

How to Organize a Concours

Santa Barbara Region Concours Preparation

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- The first thing I do is get a two inch thick three ring notebook and five to seven dividers. I keep my planning meetings in one section, e-mails I get in a second, list of entrants in a third and however else you want to divide up the rest of your paperwork. You will have loads. Print all of your e-mails.
- You will find this very important in keeping track of your paperwork and notes. Put looseleaf notebook paper in the back and each time you go to a Concours meeting take your three ring binder with you and write down what has happened.
- Soon after your Concours d'Elegance is over, hold a meeting including those key people on the Concours Committee (can easily be part of the monthly Board meeting), to discuss what went right and what went wrong. It is easier to do while still fresh in everyone's mind.
- Appoint Concours committee members very early in year. At least six months prior to Concours.
- Within 90 days of the last Concours set up a preliminary meeting with your sponsor, be sure to set up an appointment ahead of time – get their thoughts, ideas – they are your partner on what will work this year. Ask them what went right and what they feel went wrong.
- Agree with your sponsor who is responsible for what costs and who is responsible for doing what – a mailing list outside of PCA? Is your sponsor going to do that? They can mail to their customer list. You may get some new people, both for the Concours and Membership.
- Then document in writing the agreement as you recall it, send to your sponsor asking them if there are any changes. Outline everything discussed and agreed upon regardless how minor. Be sure to send a copy to everyone involved in the meeting at the sponsor as well as your committee members, as letters don't always get passed around. Find out who your contact is at your sponsor. You should only talk to one person about decisions and/or changes.

- At least four months before your next Concours, decide on the flyer that is going to be used. Price per entry, does it include lunch (your Board needs to vote on this and agree to it)? What are your arrangements for lunch? Is there food available at the location or are you having it catered? Be sure to put an area for an e-mail address on the registration form.
- By this time, four months ahead of Concours, a person needs to be appointed to handle the registration and answer questions. This needs to go on your flier. I get a lot of questions. You can use one person for registration and a separate more knowledgeable person for answering questions. Put both names and contact info on the flyer & who is doing what.
- If you plan to have Goodie Bags, start requesting the goodies 90 days before your Concours, including the bags themselves. The bags give your sponsor or anyone else willing to supply the bags, good and cheap advertising for them.
- 60 days before your event, request any subsidy you might be eligible for to the Zone Rep, as he/she has to approve before being sent in to the National Treasurer. There are forms on the PCA web site, always in the packet given to you at the President's meetings and in the back of the RPM. But follow what is necessary for support to be able to get your request through the first time. You need to support what you are asking for – is it a charity event, a multi event, etc. Look at the RPM, Section III, Part 4 for explanations and details of each type. The RPM is also on the pca.org web site in the admin section for all members to use.
- 60 days before your event, decide on the trophies – use prior years attendance to estimate how many you need in which areas – First place, Second place or Third place, as well as your Best of Show trophies. Get necessary approval at Board Meeting 60 days ahead of Concours for the amount you plan to spend.
- 60 days before event – ask to have extra copies of your newsletter printed, maybe 25 copies for recruiting membership at the Concours.
- At least 30 days before event make up a list to be circulated at events for Volunteers to help at the Concours – at breakfasts, tours, social, board meetings – to start getting the Volunteer workers for the day. Assign someone to take the sheet on a clipboard to all functions – let people sign up for what they would like to do.

- The above list should include runners and scorers for the judging. You will need a runner for each team of judges. Two scorers should be enough. Find a quiet corner for the scorers where they will not be bothered while doing the scoring.
- Use an Excel spread to keep track of the entries as they come in. It is a lot easier to log onto the spreadsheet daily than to let go until the last minute. Registration needs to make copy of checks for themselves and get checks to your Treasurer for deposit every week or so. Make the columns of the spread so you can sort by what forms you need for the day of the event i.e. cars by divisions and classes. When you print these forms be sure to leave space after each class to add the cars that arrive on the day of the event without pre-registering.
- Assign a number to each entry, write number on entrant's check before you copy it, write number on registration form and use on the packets. This helps to quickly locate the papers on an entry. Keep the registration forms and check copies in batches of 25 in white or manila large envelopes in order. Write on the outside of the envelope the entry number from number to number, and the amount of money you have given to the Treasurer on what date. Registration will need to balance the entries to the amount of the checks when the Concours is all over. When you need to refer to the registration it will be readily available to you.
- Based on the number of cars you have had the last few years, get the necessary forms printed for windshield display in color & on cardstock, judging forms, any miscellaneous instructions on a sheet, etc. Several copies of the current Zone 8 Concours Rules should be available the day of the event. If you are the first Concours of the year or one of the first a copy of the rules should be included in each entrants packets. Remember the Rules change some each year and most entrants don't take the time to look for and read them on the Zone 8 Web Site so give them a copy.
- Request PCA Insurance for the event 30 days in advance making sure to ask for an additional insured if your event location requires it. Send an e-mail request to your Region Insurance Chair for the insurance requesting a copy of the Certificate of Insurance to be displayed at the event. Print e-mail for your binder records, so you know what date you requested the insurance. Diary for one week before the event to check on the Certificate of Insurance, making sure you have received it from your Insurance Chair.

- Remember to take Insurance Waivers to the event and clipboards for people to use when they sign the waiver. Have them at the entrance to the Concours. No one should drive into the event location until the waiver is signed by all parties in the vehicle.
- Set up an alpha filing system and start making up packets as soon as you have a small number of entries, maybe just ten, use Welcome/Contents sheet (or something like it) for identification purposes. Don't wait to make up packets until you get snowed under and are really under pressure, do them as the registrations come in. If the same person isn't doing the registration as the packets e-mail the current section of the spread sheet to the other person often (every day or two doesn't hurt) for them to make up the packets. I use gallon sized plastic bags which seem to work for our paperwork. This doesn't need to take a lot of time meeting people or driving around, just send it e-mail. The person who makes up the packets should also be assigned to make appropriate copies of forms that they will need – be sure there are plenty of extras for the event day. Base your extra copies on how many in each division so far, low in some and high in others.
- Set up a second filing system with the extra forms and labels on manila folders to be used for Day of Event registrations. That way more than one person can work on getting people through registration fast. The entrants are very impatient as they want to get started cleaning their car and every minute counts.
- Make out your shopping list for miscellaneous needed supplies 30 days in advance of the Concours. Assign someone to do the shopping. If you need to spend a lot of money to establish your supplies, get your Board approval.
 1. Clip Boards – one for each judge, plus 5 or 6 extras
 2. Pencils – one for each judge
 3. Towels for Judges
 4. Wash & Dry hand wipes
 5. Batteries – for calculators & stop watches
 6. Stop Watches – at least 3. If splitting divisions, then one more for each section
 7. Calculators – make sure they have new batteries
 8. Zip Lock Bags for registration papers
 9. Envelopes if you are sending out results (most people have e-mail and/or internet to get results)

- Don't forget Petty Cash for change that day – usually \$200. in small bills should be enough, keeping in mind the price you are charging for what you need. Probably no singles.
- The committee member that is getting the judges (Region Concours Chair needs to provide the Zone 8 issued list to the person getting the judges with phone numbers) should call the judges 30 days in advance. One certified Head Judge is required for each group of Judges. A follow-up letter to the judge a week or 10 days before is a courteous thing to do to include the time of the Judges meeting. But....call people to be judges, don't wait until the day of the event to recruit. Always have at least 2 extra judges in case someone doesn't show up. And...if you need to split divisions keep that in mind for additional judges.
- During the last week before the event - don't wait until the night before,
 1. Make your lists for the divisions, broken into classes with several lines between classes so names can be added at the event, from the Excel spread as described above
 2. Make a form for Day of Event entries – two or three copies
 3. Make out three or four separate sheets for Day-Of-Event Registration Procedure to have at the registration table to help the people doing registration. Some of those people have never done a registration before and don't know what is expected. Help them out.
 4. Have the Judges assignments made before the day of event – when they are called, ask what they would like to judge and are they showing and in what class – then make your list
- Write yourself out a list of things to take on the day of the event, keep adding, so nothing is forgotten. Start your list at least a week ahead of the Concours. Get to the event early. Entrants are already there waiting on you to arrive.
- At your registration table or Goodie Store table have extra copies (maybe 25) of your most recent newsletter, membership applications (with the name, address, etc. of membership chair on back) along with Panos. Have someone, membership chair if possible, available to answer questions, assist in filling out the application on the spot. We have always obtained several new members at our Concours. Remember you have visitors who just want to look at the beautiful cars, but have never joined the Club. Now is the time to get them to join.

- Plan the Judges Meeting, when it is going to be and who is handling the meeting. Have the Judges Meeting in a quiet place. Pass out the clipboards, pencils, towels, list of entrants to Head Judges in each group, and calculators to scorers. The meeting should include the runners and the scorers. Remind the Judges, runners and scorers to sign the Worker Sheet so they receive their points for the day.
- The top sheet of the scoring set is kept by the scorers and given to the Zone 8 Concours Chair with the remaining sheets given back to the entrant the day of the event. Give back to entrant with their award. It is too costly to mail back to the entrant, so try to remember to announce to "please pick up your scoring sheets on the table before you leave."
- Within 48 hours after the event top score sheets are to be given to the Zone 8 Concours Chair. If he/she is at the event they can take the top sheet with them that day, like previously mentioned. The volunteer worker sheet needs to be given to the Zone 8 Concours Chair for points earned for the day, also on the day of event or within 48 hrs. .
- **GOOD LUCK !**