



***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

The screenshot shows the 'Runoffs Check-In' app interface for a driver named John Black. At the top, a green navigation bar contains icons for 'Verify', 'Waiver', 'Crew', 'Merch', and 'Payment'. Below this, a profile card for John Black shows a 'Ready!' status, a 'Not ready' indicator, and a 'Wristband' button. Two confirmation messages are displayed: 'Waiver signature witnessed by Linda Rogaski' and 'Checked in by Chris Redrich October 12, 2018 @ 5:34pm'. A table titled 'ENTRIES (6)' lists three race entries for class SRF3, each with a '1st entry' button. Below the table are sections for 'Parking - DO NOT DELETE OR CHANGE', 'Paddock Type', and 'Camping' with a 'Staying Offsite' button. At the bottom, there is an 'Add notes' button and a 'Start checkin' button with a right arrow.

#	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

- \* 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



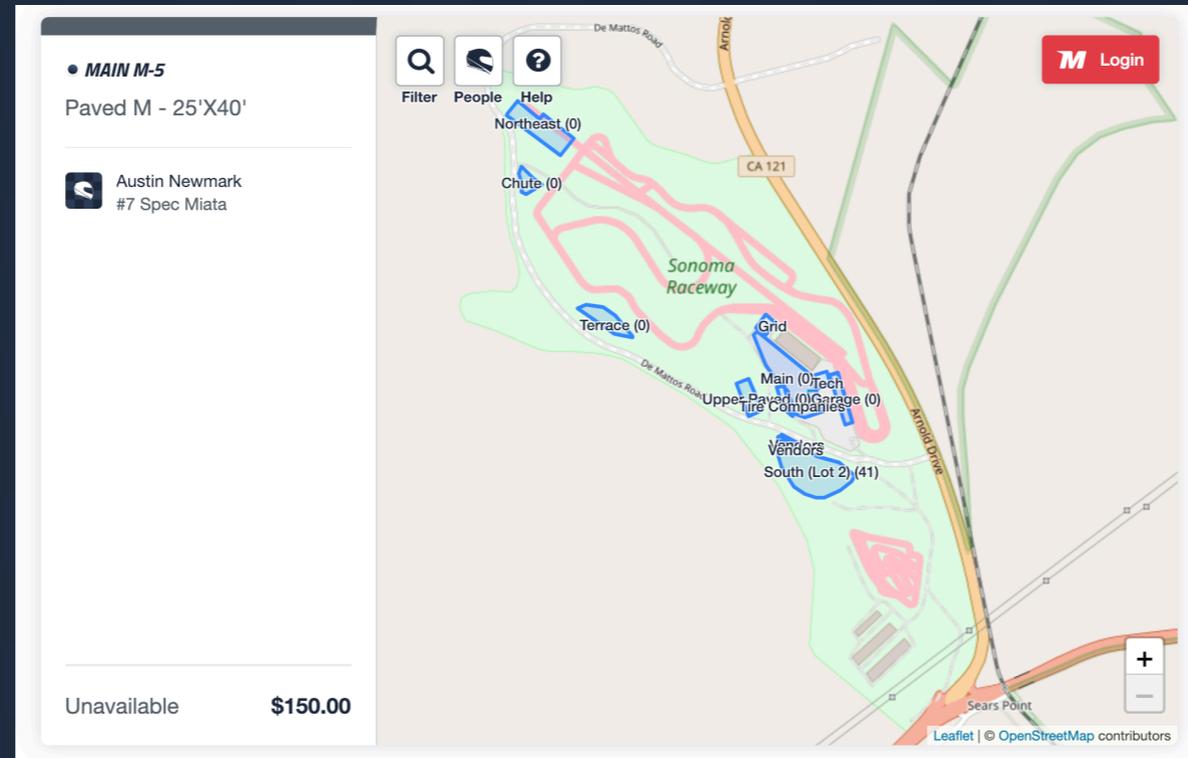
- \* We innovated express tech this year with an all-new checkin experience
- \* This year we printed tech and test day stickers
- \* Virtually zero lines in tech this year!

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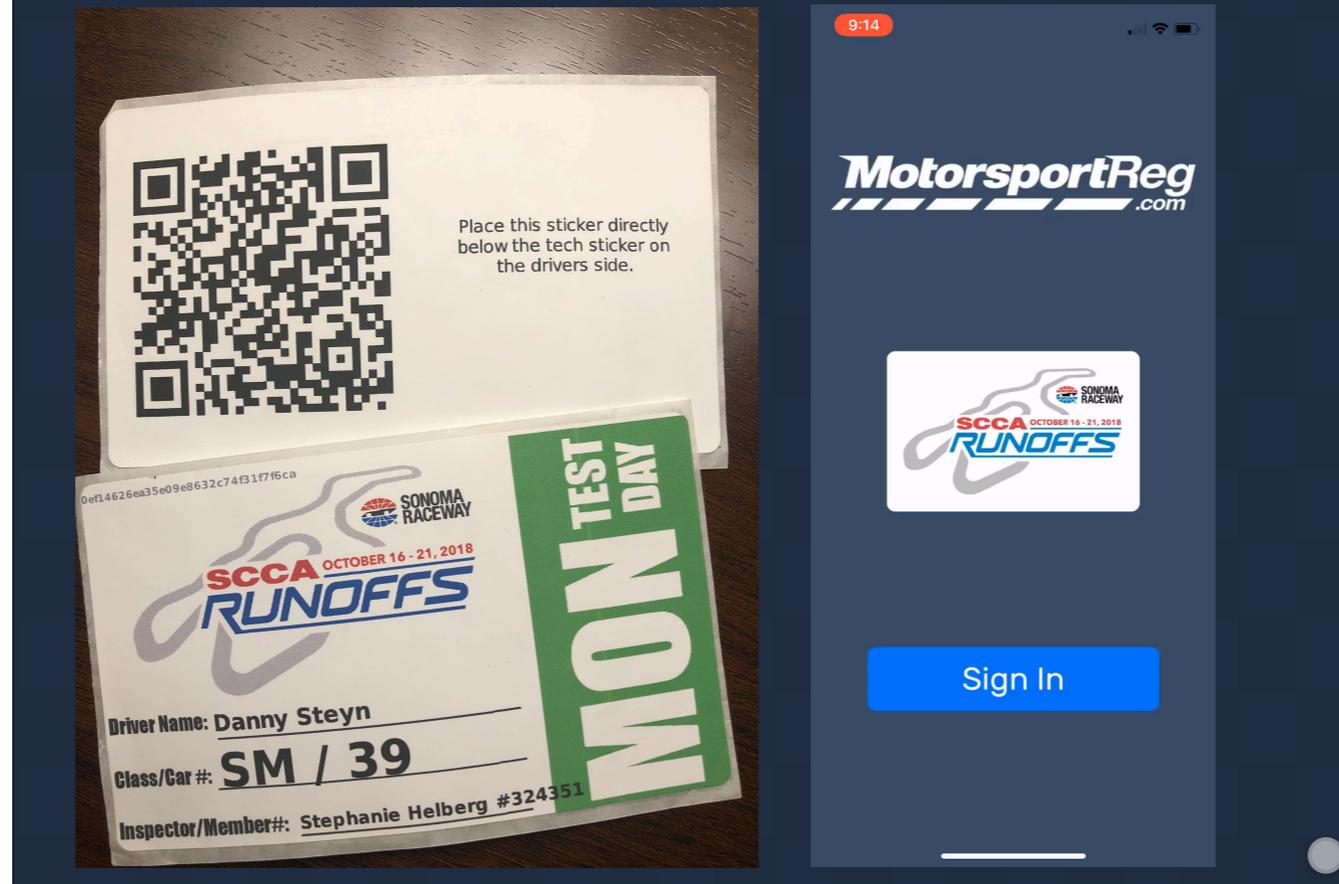
# RUNOFFS & SOLO NATIONALS **PARKING APP**



\* Our parking app for competitor parking was used at both Runoffs and Solo Nats in 2018

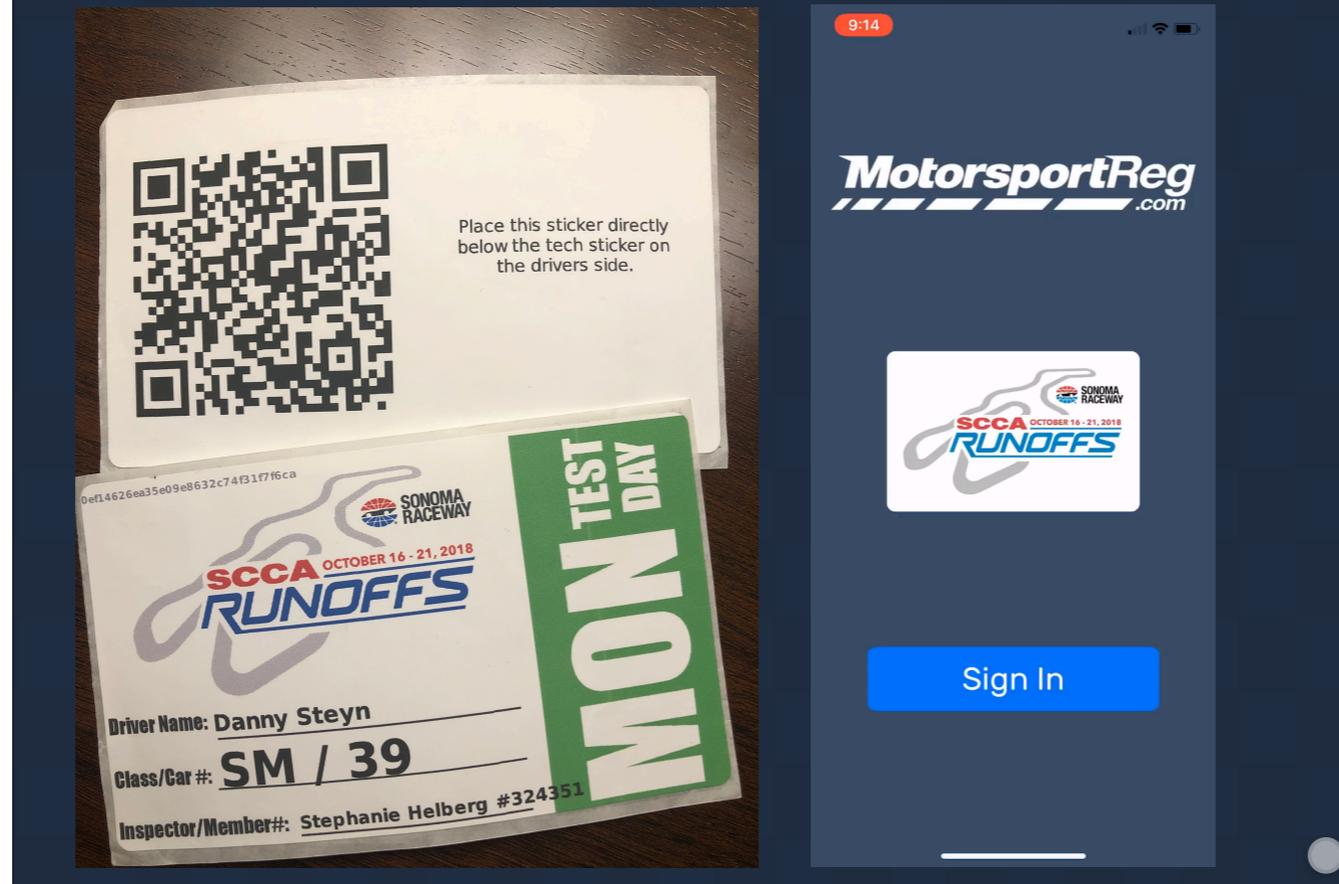
\* Solo Nationals had nearly 1500 spots

## RUNOFFS GRID SCANNING APP



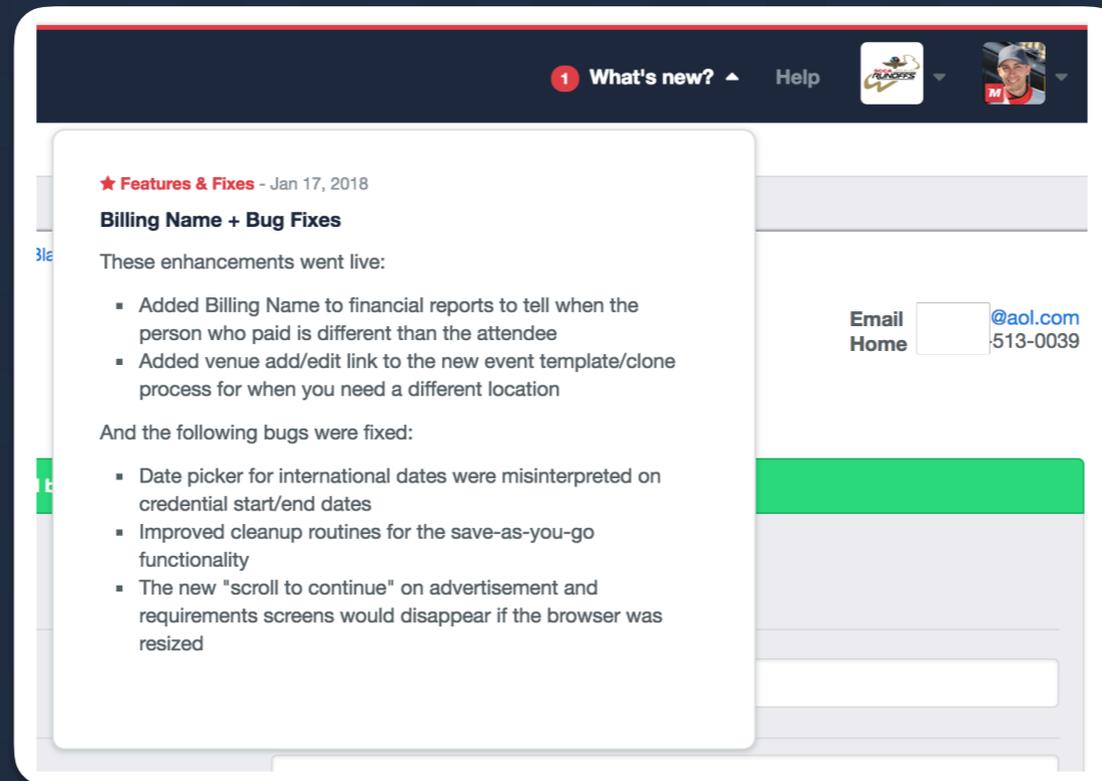
- \* [[PLAY VIDEO]]
- \* Saturday test day participants were given an extra sticker this year.
- \* We prototyped an all-new app that enables grid workers to rapidly verify that a car and driver are valid to be on track.
- \* This is part of our vision to tie together all of the elements of your event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

## RUNOFFS GRID SCANNING APP



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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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- TEXT MESSAGE BLASTER**

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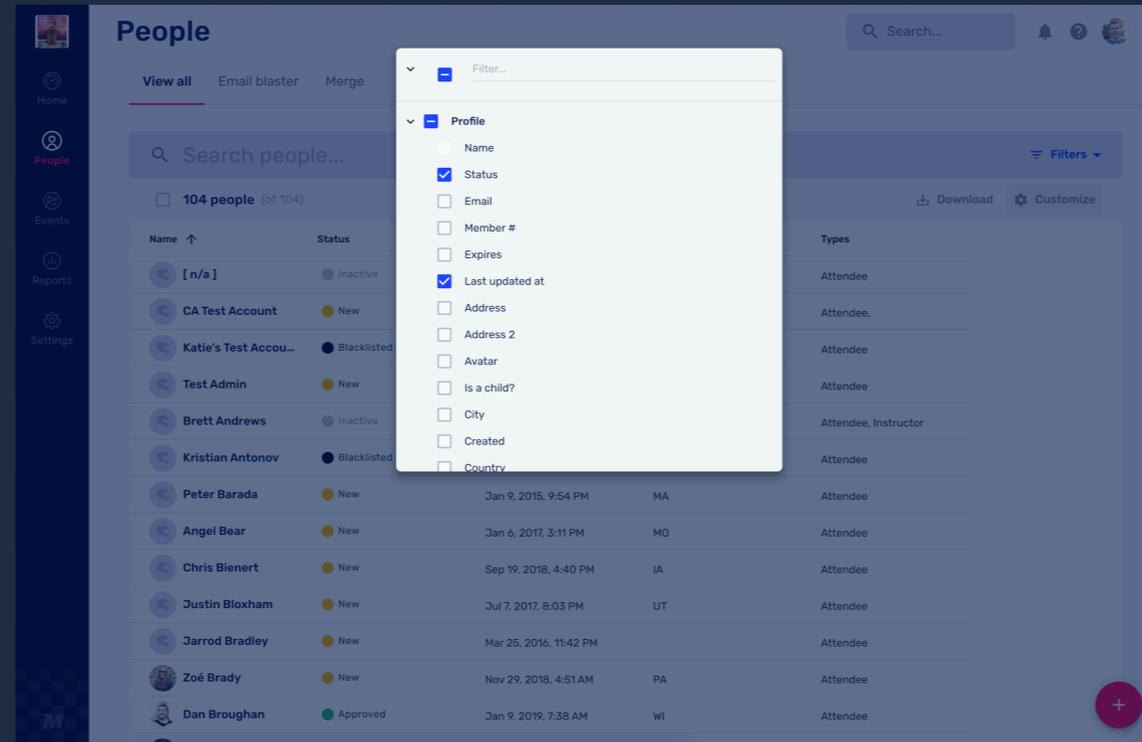
# MSR ALL NEW LOOK & FEEL

The screenshot displays the 'People' management page in the MSR system. The interface is clean and modern, featuring a dark sidebar on the left with navigation options: Home, People (highlighted), Events, Reports, and Settings. The main content area is titled 'People' and includes a search bar, a 'View All' tab, and sub-tabs for 'Email Blaster' and 'Merge'. Below the search bar, there's a summary for '103 people (of 103)' with options to 'Download' and 'Customize'. The main part of the page is a table listing individual members.

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

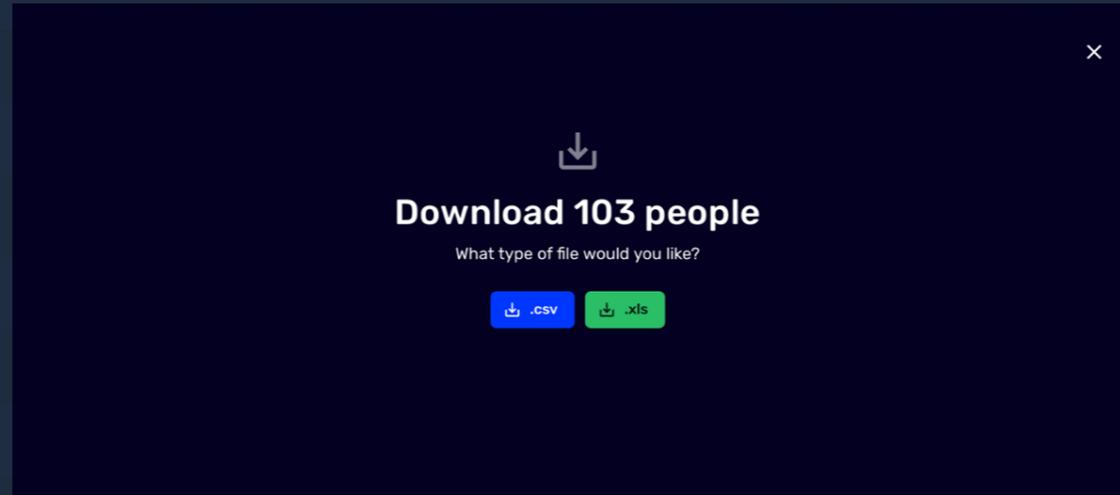
# MSR BATCH ACTIONS

The screenshot shows the 'People' management interface. At the top, there's a search bar and navigation options like 'View All', 'Email Blaster', and 'Merge'. Below the search bar is a blue action bar with a red border, containing '5 selected', a 'Choose action' dropdown, 'Download', and 'Customize' buttons. The main area is a table of members with columns for Name, Status, Email, Member #, and Expires. Five members are selected with checkboxes.

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

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

From All time Status  All  Pending  Complete Search...

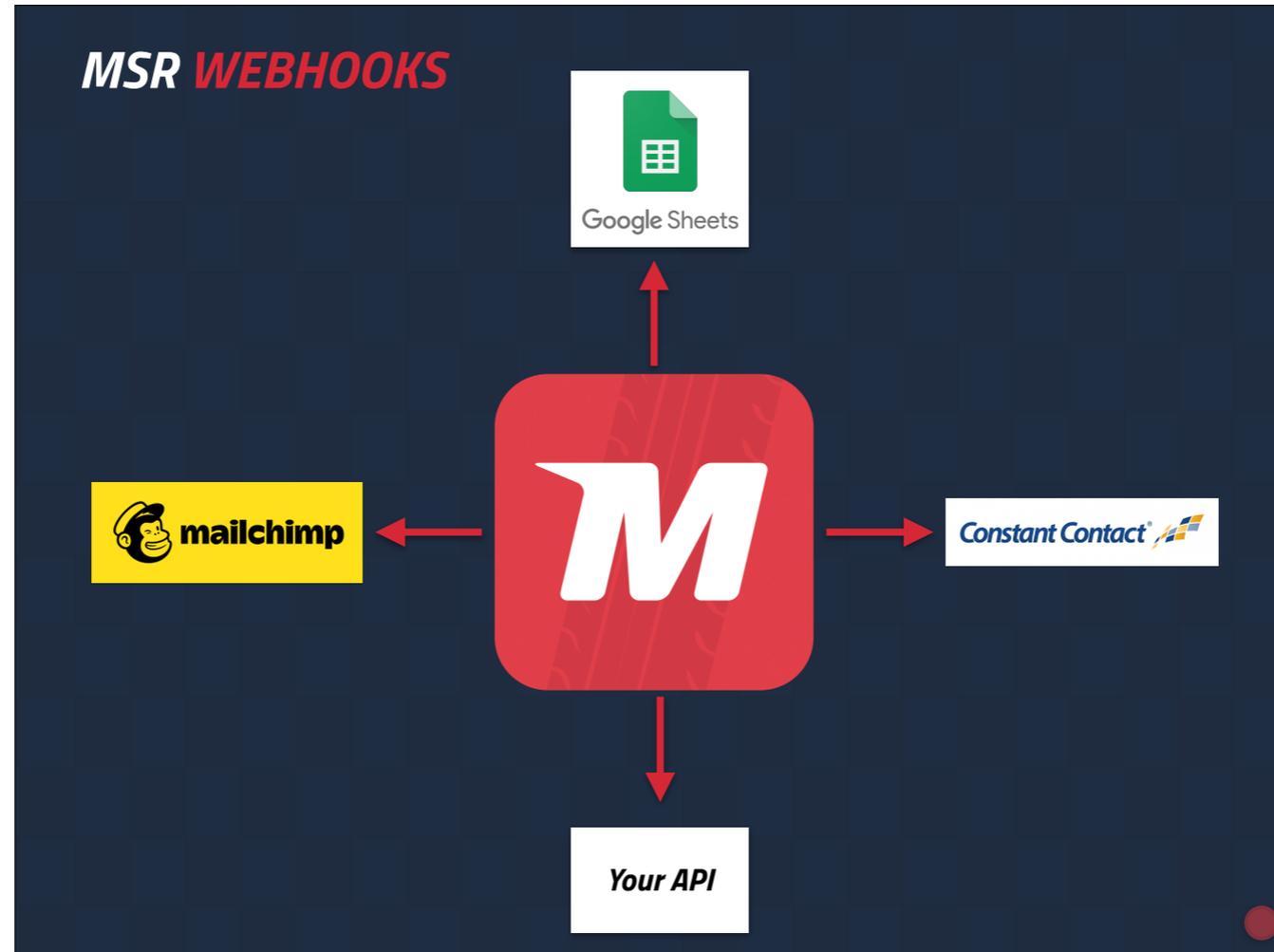
Showing 1 - 50 of 8,140 > Sort by Most Recent ▾

 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

The screenshot shows the MSR Account Relationships interface for a member named Chris Redrich. The interface is divided into several sections:

- Profile:** Contains contact information such as address (6 Glendale Avenue, Los Angeles, CA 90071, US), emergency contact, and account relationships (Transfer control).
- Membership Details:** Shows member information including Member #, Types (Attendee), Number of track days at Watkins Glen, and Test Upload. It also includes a link to Edit membership details.
- Vehicles:** A section for adding vehicles, currently empty with a + Add Vehicle button.

The interface also features a navigation bar at the top with options like Dashboard, Members, Events, Reports, and a search bar. A user profile picture and a 'What's new?' notification are visible in the top right corner.

- \* 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

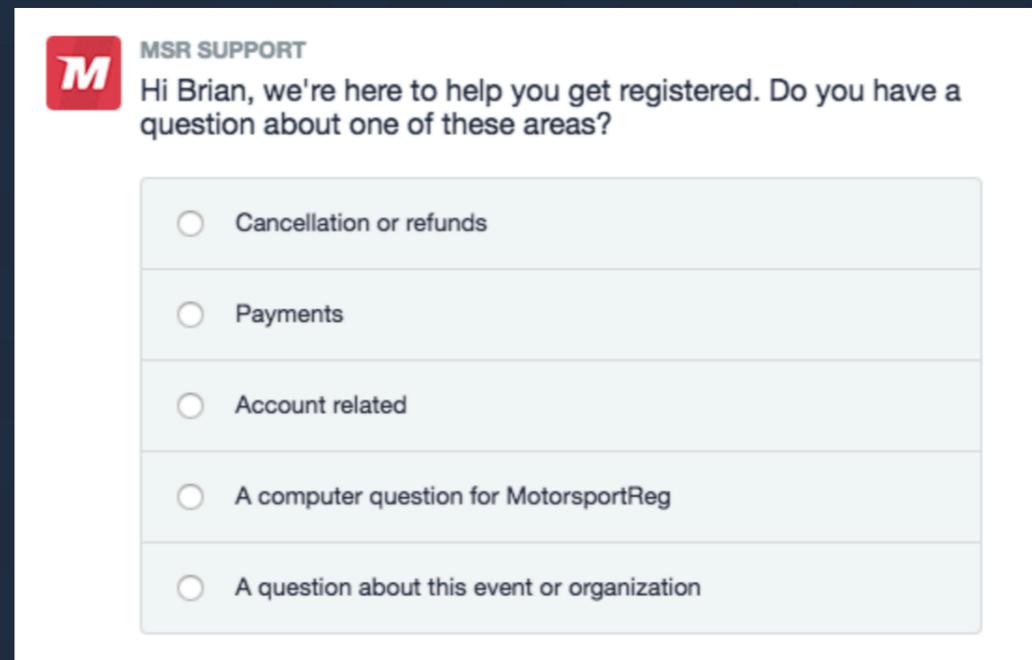
The screenshot shows the MSR Account Relationships interface for a member named Chris Redrich. The interface is divided into several sections:

- Profile:** Displays the member's name, a "New" badge, and a "Back to club members" link. It includes fields for Address (Chris Redrich, 6 Glendale Avenue, Los Angeles, CA 90071, US), Emergency contact, and Account relationships (Transfer control).
- Membership Details:** Shows Member #, Types (Attendee), Number of track days at Watkins Glen, and Test Upload. It includes a link to "Edit membership details".
- Vehicles:** Features a "+ Add Vehicle" button and a placeholder for vehicle images.
- Username, Password & Permissions:** A section for managing account credentials and access.

The interface also includes a navigation bar with "Dashboard", "Members", "Events", and "Reports" menus, a search bar, and a "What's new?" notification.

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## MSR ATTENDEE QUESTIONS



The screenshot shows an email interface with a dark blue header. On the left is a red square logo with a white 'M'. To its right, the text reads 'MSR SUPPORT' in bold, followed by 'Hi Brian, we're here to help you get registered. Do you have a question about one of these areas?'. Below this is a white rounded rectangle containing five radio button options, each in a light blue box: 'Cancellation or refunds', 'Payments', 'Account related', 'A computer question for MotorsportReg', and 'A question about this event or organization'. A small red circle is visible in the bottom right corner of the dark blue background.

- \* 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
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

The screenshot shows the MSR Reports interface. On the left is a dark sidebar with navigation icons for Home, People, Events, Reports (highlighted in red), and Settings. The main content area is titled 'Reports' and contains a 'Choose a Report' section with a '+ Create New Report' button. Below this, there is a prompt: 'Create new custom report. or, try live query for attendees or assignments or members'. The interface is organized into categories: Members, Credentials, and Vehicles. The 'Members' category is expanded, showing a list of report options. The 'Who Hasn't Registered?' option is highlighted with a red box. Below it, the 'Credentials' and 'Vehicles' categories are also visible.

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

Credentials	
<a href="#">All Approved Credentials</a>	A list of all valid memberships, licenses and certifications held by our contacts
<a href="#">Credentials Pending Review</a>	Memberships, licenses and certifications in the Pending state ready to be reviewed

Vehicles	
<a href="#">Basic Vehicle Report</a>	Year, make and model for all vehicles
<a href="#">Transponder List</a>	All vehicles with timing and scoring transponder numbers

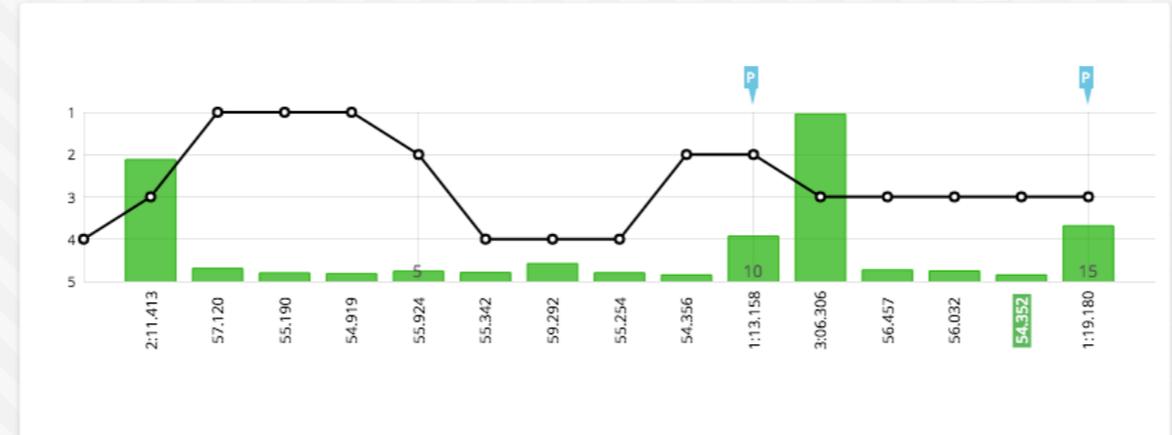
- \* Find profiles who have never registered for an event
- \* Allows you to identify who you might send an email to invite to register

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

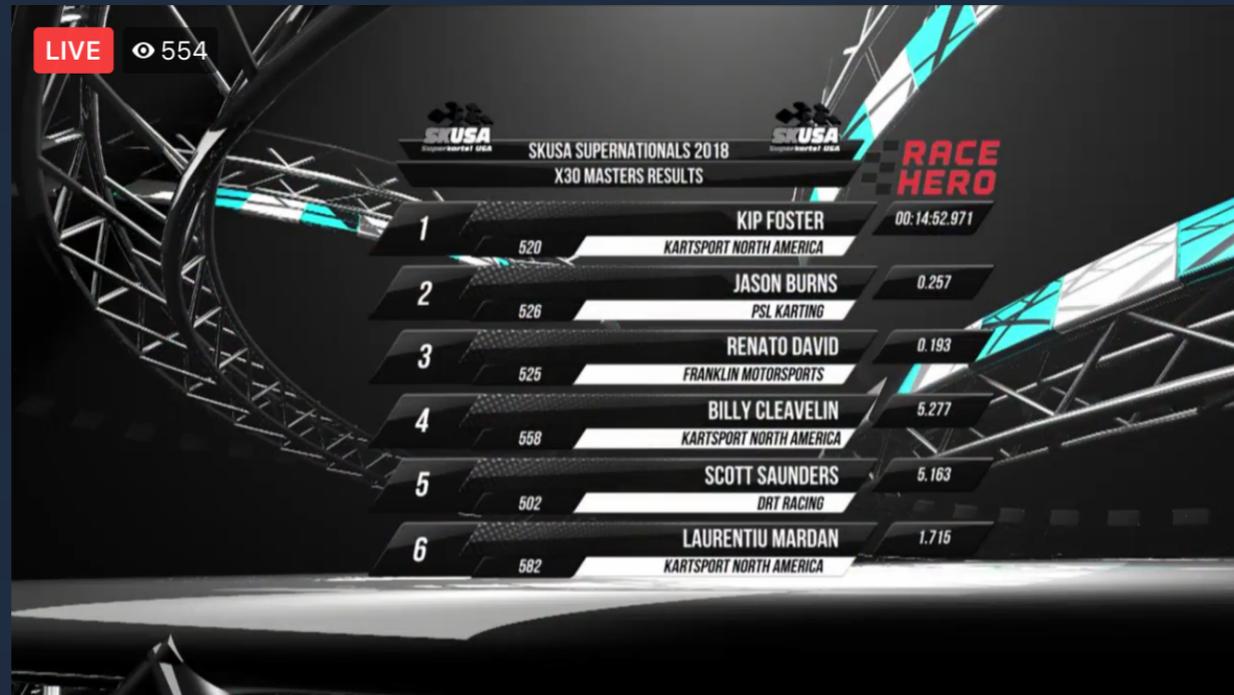


ABOUT

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



LIVE 554

SKUSA SUPERNATIONALS 2018  
X30 MASTERS RESULTS

RACE HERO

Position	Number	Driver Name	Team	Time
1	520	KIP FOSTER	KARTSPORT NORTH AMERICA	00:14:52.971
2	526	JASON BURNS	PSL KARTING	0.257
3	525	RENATO DAVID	FRANKLIN MOTORSPORTS	0.193
4	558	BILLY CLEAVELIN	KARTSPORT NORTH AMERICA	5.277
5	502	SCOTT SAUNDERS	DRT RACING	5.163
6	582	LAURENTIU MARDAN	KARTSPORT NORTH AMERICA	1.715

- \* 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*

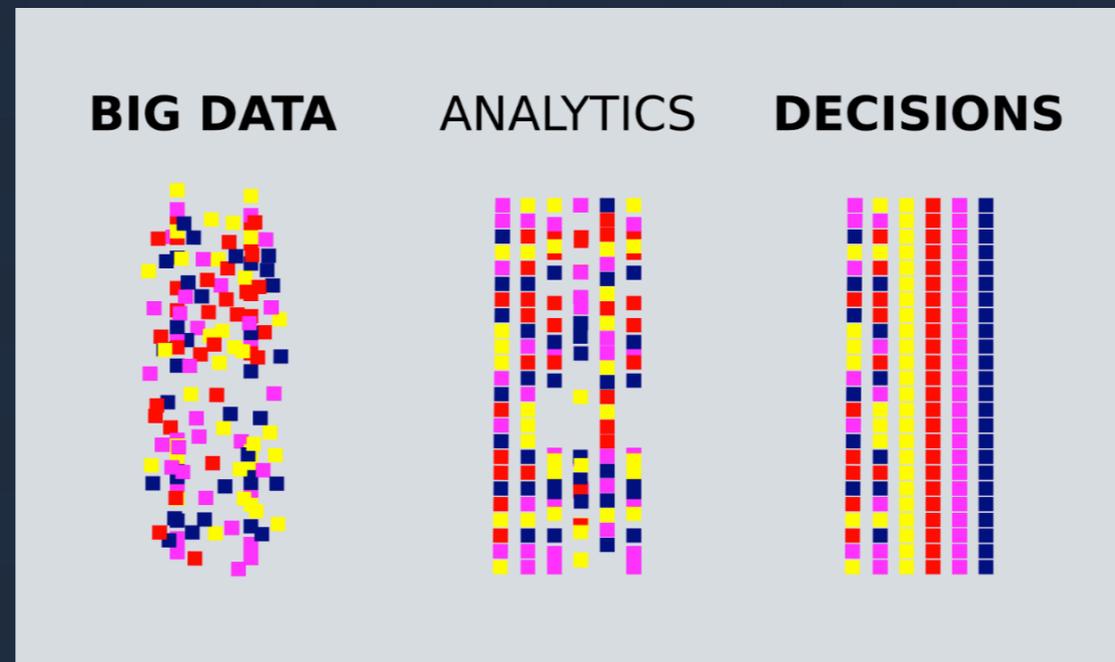
#### \* REFINE THE CORE

- \* 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