HOW TO RUN A SUCCESSFUL UTR EVENT

■ Step 1: Choose the date and secure the courts

⊐ Cross-check competing tournaments, events and holidays to strategically choose the date

■ Step 2: Decide the number of players

⊐ Consider the number of courts, singles vs doubles, timeframe and how many matches you want to guarantee

■ Step 3: Set up the event on UTR. Example: www.myutr.com/events/6375

⊐ Create ONE Level-Based Division, ie Level-Based Singles

⊐ Do not create multiple divisions for registration unless mandatory, ie if age is a restriction or if you have different pricing for members vs. non members

⊐ Most UTR events are ageless (adults + juniors) and co-ed (males + females)

⊐ Include this important information in Event Description:

⊐ Number of guaranteed matches (in what time frame, if applicable)

⊐ Scoring format and rules; officiating policy

⊐ Location/address

⊐ Match start time(s) and/or draw publish date

⊐ Prizes (trophy, free lesson, money prize, tennis gear, etc.)

⊐ Withdrawal/refund policy

⊐ Close registration at least 48 hours prior to the start of your event to enable sufficient time to do the draws and communicate them to the players

⊐ Add these recommended questions in step 3 of creating your event

⊐ Which email should we contact to notify you of draws and tournament updates?

⊐ If you do not currently have a UTR, please let us know your age and tennis experience

⊐ Don't forget to add an event photo (banner images)

☐ Step 4: Market the event

☐ Use your network of tennis community, college players and juniors to register once the event is created. Players want to see other players registered, especially with high UTRs. Show players once enough players are registered

☐ Leverage your own social media and marketing channels (Facebook/NextDoor)

☐ Check out the UTR tools for marketing your event (https://bit.ly/2GgVol7)

☐ Send a follow-up email and/or post on social media 48 hours prior to your registration end date as many players register at the last minute

☐ Step 5: After registration closes, create the draws

☐ Based on your registrants, create multiple draws based on UTR ranges to facilitate level-based play, i.e. round robin, compass, match play, first match back draw

   ☐ Matches outside of 2 UTR points will not count towards rating, unless the lower-rated player wins

   ☐ If players are unrated, use info collected to estimate rating and place in the appropriate draw

☐ Step 6: Communicate with Players via "Message Players"

☐ Send a message no later than 2 days prior to the event

   ☐ Let players know draws are posted and how to find their name if several flights are posted

   ☐ Ask players to arrive at least 15 minutes prior to start of event

   ☐ Include match start time(s) and scoring format reminder

   ☐ Specify whether practice courts are available

☐ Step 7: Tournament Director Tips for Event Day

☐ Arrive at least 30 minutes prior to when players have been told to show up

☐ Make sure you have water, ice, and a first aid kit available

☐ Have draws printed out for players to view during the event

☐ Call a meeting of all players to explain tournament rules at the start of each session. Explain how players are matched based on level, regardless of age or gender

☐ Post scores as soon as the matches are complete

☐ In case of player withdrawals, have a list of alternates available to call - make sure these players have a UTR account!

   ☐ *Create new draws during event if you need to accommodate additional matches*

☐ For rain delays or quick tournament updates, edit the event description real-time and tell players to check the event page!

☐ Step 8: Post-event follow-up

☐ Post photos/videos from the event

☐ Send out survey to players about event

☐ Advertise your next event(s)