

## **HOW TO HOST A TOUR or Event**

Do you have a favorite road or special place you would like to share with your fellow PCA members? Do you want to get involved in the club, but you're not sure how? Hosting a tour or event is easy, fun, and a great way to get more out of PCA. If you don't have an idea for a tour or if you're not sure you want to jump right in, consider getting your toes wet by offering to help someone else with their tour. Either way, the planning meeting coming up is the perfect opportunity to do just that. To help you prepare, here's what's involved in hosting a tour or an event.

- Pick a date, destination/event, and sketch out a plan
  - Will it be a day trip or an overnighner?
  - What is the minimum or maximum number of cars due to parking or other considerations?
  - Confirm possible stops along the route (lunch, destination, etc.) to include in an ad.
  - What costs (meals, accommodations, prizes, entry fees) will be associated with the trip?
  - When is the last date for reservations?
  - Do you need to advise a restaurant or other provider of the number of persons, meal selections, etc.?
  - Will you need to purchase tickets, passes, etc. in advance?
  - Develop a budget and be certain to include at least \$2.00 per entrant for the club treasury.
  - What is the Refund policy?
- Submit budget and plan to the Diablo Board
- **Request certificate of insurance and release forms through the Board**

Upon approval from the Diablo Board of Directors to go forward with your event, now is the promotion part.

### **Promoting the Tour/Event**

- Develop an ad for The Advocate, our web site, e-mail notification, and/or an event flyer.
- Information required for the promotion:
  - Date, start time, and duration
  - Location, including start and finish if appropriate
  - Description of event
  - Any fees or expenses required
  - Refund policy
  - Event coordinator's contact information (name, phone, email)

- Online Event Calendar

- Send this information to the Diablo event calendar coordinator so that it can be published on our online calendar. If the event was originally proposed at the annual planning meeting, there are probably details that have changed since then. You should verify that the calendar has been updated a week after you submit the details.

- Newsletter Flyers

- Four months before the event is scheduled to happen, you should submit a flyer for the event to the Advocate editor, and other Zone 7 newsletter editors as appropriate. This will allow the event to be advertised in two issues of the region newsletters.
- This timeline is driven by newsletter publication deadlines. For example, if your event is being held in mid-May, and you want to make sure it's advertised in the two preceding months (March and April). To publish in the March newsletter you'll need to get the final version of an event flyer to the newsletter editors by February 1st.
- Remember to leave two weeks to create the flyer, especially if somebody else will be doing it for you! That means that for an event on May 15th, you need to provide them with all the details listed above by January 15th.
- Is this a Zone 7 event? For example part of the Zone autocross or rally series? If so you should probably have Bud Behrens (Budmaryann@cs.com) make up the flyer. He'll need the event information outlined above and at least two weeks to do the work.

- Diablo Website

- Diablo events should be listed on the Diablo website. Currently this is accomplished by submitting the event details to the Diablo Webmaster at least two months before the event. For an event held on May 15th, this would mean submitting details to the Webmaster by March 15th. You should also include a PDF version of the event flyer that they can place on the website. This can then be linked from email messages sent to region members.
- By the end of 2008 we should be able to run graphical, clickable ads on the Diablo web site; if you're reading this article after that time please check with the Webmaster for details.

- Email Announcements

- We have the ability to send email to Diablo members through the PCA National web site. It is important not to abuse the privilege that our members have extended by sharing their email addresses with us. For that reason we try to limit the number of mass mailings to no more than two or three in a given week.
- One of these mailing slots is for the membership chair to promote important events, like newcomer-friendly events. The other is typically used for a “weekly update”

message that you've probably seen. In it the president or another board member will remind members of events in the coming weeks, and other items of interest.

- You need to make sure that your event will be mentioned in these weekly updates! It's a good idea to write to the person sending out these updates four weeks before your event will be held.

### Summary Timeline

We'll list this timeline by the due dates of key events. Once again, we'll use the example of an event being held on May 15<sup>th</sup>.

January 15 <sup>th</sup>	16 weeks	Event details finalized; send to Diablo Calendar Coordinator
February 1 <sup>st</sup>	14 weeks	Flyers sent to newsletter editor(s)
March 15 <sup>th</sup>	8 weeks	Submit event to Diablo Webmaster, include PDF flyer
April 15 <sup>th</sup>	4 weeks	Submit event for Diablo's Weekly Update
April 22 <sup>nd</sup>	3 weeks	Verify event appears in Weekly Update
May 1 <sup>st</sup>	2 weeks	Request special mention in Weekly Update or separate email
May 15 <sup>th</sup>	0 weeks	Hold successful, well-attended event

### Contacts & Resources

Advocate Editor	<a href="mailto:editor@diablo-pca.org">editor@diablo-pca.org</a>
Bud Behrens (Zone flyers)	<a href="mailto:Budnmaryann@cs.com">Budnmaryann@cs.com</a>
Diablo Calendar Coordinator	<a href="mailto:calendar@diablo-pca.org">calendar@diablo-pca.org</a>
Diablo Event Chair	<a href="mailto:eventschair@diablo-pca.org">eventschair@diablo-pca.org</a>
Diablo Membership Chair	<a href="mailto:membership@diablo-pca.org">membership@diablo-pca.org</a>
Diablo Online Calendar	<a href="http://calendar.diablo-pca.org">http://calendar.diablo-pca.org</a>
Diablo President	<a href="mailto:president@diablo-pca.org">president@diablo-pca.org</a>
Diablo Web Site	<a href="http://www.diablo-pca.org">http://www.diablo-pca.org</a>
Diablo Webmaster	<a href="mailto:webmaster@diablo-pca.org">webmaster@diablo-pca.org</a>
Timothy Sa (artist)	<a href="mailto:tjsa@comcast.net">tjsa@comcast.net</a>

### **Preparing for the tour**

- Several months prior to the tour
  - Select a route and begin to develop route instructions. Make notes of times and distances, and remember that a group travels slower than one or two vehicles. Confirm arrangements for your start point and stops or points of interest along the way. Make sure there are rest stops along the route.
  - If you have costs with providers, make certain you have written agreements.
  - Arrange for another member to assist you. Schedule a day a week or two before to “proof” the route with another car. Be sure the route is still available and determine whether any road construction will necessitate route changes.

- A group of cars will travel slower than one or two. Make sure you adjust for that in your plan.
- Finalize and print the written route instructions, including distances, turn instructions, maps, etc. that you'll need to distribute on the day of the tour.
- Recruit at least one photographer: persuade someone on the tour to write and submit a review article for *The Advocate*.
- Consider dividing into more than one group if there are over 15 to 20 cars. Recruit helpers to lead and follow any additional groups.
- Continue to publicize the event. Make announcements and/or hand out flyers to dinner meetings and other events. Have a sign-up sheet available for when people begin to make reservations.
- Make sure you have received the **Certificate of Insurance** prior to the start of the tour. It may take PCA National office up to 3 weeks to issue the Certificate of Insurance. So please submit your insurance request to our club Vice President with enough lead time so he can request the certificate.
- Tour Day
  - Collect the tour fee and **have everyone sign the release form** (including drivers, passengers, and children – **no exceptions**).
  - The release forms can be downloaded from PCA National's website:  
<https://www.pca.org/members/library/ins/Event%20Insurance%20Enrollment%20Form.pdf>
  - And forms for minors:  
[https://www.pca.org/members/library/ins/Release%20and%20Waiver%20\(minors\).pdf](https://www.pca.org/members/library/ins/Release%20and%20Waiver%20(minors).pdf)
  - <https://www.pca.org/members/library/ins/Release%20and%20Waiver%20Minors%20as%20Observers.pdf>
  - Distribute instructions, maps, etc. as participants sign in.
  - Conduct a drivers' meeting. Discuss the route. Designate a radio channel and go over protocol and usage. Identify lead, middle and "sweep" vehicles. Go over touring rules, such as: headlights on when under way, use turn signals so others know where you are going, keep cars in front of and behind you always in sight, and stay together. Coordinate channels for those using Walkie Talkies.
  - **Safety is the prime consideration.** Be courteous to those on the tour and those you encounter along the way.

### **After The Tour**

- Submit expenses with receipt to club Treasurer for reimbursement
- Tour/Event organizer is entitled to \$50 reimbursement for the gas/paper/misc. expenses of planning the tour/event. Treasurer will process the reimbursement upon the completion of the event.
- Fill out PCA Post Event Report and submit to our Vice President.

- Make sure that a review article and photos are submitted to *The Advocate* editor by the first of the month. You may write the article yourself, but it's better if one of the participants tells everyone what made your tour fun and enjoyable. Be sure to identify the "people, places, and Porsches" in the photos, include captions if you like. Credit the photographer(s)
- Don't forget to thank the helpers.



## Porsche Club of America, Inc. Event Insurance Enrollment

Please complete all information. Check all appropriate boxes. Type or print legibly.  
An Event Insurance Form must be submitted for every moving car event.

1. Name of Insured Region: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. Date (s) of event: \_\_\_\_\_ 4. Length of Event: ☐ 1 day ☐ 2 days ☐ 3 days
5. Type of Event: ☐ Autocross ☐ Concours ☐ Gymkhana ☐ Rally ☐ Other: \_\_\_\_\_
- (Check all that apply) ☐ Club Race ☐ Drivers Education ☐ Time Trials ☐ Tour ☐ Car Control Clinic
6. Location: \_\_\_\_\_
7. Address: \_\_\_\_\_
8. Number of Participants \_\_\_\_\_ 9. Total Event Premium (check enclosed): \$ \_\_\_\_\_
10. Certificate of Insurance (required for all events): \_\_\_\_\_ Date needed by: \_\_\_\_\_
11. Additional Insured(s) required for this event: (These will be listed on Certificate of Insurance, if requested)

If so, send to: \_\_\_\_\_

E-Mail: \*(preferred) \_\_\_\_\_ Fax #: \_\_\_\_\_

1 B	NAME OF ADDITIONAL INSURED:	RELATIONSHIP TO INSURED (ex. Landowner/Sponsor, describe)
	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____

12. **Waiver and Release requirement:** Each event participant *must* sign the PCA Waiver and Release of Liability and Indemnity Agreement. The appropriate signed waiver must be forwarded to upon request only, and is a condition of General Liability coverage. A supply of these forms were mailed to the club representative when the policy was issued. Should you require more forms, please contact PCA for forms.

13. Name of person completing this order\*: \_\_\_\_\_
- Address: \_\_\_\_\_
- Daytime phone: \_\_\_\_\_ Fax: \_\_\_\_\_
- E-mail address: \_\_\_\_\_
- Signature: \_\_\_\_\_ Date: \_\_\_\_\_

14. Special Instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Important Information and Instructions

1. You must have a Certificate of Insurance in hand before the start of a moving car event. General membership dues will fund liability insurance for many events. Driver's Education and Club Racing have the most significant premiums and therefore will be charged per event.
2. This form with event premium check (if needed) should be submitted at least three (3) weeks in advance of event for you to have time to receive your Certificate of Insurance. The Certificate will be sent via e-mail to each person indicated on form – please include track or event e-mails to send to them as well.
3. Coverage cannot be placed in effect by phone.
4. If your enrollment form or premium payment is incomplete or inadequate, we will attempt to phone you to obtain the correct information or payment. Please be sure the enrollment form has your contact name and phone number.
5. If your region's premium payment check is not honored by your bank for any reason, this will be considered non-payment of the event premium and will jeopardize coverage for your event. After one returned check, any future payments must be made by certified funds – no exceptions.
6. If the event is cancelled, please notify the PCA National Office within 24 hours. If you notify the PCA National Office prior to the scheduled day of the event your insurance premium will be refunded.
7. Questions regarding Insurance Coverage should be directed to Ken Laborde, PCA Insurance/Risk Management Chair at (504) 561-0400.
8. If your insurance certificate has not been issued five (5) days prior to your event, please call the Executive Director at the PCA National Office immediately (phone number below).
9. Please make your check payable to **Porsche Club of America, Inc.** and submit premium to:

**Porsche Club of America, Inc.**  
P.O. Box 1347  
Springfield, VA 22151  
Ph: (703) 321-2111; Fax: (703) 321-2110  
E-mail: [admin@pca.org](mailto:admin@pca.org)

Drivers Education & Time Trial Events		Club Racing Events*		
	Costs		2 Days	3 Days
Fewer than 50 participants	\$300	Fewer than 75 cars	\$2,500	\$3,500
51 – 99 participants	\$450	76-125 cars	\$3,500	\$4,500
100 or more participants	\$600	126-175 cars	\$4,500	\$5,500
		176 or more cars	\$5,500	\$6,500
		*\$1,000 per additional day(s)		

*For Office Use Only:*

Date Received: \_\_\_\_\_ Date Certificate Issued: \_\_\_\_\_ Check Amount: \_\_\_\_\_



## POST EVENT REPORT

Version January 2009

(To be completed by the Region Event Chair for all events which require insurance. This form is to be submitted to the PCA Safety Chair within 5 business days of the event.)

Event Date(s): \_\_\_\_\_ Event Location: \_\_\_\_\_

Type of Event: DE AX RALLY TOUR TT Other: \_\_\_\_\_

Region: \_\_\_\_\_

Event Chair: \_\_\_\_\_ Event Chair Email: \_\_\_\_\_

Event Safety Chair: \_\_\_\_\_ Safety Chair Email: \_\_\_\_\_

**Please review PCA Policy on Observer and Incident Reports attached.**

Please provide the name and contact information for the person designated to complete the Observer's Report:

Name: \_\_\_\_\_ Email \_\_\_\_\_

Were there any incidents which would require the filing of an incident report? YES NO

If yes, how many incidents occurred at the event? \_\_\_\_\_

Were there any incidents which involved bodily injury? YES NO

If yes, an incident report must be submitted on the next business day.

Who will be responsible for filing the incident report(s)?

Name: \_\_\_\_\_ Email: \_\_\_\_\_

SUBMIT THIS REPORT WITHIN FIVE DAYS OF THE EVENT TO:

**ARLENE NOVACK**  
**PCA SAFETY CHAIR**  
[safety@pca.org](mailto:safety@pca.org)  
or  
fax 973-514-1660



**PCA GUIDELINES FOR OBSERVER AND INCIDENT REPORTS**  
**(January 2008)**

**PCA Observers' Report Policy:** The PCA Observers' Report form must be completed by an impartial party (i.e., not the Event Chairperson or the Chief Instructor) who attended the event. PCA Observer Report Forms were forwarded to the person who requested insurance for the event. (Copies are also in the *PCA Region Procedures Manual* and online at [pca.org](http://pca.org).) This Report Form should be completed and returned no later than ten (10) days after the event to the **PCA National Office, PO Box 1347, Springfield, VA 22151-1347**. Please type or print, as this report will be reproduced.

**PCA Incident Report Policy:** (Form is in *PCA Region Procedures Manual* and online at [pca.org](http://pca.org).)

An Incident Report should be completed whenever any of the following occur:

1. There is car-to-car contact of any sort, whether or not the damage can be "rubbed out."
2. There is car damage caused by contact with an immovable object which cannot be buffed out. Damage caused by contact with debris does not require a report. Also, car damage sustained to the undercarriage or to wheels or suspension as a result of an off-track excursion does not require a report.
3. There is injury to a person, even though the previous criteria have not been met.
4. There is an incident involving a potential injury or actual injury to a person that does not occur in an "on track" environment.
5. There is a verbal altercation between an individual(s) and an event or Region official.

In the event of bodily injury, an Incident Report should be submitted on the next business day, otherwise, Incident Reports are due within five (5) business days. Incident Reports should be submitted to all five individuals below:

<b>Insurance Chair</b>	<b>Ken Laborde</b>	<b>Fax: 504-561-1011</b>
<b>Insurance Rep</b>	<b>Pete Lyon</b>	<b>Fax: 713-507-9418</b>
<b>Safety Chair</b>	<b>Arlene Novack</b>	<b>Email: <a href="mailto:safety@pca.org">safety@pca.org</a> or</b> <b>Fax: 973-514-1660</b>
<b>DE Committee Chair</b>	<b>Pete Tremper</b>	<b>Email: to</b> <b><a href="mailto:Tremper9146@aol.com">Tremper9146@aol.com</a></b> <b>Mail to: 523 Coyle Rd, Clayton, NJ 08312</b>
<b>PCA National Office</b>	<b>Vu Nguyen</b>	<b>Fax: 703-321-2110</b>