

# What is the LMSC role in helping Event Directors?

Jeff Comming and Tim Waud



RELAY2023  
EVENT DEVELOPMENT  
— HOUSTON —

# **LMSCs with a meet host checklist. (19 out of 51 = 37 percent)**

<b>Arizona</b>	<b>Arkansas</b>	<b>Florida</b>	<b>Gulf</b>
<b>Illinois</b>	<b>Indiana</b>	<b>Maryland</b>	<b>Michigan</b>
<b>New Jersey</b>	<b>Niagra</b>	<b>Oklahoma</b>	<b>Oregon</b>
<b>Pacific</b>	<b>Pacific Northwest</b>		
<b>Potomac Valley</b>		<b>Southeastern</b>	
<b>Southern</b>	<b>Southern Pacific</b>	<b>Wisconsin</b>	



# LMSC Support

## Existing events

- **LMSC Financial Support**
- **Volunteers**
- **Equipment**
- **Fundraising**
- **Remove obstacles**



# LMSC Support

## Seeking new hosts

- **Site visits by Sanctions Chair**
- **Facility Promotion**
- **Promoting Clubs and Workout Groups**
- **Fundraising Opportunities**
- **Education**



# LMSC Support

- **Simplify the process**
- **Tap New Areas**
  - **Where?**
  - **Will people come?**
  - **Is it a destination event?**
  - **Family friendly**



# What is preventing your LMSC or Club from hosting an event?

- List four things your LMSC role might be.
  - 1.
  - 2.
  - 3.
  - 4.



# LMSC Role

- **Sanction**
- **Financial Support**
- **Officials**
- **Data Management**
- **Knowledge/Education**
- **Remove barriers/Obstacles**



# Talking Points

- **Sanctions**
  - **Create Meet Information/Online Entry**
  - **Sanction or Recognize Event**
  - **Publish on USMS.org/USMS Calendar of Events**
  - **Publish on LMSC website**





# Talking Points

- **Financial Support (Event Director Budget)**
  - **Facility Rental (Additional Fees)**
  - **Host**
    - **Base Pay + Per Swimmer Compensation**
    - **Officials/Coaches Hospitality Reimbursement**
    - **Increased Entry Fee**



# Talking Points

- **Officials**
  - **Compensation (Per Diem)**
  - **Certification**
  - **Recruitment**
  - **Hospitality**
  - **Travel and Accommodations**



# Talking Points

- **Data Management**
  - **Event Entries**
  - **Electronic Timing-Meet Manager/Hy-Tek and Timing Console**
  - **Timeline/Psych Sheets/Heat Sheets**
  - **Results**



# Talking Points

- **Promotion**
  - **Email Blasts**
  - **Social Media**
  - **Website**
  - **Newsletter**
  - **Flyers**



# How is your LMSC supporting *existing events and seeking new hosts?*

- List four things your LMSC role might be.
  - 1.
  - 2.
  - 3.
  - 4.



# Resources

[Oregon Masters Swimming - Host a Meet \(swimoregon.org\)](http://swimoregon.org)

[Program Resources | U.S. Masters Swimming \(usms.org\)](http://usms.org)

[grin-meet-director-handbook-updated-9-24-2018.pdf](#)  
[\(wordpress.com\)](#)

[PACIFIC MASTERS SWIMMING MEET DIRECTORS HANDBOOK](#)



**RELAY2023**  
EVENT DEVELOPMENT  
— HOUSTON —