

Adding Pizzazz to your Established Event

Playbook on ideas for unique and best practices to bring fun to your event.



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EVENT DEVELOPMENT
— HOUSTON —

PRESENTERS



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Ma nchester, New Ha mpshire
Open Wa ter Cha ir
Event Director



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Minnesota Masters
USMS Recognition and Award Cha ir
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Long Beach Grunions
USMS Coaches Cha ir
Event Director



AGENDA

1

THEMED EVENTS

How to make your event Amazing

2

Ideas, Awards, etc

Dynamic Awards & Customizing your event

3

BREAKOUT SESSIONS

Create Your Best Event for 2024

4

Q & A SESSION

Ask Away



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How About a Theme for your Event?



Themes are FUN and can get swimmers of all levels involved!

Example: Glennie Strikes Back



Theme-based multi-media marketing, post swim activities and awards.

Example: Beast from Loch Glennie



Loch Ness tie-in with interviews with a Nessie expert, and bag pipers at the finish.

Example: Viva Las Glennie



Elvis tribute artist, gold records and a special song!

Are You Feeling Lucky, Punk?



At Lucky's Lake Swim "[Zombie Cause Swim](#)" One Zombie Prime goes after other swimmers turning them into Zombies by lighting an LED in their swim buoy that is attached to a pull string.



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INCORPORATING FUN IDEAS

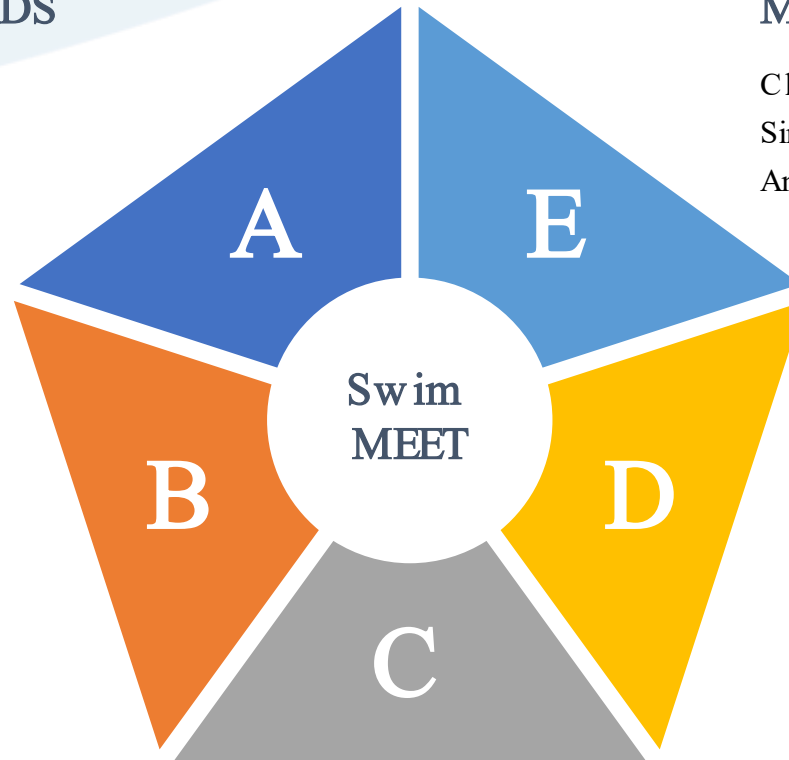
MAKING A BIG IMPACT

CUSTOM AWARDS

Plaques
Stickers
Coaster
And More ...

MISC IDEAS

Closest to Seed Time
Single Event Meets
And More ...



Social Events

Pan Cake Breakfast
BBQ
Awards Ceremony
And More ...

INDIVIDUAL FUN AWARDS

Trivia
Crazy Hat Contest
Best Dive
And More ...

Fun Relays

Costume
Ball
Fins
And More ...



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BREAKOUT SESSION



**CREATE
YOUR
OWN
THEMED
EVENT**



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Questions?



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Resources

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