

# RACE TRACK BUSINESS CONFERENCE

<b>Topics</b>			
<b>Number</b>	<b>Name</b>	<b>Description</b>	<b>Year</b>
1	Driver Development:	<i>Talent or Money – what really matters? Series – manufacturers – teams – who is responsible for moving drivers up the ladder? Diversity – what is the true story?</i>	2015
2	Electronic Event Marketing:	<i>Does anyone use print? Daily deal sites for event promotions – how does it work? In-house or outsource – do we have the expertise?</i>	2012
3	Event Management:	<i>Utilization – the key to every motorsports facility. How do you manage it all – accommodating the needs of interested stakeholders? Do professionals and amateurs have the same requirements? Weather delays – what does it really cost?</i>	2013
4	Events - Non-Traditional:	<i>Racing or entertainment – what do fans prefer? Venue utilization – can they stay busy during the week? Music and action sports – whats the ROI?</i>	2015
5	Facility Operations:	<i>Permanent vs. temporary circuits – which is better? What is the biggest challenge in operating a multi-purpose venue? How do successful tracks make money - professional or amateur events?</i>	2012
6	Facility Redevelopment:	<i>Daytona Rising - Investing for the future – will it pay off? Seating capacity – what is the cost of reconfiguration? Enhancing the fan experience – what is important? Technology – can it meet expectations?</i>	2015
7	Finance and Legal:	<i>Is anyone making or lending money? Spectators staying home, sanction fees up, real estate prices down – now what? Spectator and participant liability – do waivers work?</i>	2012
8	Industry Associations:	<i>Collaboration – geographic or industry based? The checkered flag – what’s the true objective? Government – are lobbyists or grassroots the answer? Trade development and job creation – promoting their importance.</i>	2013
9	Industry Sector Growth:	<i>Moving forward – the future. Staying relevant – what must be done? Going green – what are the economics? Diversity – who is doing it right? Costs – can it be managed at all levels?</i>	2014
10	Legal and Risk Management:	<i>Litigation – is motorsports really that different? After the accident – what’s next? Drivers as independent contractors – comparisons of professional sports leagues. Liability waivers – why and where are they not recognized?</i>	2013
11	Market Research:	<i>What are the latest trends in motorsports? Is the industry in decline? The numbers behind the sport: tracks, sanctions, driver, cars, etc.</i>	2016
12	Marketing:	<i>Non-Traditional Promotion – what is working? Metrics – which benchmarks do sponsors evaluate? Millennials – how can we connect with them?</i>	2016
13	Media:	<i>Telling it is like it is – can the true stories be told? The landscape has changed – where do we find racing content? Broadcast, cable, satellite, streaming, on-demand –</i>	2015

		<i>what metrics matter?</i>	
14	Media:	<i>True stories – can they be told? Print – what are the challenges? Advertisers and Sponsors – how loud is their voice?</i>	2016
15	Media and Broadcasting:	<i>Video – it’s everywhere. The cost of broadband technology – can tracks afford it? Steaming economics – what is the best model? Licensing and rights management – who controls its? Emergency situations – how do you handle it?</i>	2013
16	Media and Broadcasting:	<i>The landscape changes – are drivers the stars – do they receive the proper exposure? How do fans consume content – broadcast, cable, online, streaming, mobile, tablet?</i>	2012
17	Media:	<i>24/7 – a balancing act. Print vs. digital vs. video – which platform works? Advertising – have expectations changed? Perspective – how to keep objectivity in a small industry?</i>	2014
18	Mobile App Development:	<i>Mobile is here – we are not – what should we do? The basics: what does it cost, which platform, how long to develop?</i>	2012
19	Motorsports Careers:	<i>Working in racing – what or who you know – which matters most? Professional sports – what can we learn them? Trackside or classroom – where is the best place to learn?</i>	2015
20	Museums:	<i>History – keeping the legacy alive. Staying relevant – how is it done? Non-profits – the cost of staying compliant. Capital campaign - where do they get the money? What’s it worth – appraising the collection.</i>	2013
21	New Venue Construction:	<i>Finding the site - that was easy – what are the next steps? How do you pay for it? Safety for the fans and drivers – how to do it.</i>	2012
22	Next-Gen Motorsports:	<i>Technology – is it the key to our future? How are businesses using it to grow? Start-Ups – what are the challenges?</i>	2016
23	Operations Management:	<i>Behind the scenes – details matter. Off the track and on the road – what is the best way to keep on top of it? Healthcare – what do we need to know about Obamacare? Rising liability costs – can it be managed?</i>	2014
24	Oval Tracks:	<i>The core of the weekly show – can they make it? Front gate – what’s working for the fans? Racers – friends or foe? Prepping the dirt track – secrets of success.</i>	2015
25	Performance Research & Development:	<i>Winning vs. selling – the ultimate combination. Manufacturing and aftermarket – is racing the best proving ground? Budgets – who writes the check? One location – can tracks provide the activation, marketing, and customer requirements at a reasonable cost?</i>	2014
26	Race Track Sustainability:	<i>Going green – fact or fiction? Recycling – what are the true costs? Solar farms – does it work at our facility? Reducing environmental impact – where to begin?</i>	2015
27	Risk Management:	<i>Protection – most important factor – on and off the track. Cost – do you get what you pay for ? Insurance – what are the difference in policy types? Waiver and Release – is it enforceable? Litigation – are the courts friend or foe?</i>	2016
28	Road Courses:	<i>Track design – what are the latest trends? Demand – what is driving the business? Business models – club vs. membership vs. hybrid – what makes sense?</i>	2015
29	Safety:	<i>Technology – a key component. Two and four wheel racing – what are the best practices for rider and driver feedback? Metering devices – what are the latest trends? Gear – how do we balance mandatory vs.</i>	2014

		<i>recommended?</i>	
30	Sanctioning Bodies:	<i>Overseeing it all – it has to be done. Rules – how to keep it competitive? Promoters, drivers and sponsors – can their expectations be met? Schedules – what is the right number of events?</i>	2014
31	Sanctioning Bodies:	<i>The traveling road show – is this model relevant? The local promoter – what are they doing right? Event economics – what’s the right balance? The costs of racing – does speed need to be expensive – do fans really care?</i>	2013
32	Sanctions	<i>Niche competition – is this the future? Spectators vs. Participants – which business model works? Social Media – how do they use it?</i>	2016
33	Special Events:	<i>How do you manage it all? Many tracks, various events – what can go wrong? Is grassroots the answer?</i>	2012
34	Sponsorship and Advertising:	<i>At the track or on the car – where are dollars flowing? Social media – can it be monetized? Tweets and posts faux pas – what is a sponsor to do?</i>	2012
35	Sponsorship:	<i>Lifeblood of the sport – the biggest investment. Doing more with less – what is the status of primary vs secondary categories. Location – Should it be spent occur at the track, on the car, or the midway? ROI – which metrics matter?</i>	2014
36	Track Construction:	<i>Old is new – maintaining the racing surface is critical. What is the magic recipe – who do you call? Dirt vs. paved – which costs more? Emergency repairs during an event – what equipment do you need? Circuit design – what is necessary for competition and safety approval?</i>	2014
37	Track Design:	<i>Facility layout – what do customers want ? Safety – how to incorporate? Cost – can a return on investment be justified?</i>	2016
38	Track Operations:	<i>Lots of moving parts – can it be done efficiently? Team effort – how to interact with the various entities? Procedures – is there a manual or guidelines?</i>	2016
39	Track Operations:	<i>Seating capacity strategies – the cost of reduction. Where did the fans go? Non-racing events – can they cover their costs? The new television contract – how much? Selling sponsorships – what metrics matter?</i>	2013
40	Track Safety:	<i>The most important topic in motorsports – safety. Technology in track design – can we use it to improve our facilities? Education – how can promote awareness? Risk management – what are the best practices?</i>	2015
41	Track Safety:	<i>Not just the safer barriers – every piece of equipment is important. Component design – what factors are considered? Who sets the standards – should it be the government or the industry? Emergency workers – full or part-time – which is better?</i>	2013
42	Venue Utilization:	<i>Non – traditional – no engines required. Lifestyle activities – what are the latest trends? Business model – what are the costs and expenses? Crossover – does this attract new spectators?</i>	2014