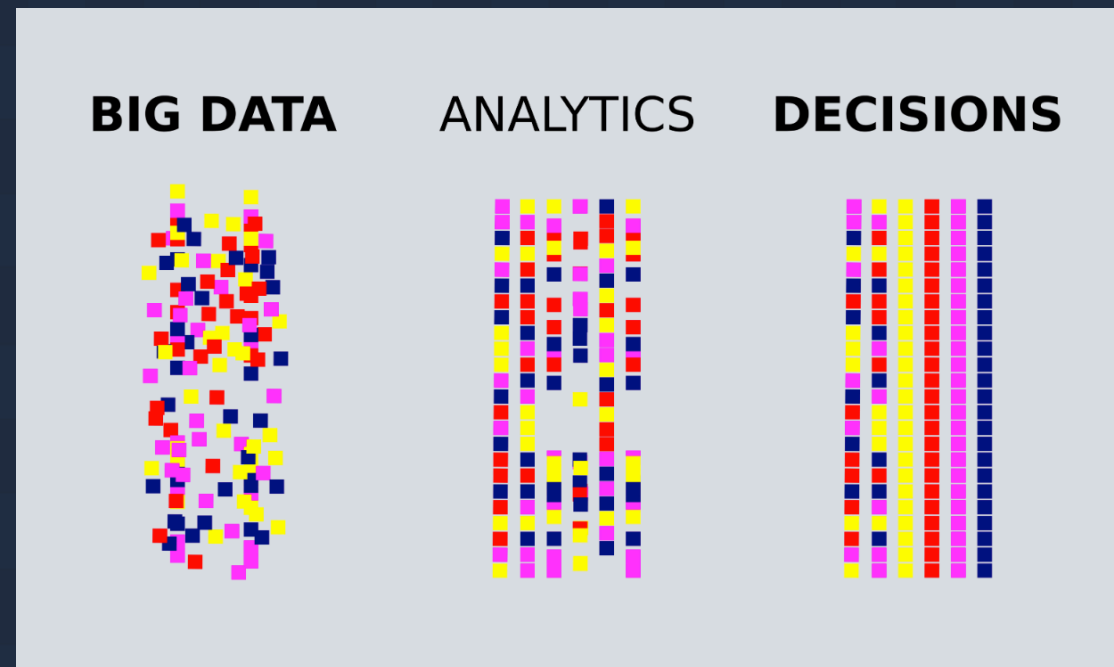
* REFINE THE CORE

- * 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.

NATIONAL DATA *PILOT PROGRAM*



- * 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