

Event Coordinator Job Responsibilities at Dynamic

The job of the event coordinator is to organize, promote, and run events at Dynamic and at other locations.

Events serve 3 purposes:

- 1) They generate additional revenue for the club
- 2) They get new people into the club, who are now more likely to check us out for lessons and practices. The more people we get into the building, the better!
- 3) They serve as bonding experiences for the wrestlers and families, which greatly helps with retention.

Types of events to organize:

Wrestling at Dynamic:

- 1) WAR Zones - This should occur at least once per month.
- 2) Camps - should occur during all of the school breaks.
- 3) 1-day Clinics (with guest clinicians?)
- 4) Dual Meets
- 5) Bracketed events
- 6) The Ironman Grand Prix
- 7) Fun and safe competitions
- 8) Introduction to wrestling for beginners practices (for first-timers).
- 9) BJJ Competitions
- 10) Greco and Freestyle competitions, clinics, camps, etc.

Social events (not wrestling related):

Team activities along the lines of:

- Paintball
- Airsoft
- climbing breakneck ridge
- obstacle athletics
- trampoline park
- holiday parties
- Beach practice
- Team barbecue at the park
- Amusement park trip
- NCAA watch party (once/year)
- Be creative and pick fun things. Not all things are age appropriate for everyone, and that is ok. You can select events that are only good for the older kids (like paintball) and events that are good for everyone (like a beach practice).

Bonus: Get another club/team of some sort (like the dance academy next door) to join us. That would be a great opportunity for synergy between our organizations.

Social activities should occur once every other month.

Wrestling events outside of Dynamic:

While we should have a schedule of events we will attend at the beginning of the season, this is the least important job on your list.

Event Setup:

- 1) Select the date and type of event.
- 2) Make sure that our calendar is open. Also, check to make sure that there aren't competing events (check the calendar at longislandwrestling.org).
- 3) Open registration if applicable.
- 4) Have the event added to the schedule at www.WrestleDynamic.com
- 5) Set up a marketing campaign by working with our marketing department. If you need media for promotion, work with our media department.

Promotion:

The most important thing is filling up the events with participants! Each event must be campaigned for. It is worth putting the effort into recruiting individual partners. Give events cool names to help with their promotion. Be creative with awards to draw in more people.

Operations:

Staff and run the event! Branden can help with staffing.