

**UNIVERSAL SPEED RATING**

# **HOW TO RUN A HIGHLY PROFITABLE SPEED CAMP**



## Introduction

There are many reasons you may want to run a speed camp, clinic, or event. It can be overwhelming. There may seem like thousands of challenges to consider.

Lucky for you, we've talked to some of the best performance coaches and trainers in the industry on what it takes to pull off a camp or clinic that gets the results you're looking for. This includes coaches that have hosted dozens of speed events with hundreds of athlete attendees over the years (full list at end of document).

The rest of this guide will walk through everything you need to consider from pre-event, running the event, and post event that will add a new layer to your training business. Thinking about running a speed camp or clinic soon? Let's get started.

## Getting Started

What is a Speed Camp and why should I run one?

Before getting into the meat of the operation, this question needs to be addressed.

A Speed Camp is an event hosted by you or another training business that always has 2 key parts:

- 1 Athlete Testing/Assessments
- 2 Coaching Instruction



Les Spellman  
Owner  
Spellman Performance



Every camp should consist of some sort of assessment for the athletes, as well as coaching instruction on speed development. There could be additional components such as gamified drills, inner camp competition, other educational sessions on nutrition, injury prevention, or skill drills if your camp is meant to cross over with a sport specific training group.



**Darren Hansen**  
Owner  
HansenAthletics



## Section 1: Pre Event Planning

The very first question you need to ask yourself when running a speed camp is this: "Why am I hosting this event in the first place?"

*Seriously, go ahead and ask yourself.*

The biggest mistake you can make is to run a camp "just because". You need to define the purpose.

### Step 1: Define Your Purpose

Are you running a camp because a few coaches you follow did one and it seemed like a good idea? Are you running this camp to add an additional revenue stream? Are you looking to get more athletes in the door? Maybe it's a combination of all of those things.



This question is posed first, because it creates a trickle effect. Below are a few reasons you may want to think about running a camp or clinic. Whichever option(s) you decide may impact how you promote, run, and operate your event.

**Here are the most common reasons you may consider running an event:**

- ✓ **GENERATE REVENUE**
- ✓ **NEW CLIENTS INTO YOUR FACILITY**
- ✓ **COMMUNITY OUTREACH (FOR UNDERPRIVILEGED OR JUST TO GET INVOLVED WITH COMMUNITY MEMBERS)**
- ✓ **BRAND EXPOSURE**
- ✓ **NEW TEAM DEALS**

### Step 2: Establish a Budget

Determine the financial resources available for your event. Create a budget that includes all the necessary expenses, such as venue costs, marketing, speakers, equipment, and staff.

If this is your first event and you're worried about not getting a solid ROI, there are ways to create a cost effective budget while still pulling off an awesome event.

One of the biggest logistical headaches can be where your event is actually taking place. If you own a facility or already





have the location locked down, you have a head start. If you need to secure event space, this could help you form relationships with local high schools that could open the door to team training opportunities in the future.

### Step 3: Create an Event Plan

Develop a detailed plan that covers all aspects of your event. Include information about the event date, time, duration, location, target audience, program schedule, and logistics.

Ideally, your event plan is finalized before you start marketing your event. You want to know what it is you're doing at the event, why you're doing it, and who the intended audience is before you start promoting it. This will ensure a good experience for those that register once you are ready to start promoting.

If you are a Universal Speed Rating Speed Lab, you can host registration for your events inside the Universal Speed Rating platform. This makes it seamless to collect payment, and add data from your athlete assessments when the event concludes.

When creating your plan, be sure to break down tasks into manageable components and assign responsibilities to team members (if applicable).

If you're using the Universal Speed Rating, we recommend having at least the following 4 segments at your event:

- **Setup & Registration**  
Welcome athletes to the event and confirm they have registered.
- **Testing**  
Set up the Fly 10 test (see page 8 for instructions).
- **Application**  
Set up stations that focus on acceleration and max velocity drill series.
- **Wrap-Up**  
Ensure each athlete has inputted their speed into the platform.

### Step 4: Secure Necessary Resources

Identify and book the event venue, ensuring it can accommodate your expected number of attendees. Arrange for necessary equipment, such as audio systems, testing technology, and spacing for testing. If needed, hire additional coaching, videography, or event staff.

This ties into your budget. There are easy ways to cut costs at your event like asking for coaches in the community to volunteer, partnering with a local team or organization to help sponsor financial needs or location requirements, & more.



### Step 5: Develop a Marketing Strategy

This is where a lot of coaches may start to get nervous, but there are easy ways to ensure your event gets the exposure that you're looking for. Here are some of the best ways to do so:

- ✓ Promote your event to current clients & give them a discount on registration for every friend that they bring (not only will this help increase your attendance, it could open the door for new clients in the future all with free word-of-mouth advertising)
- ✓ Utilize various marketing channels such as instagram, facebook, email, local news channels, and partnerships with relevant organizations. Create a simple event flyer and ask for other coaches and athletes to share across their social channels. Developing a partnership with local sport organizations or high school coaches could also open the doors for team consulting partnerships in the future (if you need help creating a flyer there are free design tools like Canva that have templates to help you).

As far as a marketing timeline, the earlier you nail down the event and have your plan create the better. We'd recommend announcing your event date up to 60 days in advance, and start ramping up with 30 days until the event.

### Step 6: Manage Registrations

Set up an online registration system to

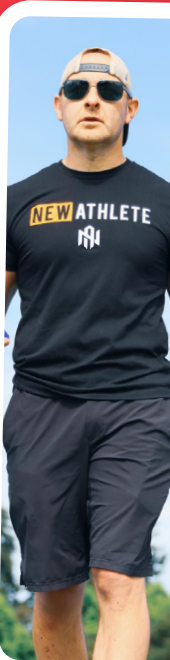
capture attendee information, track registrations, and collect payments (if required). Ensure the process is user-friendly and includes a confirmation system to provide attendees with event details.

Remember, for Universal Speed Rating Speed Labs, this can be done through the USR platform (you collect 100% of revenue) which allows for easy sign up. This also makes it easy to set up USR Profiles to provide your event attendees with their data quickly after the event concludes.

### Step 7: Coordinate Speakers and Participants

If your event includes guest speakers or coaches, confirm their participation, provide them with necessary event information, and establish a communication plan. Coordinate their travel and accommodation arrangements, if applicable.

Ryan Paul  
Owner  
New Athlete





### Step 8: Plan event logistics

Monitor the number of registrants once you start marketing your event. Chances are, you'll get more registrants as the event date gets closer.

Ensure all logistical aspects are taken care of. This includes arranging transportation, parking facilities, signage/flyers, registration desks, and athlete identification or nametags. HansenAthletics recommends just writing numbers on their arms with sharpies

### Step 9: Prepare event materials

Create and print event materials such as programs, agendas, name badges, signage, and other relevant documents. Ensure they are accurate and align with your event theme and branding.

### Step 10: Make sure coaches are on the same page

Nothing creates a negative experience for the athletes like being unprepared.

Run through the event flow and training for the day with your team and critical participants to ensure smooth execution: plan coach introductions, the beginning of the session details, and closing remarks. Identify and address any potential issues or gaps.

Creating an index card with the schedule and order of operations for every coach and volunteer is a great way to ensure the event runs smoothly.

We understand this may feel like a lot. Take use of our downloadable checklist to ensure you don't miss any of the steps to prepare for your event.

[DOWNLAD CHECKLIST](#)

## Section 2: Event Execution

The day of your speed camp is finally here, now you have to execute to ensure all attendees have a good experience AND you get to achieve the outcome you were looking for from the beginning.

There are three steps to ensure success on the day of your event:

# EXECUTION

To execute your event successfully, follow these guidelines:





### 1. Stay on Schedule

You've put a lot of time and effort into planning your event, and everything on your event plan is important. If you think some parts of the event might take longer than others, bake in some wiggle room in your schedule, and have some "back-up" ideas if things run quicker than you planned for.

### 2. Build a Plan and Stick to It

See step 3 above. Having a plan is the best way to ensure your event runs as smoothly as possible. When things start to go wrong, don't worry, you have a plan. Stick to it.

### 3. Be ready for Uncontrollable Variables

Is your event outside? Do you have a backup plan if there's rain?

Try to think of every scenario that could go wrong, and be prepared to react on the day of the event.

## ENGAGEMENT

The next step is engagement. If you create a masterful plan but your athletes don't find value, you've wasted your time. Value isn't just expert coaching, it could just be that they enjoyed themselves. Ideally, it'll be both.

**To create an engaging experience, try this:**

- ✓ Get to know the athletes. Interact with them during warmups, learn about them on a personal level. Why are they here? What are their goals? What are they looking to get out of the event?
- ✓ Communicate with athletes you already know, introduce and be intentional with new athletes
- ✓ Maintain high energy, high spirit.
- ✓ Make it fun! Add in games, competition, or other light hearted aspects of the camp.





# TESTING / ASSESSMENTS

One final piece that is essential to every speed camp or clinic is to incorporate testing and/or assessments into the camp.

Our recommendation at the very least is to have every athlete complete a Fly 10 assessment. This will give you each athlete's peak speed which can easily be compared and benchmarked to the rest of the athletes at your event, and in your community. If you're using the Universal Speed Rating, they can also see their results and data from past assessments, or have a starting data point to see how they start to improve in the future.

On the right is how to set up your Fly 10 assessment:



# HOW TO CONDUCT A FLY 10 ASSESSMENT

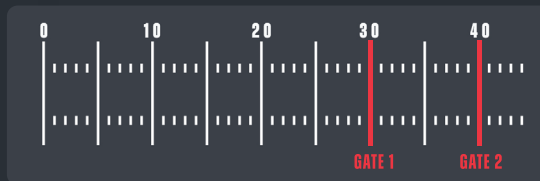
## WHAT YOU NEED



Timing Gates

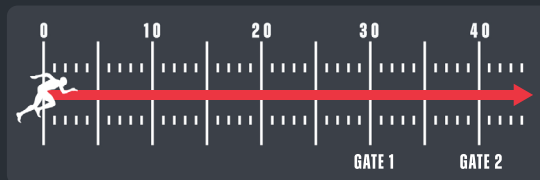


40+ yards of space



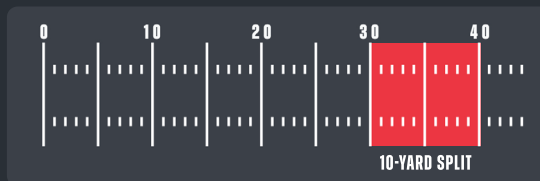
### STEP 1

Set up the first gate at 30 yards and the second gate at 40 yards.



### STEP 2

Have your athlete start at the 0-yard line and sprint at full speed through 40 yards.



### STEP 3

Take the 10-yard split (from 30 yards to 40 yards) and convert this to MPH by dividing 20.45 by the athlete's 10-yard split time.

$$20.45 / 1.29\text{SEC} = 15.85\text{MPH}$$

\*example  
10-YARD SPLIT

### STEP 4

Add the calculated MPH data to your athlete's Universal Speed Rating profile and repeat for each athlete.





## Section 3: Post Event Plan

Your speed camp or clinic has ended, what's next?

This is just as important if not more important than anything you've done up to this point.

You just spent a good portion of time with a group of athletes, and if you followed the steps above, they had a great experience at your event. Now is not the time to lose them.

If there were new athletes at your event, they could become brand new clients of your business.

For athletes that have trained with you in the past, this could be the validity they needed to continue training with you.

Follow the steps below after your event to ensure your time and effort planning and pulling off your event wasn't wasted:

### Step 1: Thank You Communication

After the event concludes, be sure to send follow up communication to every coach, athlete, parent, and sponsor that was involved in your event. Make sure to send this out promptly. It may be a good idea to include an event recap, especially for parents who want to know if what they paid for was worth it.

If you have data available, it's a good idea to share some of the leaderboards, top results, or improvements as well.





## Step 2: Data Evaluation

Every athlete should leave your camp with some sort of actionable data. For Universal Speed Rating Speed Labs, this can be done through their USR Profiles and displayed in your USR Community.

If you don't have data available live, make sure they know when you'll send and how they should be expecting to receive it!

## Step 3: Social Post

Social posts are great way to create FOMO with athletes that weren't able to attend to get them excited about the next one. You don't need a video production team to create a quick recap video. At the very least, post a few pictures of athletes from the event, or share some results from some of the testing & assessments.

Be sure to tag the athletes too so they can repost and spread the word to other athletes that weren't able to attend.

## Step 4: Make the pitch!

Remember, the main goal of any event any event should be to retain the athletes for continued training with you after the

event is over thus increasing your recurring revenue.

That's why we recommend having a post camp 15 minutes check in with each athlete after the camp is over to review their assessment/results with them. This is a key part of converting your athletes into new training clients.

You might consider giving anybody who attended the event a free session at your facility or other discounts to get them in the door. Now that you have the relationship, you have the ability to continue providing them effective coaching to get them coming back and continue building what they started at your camp or event.

## Conclusion

This resource is packed with information, but we've seen coaches across the nation use these steps to pull off some amazing speed events resulting in business growth and faster athletes.

If you're a coach or trainer who owns your own training business, we want you to join the Speed Lab community. Through in-depth analytics, industry leading education, and a network of coaches dedicated to helping athletes get faster, we're helping athletes train smarter, and play faster nationwide. Join us by scheduling a call below.

**SCHEDULE A CALL**





Special thanks to the following Speed Labs  
for helping put this resource together:

**Les Spellman, Spellman Performance**

**Ryan Paul, New Athlete**

**Darren Hansen, HansenAthletics**

**Alex Gibson, APG Strength**

**Lyndsey Munoz, Mabry Academy**

**Jose Catano, Catano Performance**

