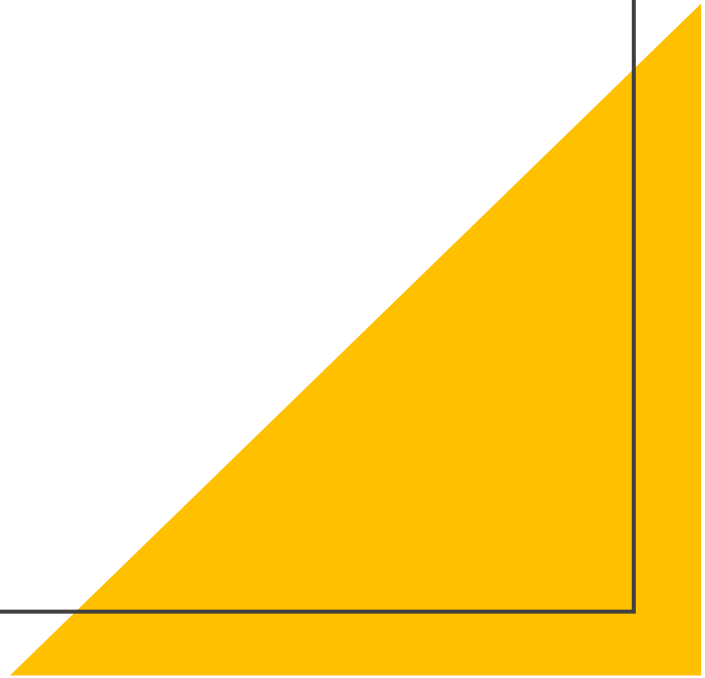




Integrated & Digitised
Permits-Events-Results



System Theory

- The system designed by Athletics Ireland & Eventmaster works as follows:
 1. Clubs & Promoters can apply for a permit online via the Athletics Ireland website
 2. After submission, the event is created automatically on the Athletics Ireland Events system
 3. After permit approval by the County Board the event can be published for sale. AAI Members will benefit from a reduced entry fee into Athletics Ireland accredited events, non-members will pay a one-time levy or annual subscription
 4. Upon completion of the event Athletics Ireland Members and annual subscription holders will have access to a results portal as part of 'Manage My Account' where they can access all their results and AAI member benefits

Step 1: Permit Application Process

- Permit Applicants go to the Athletics Ireland homepage to action a new event permit application.
- Applicants are directed to the permit application page to initiate the type of permit they wish. School, Club, Charity or Commercial/International Permit.
- Applicant fills the permit required data followed by the event registration core information.
- Processes a payment for the permit.
- Permit is submitted for approval of the County Board.

Permit Application Process - Demo

WELCOME TO THE ONLINE PERMIT/LICENCE APPLICATION PROCESS

The Athletics Ireland Road Race Licence is a system whereby the governing body helps to ensure that the essential organisational requirements for a road race are in place to ensure the safety of all concerned and consistency in race organisation standards across the country.

Please select the permit/licence application path below that best suits your event requirements

School Permit
Application



Club Permit
Application



Charity Permit
Application



Commercial/International
Permit Application



Step 2: Event Setup Process

- After the permit has been submitted the event page for the corresponding event will be **auto created by the system**
- The event will be created in the Athletics Ireland Events Admin account on the registration system.
- A user account will also be created for the event promoter if they are a new user. If they are an existing user, it will be added to their account.
- The AAI admin user will liaise with the promoter to complete the event setup and connect a Stripe account so they can receive live payments
- **Once the permit is approved the event can be published for sale**

Step 2: Event Setup Process – Backoffice Setup



Drafts

Event Name **FILTER** **CLEAR**

Created	Name	Actions
27.01.2021	AAI Golden Copy	Edit Dates Tickets Design Advanced
27.04.2021	Stephens Run in May	Edit Dates Tickets Design Advanced
27.04.2021	Test AAI Run	Edit Dates Tickets Design Advanced
27.04.2021	Johns Run 2021	Edit Dates Tickets Design Advanced
27.04.2021	Ireland Marathon	Edit Dates Tickets Design Advanced

The event has been created by the permit system successfully and you can see the event listed now as a draft on the Athletics Ireland Registration system

Step 3: Publish the Event for Online Sales



Ireland Marathon

{Event Description}



Ireland Marathon - Wednesday, December 31, 2025 - Online

1. TICKETS 2. DETAILS 3. SUMMARY 4. COMPLETE

Ticket Type	Quantity	Price
Marathon	0 <input type="button" value="+"/> <input type="button" value="-"/>	50.00
Half Marathon	1 <input type="button" value="+"/> <input type="button" value="-"/>	30.00
10km	1 <input type="button" value="+"/> <input type="button" value="-"/>	25.00

← Customer first selects the number of each registration they wish and actions the "proceed" button

Proceed



Ireland Marathon

{Event Description}

Ireland Marathon - Wednesday, December 31, 2025 - Online



Note: All Non-Athletics Ireland Members will be subject to a levy regardless of whether they held an event subscription number previously or not

1. TICKETS				2. DETAILS	3. SUMMARY	4. COMPLETE
Full Name	Event Distance	Do you have an AAI Membership or a Subscription number from a previous event?	Please enter your Reg Number and Date of Birth			
<input type="text" value="Joe"/> <input type="text" value="Murphy"/>	10km	Yes/No ▼	<input type="text" value="106662"/> DD MM YYYY			
<input type="text" value="Mary"/> <input type="text" value="Bloggs"/>	Half Marathon	Yes/No ▼				
Proceed						

Based on the selection in screen 1 the user will be asked to enter the participants names, if they have an AAI membership. If so, they will be asked to enter their ID and DOB. They will be validated and the user can proceed if the validation is successful

Person 1 - Joe Murphy - ATHLETICS IRELAND MEMBER (106662)

Personal Details

First Name	Joe
Last Name	Murphy
* Email	<input type="text"/>
* Verify Email	<input type="text"/>
Gender	Male
* Address Line 1	<input type="text"/>
* Address Line 2	<input type="text"/>
Address Line 3	<input type="text"/>
* Country	<input type="text"/> ▼
Date of Birth	10.09.1990
* Mobile	+00353 ▼ Select... ▼ <input type="text"/>

Member data is pre populated and non editable

As this is a current member of AAI this user does not have to pay a levy

Person 2 - MARY BLOGGS - NON - ATHLETICS IRELAND MEMBER

Personal Details

First Name Mary

Last Name Bloggs

* Email

* Verify Email

* Gender

Select...

* Address Line 1

* Address Line 2

Address Line 3

* Country

Data is pre populated
and non editable from Screen 1

Mary Bloggs is not a member of Athletics Ireland and therefore will have to pay a €3 levy for this event.

Checkout Summary

Registrations	Ticket Type	Qunatity	Price	Fee	Subtotal
Joe Murphy	10km	1	25.00	1.75	26.75
Mary Bloggs	Half Marathon	1	30.00	2.10	32.10
	<u>Additional Options:</u>				
	One day event subscription {Mary Bloggs}	1	3.00	0.00	3.00
				Order Total	61.85

PAY

Confirmation of Booking



You have successfully completed an order for Ireland Marathon event.

Your confirmation order number is 1123456789.

Please note: Once you have completed this event you event results will be shown in your Athletics Ireland "Manage My Account" under the official results section.

Athletics Ireland Members will login to their account as normal. If you or someone in your booking is not an Athletics Ireland Member you will see a subscription number below. Please use this number when registering for other events to enable us to show all your events results in your profile.

You have successfully registered the following people:

	Name	AAI	Results Portal
1)	Joe Murphy	106662	Open Portal  Copy Link   
2)	Mary Bloggs	One day Insurance	Open Portal  Copy Link   



Dear Stephen

Thank you, you have successfully completed an order for Ireland Marathon event. Your confirmation order number is 1123456789. The event will take place on August 10th 2021.

[Click here](#) to download your eticket for the event

ATHLETICS IRELAND OFFICIAL RESULTS SYSTEM

Once you have completed this event your event results will be shown in your Athletics Ireland "Manage My Account" under the official results section.

Athletics Ireland Members will login to their account as normal. If you or someone in your booking is not an Athletics Ireland Member you will see a **subscription number below**. Please use this number when registering for other events to enable us to show all your events results in your profile.

You have successfully registered the following people:

	Name	AAI	Results Portal
1)	Joe Murphy	106662	Open Portal Copy Link  
2)	Mary Bloggs	One day Insurance	Open Portal Copy Link  

You will receive further notifications regarding your results portal and how to view your results from Athletics Ireland accredited events you have taken part in.

Regards
Athletics Ireland

Step 4: “Manage My Account” Results System

- After the event is completed, the results will be ingested into the Athletics Ireland results system from the relevant event timing company.
- Results will then show in the associated account in which the order was created using the unique subscription identifier.
- The participant will receive a notification once the results are updated on their profile

MANAGE
EXISTING
MEMBERSHIP



CREATE NEW
MEMBERSHIP
(FIRST TIME)



MEMBERSHIP
ORDERS



MEMBER
BENEFITS



RESULTS
SYSTEM



ACCOUNT
SETTINGS



Member : Joe Murphy

MID: 106662



Membership Status: **ACTIVE**

Club Name: Eventmaster Club

Expiry Date: 31/12/2021

Product Type: Adult Senior

Historical Memberships:

Date Created:	Event	Entry Type:	Result	Share
02/01/2021	KBC Dublin Marathon	Marathon	04:10:02	   
02/02/2020	Great Limerick Run 2021	10km	00:40:22	   
31/07/2019	Cork City Marathon 2020	Marathon	05:10:09	   

Benefits to Members

- AAI members will have access to their results via a member's portal. This portal will collect all results from AAI events. The user can then view these completed events and their times within their user profile.
- AAI members will **not** have to pay the event levy that will be added to non-members entry for access to AAI permitted road races.
- Members will be able to access the AAI members benefits area giving them a variety of benefits including agreed discounts for products etc.
- The additional profit generated from non-AAI members will be ring fenced to jointly support members in HP and Coaching & Development.

Benefits to Clubs & County Board

- Clubs will benefit from their members receiving further benefits as part of their membership.
- Clubs will be able to access results easier through the portal system.
- We expect overtime that clubs will see an increase in membership as the perceived value of their membership increases.
- As AAI are collecting and subsequently able to reach out to a wider audience the potential to further grow club membership will increase.
- The AAI website will direct people to clubs in each geographical area.
- Clubs will benefit from the additional profit generated through further support from AAI at both HP & Development levels.
- Signoff of event permit will be streamlined.
- County Board will retain the full permit application fee associated with each application within their county once the permit is processed.

Benefits to Event Promoters / Race Organisers

- Promoters will benefit from the new website to market their event.
- Promoters will have a significant AAI marketing package at their disposal by having their event identified as an AAI permitted event.
- All participants will have a personal accident insurance provided through the levy.
- Their event will be listed on the list of upcoming events on the new website.
- Promoters can benefit from the AAI social channels to further promote their event.
- Promoters can benefit by allowing people to register their interest before the event goes on sale.
- Promoters will benefit from the streamlined Permit application process.
- Ease of setting up events online with the permit application process all in one go.
- Promoters will benefit from the extensive database that AAI has and will be issued through weekly and monthly newsletters.

Summary

- AAI want to own this space.
- We currently permit 650 events average size approximately 400 people participating but only 20% are AAI members.
- All profits will be ringfenced and go directly back to members through HP & Coaching & Dev.
- Technology is now driving all event entries and sales.
- Demand for a one stop solution and athlete database.
- All non-AAI members will be covered with a personal accident insurance.
- Small cash events can be facilitated off system if required.
- School events could be facilitated off system if required.

Recreational System Overview

