



AXIS GEAR



9th annual NATIONAL RACE DIRECTOR SUMMIT

PRESENTED BY



TIME SLOT	SESSION	SPEAKER	TOPIC	ROOM
8:00am - 8:45am	REGISTRATION & BREAKFAST- Sponsored by Marathon Photos			
	MORNING SESSIONS			
8:45am - 9:00am	Welcome	Steve Fleck - Emcee	Welcome to the 9th Annual Athletics Ontario National Race Director Summit, presented by Race Roster	Fall Winter
9:00am - 9:50am	Keynote Address	Phil Dumontet - Brooksee	The Future of Running: 10 Lessons that Shape the Next Era of Endurance Events	Fall Winter
9:50am - 11:00am	Race Director Checklist & Emergency Action Plan	Charlotte Brookes - CRS Albert Ngai - Course Dynamics Kevin Jones - Odyssey Medical	Race Director Checklist & Creating an Emergency Action Plan	Fall Winter
11:00am - 11:20am	NETWORKING BREAK			
11:20am - 12:00pm	DEI Playbook	Kortnee Borden, James Koka, Matt Geofroy - Crossing Lines	The Importance of Diversity and Inclusion on the Start line	Fall Winter
12:00pm - 12:20pm	Branding	Norm Chew - Axis Gear	Learn to Use Merchandise and Medals to Build Unforgettable Race Brands	Fall Winter
12:20pm - 1:20pm	NETWORKING LUNCH - Sponsored by Marathon Printing Inc			
12:40pm - 1:20pm	Speed Networking with Canada Running Series Team (Optional)			
Lunch Speed Networking (optional)	Erin Roza and Labi Koussoulis chat Volunteers & Event Staff	Scott Jones chats Logistics, Course Operations, Sustainability/Waste Manage or Warehouse	Ian Cater and Brenden Williams chat Marketing, Sponsorships/Partnerships and Communications	Jenna Robinson chats Charity Programs
1:20pm - 1:30pm	GROUP PHOTO			
1:30pm - 2:15pm	State of the Industry	David Basacco - Race Roster	A Summary of 2025 Running Industry trends	Fall Winter
2:20pm - 3:20pm	Breakout Session A:	Jeff Rowthorn - Happy Trails Racing John Shep - AO Running Podcast Host	Trail Hot Topics	Spring
2:20pm - 3:20pm	Breakout Session B:	Kate Van Buskirk - CBC & ACTV broadcast commentator Steve Flek - Finish line and stadium PA announcer; broadcast commentator	Harnessing the Media to Maximize Branding and PR	Fall Winter
2:20pm - 3:20pm	Breakout Session C:	Dana Bee - Chiptime Results	Let's Talk Timing	Meeting Room
2:20pm - 3:20pm	Breakout Session D:	Roger Burrows - Athletics Canada Course Measurer	Go Forth and Measure	Summer
3:20pm - 3:45pm	REFRESHMENT BREAK			
3:45pm - 4:30pm	The Future of Ontario: What's New in 2026 and Beyond	Sheryl Preston, Paul Osland - Athletics Ontario	Important Announcement from Athletics Ontario: Exciting Upcoming Changes	Fall Winter
4:30pm - 5:00pm	Loose Ends Wrap-Up	Phil Dumontet; Charlotte Brookes & Damien Hope; Kevin Jones; Albert Ngai; Crossing Lines; Norm Chew; David Basacco; Athletics Ontario	Key Take-Aways, Final Q&A	Fall Winter
5:00pm - 7:00pm	NETWORKING SOCIAL - Sponsored by Henley Financial and Wealth Management Inc.			
7:00pm	END OF DAY			
*All sessions will be recorded and made available to all registrants after the event				