

**Grow Your HPDE Events  
Webinar Chat Log  
January 17, 2017**

**Ricardo Diaz from Hopewell Jct., NY:** I am inspired

**Ricardo Diaz from Hopewell Jct., NY:** I will try to infect the members of my club

**Bruce Parker from saint paul:** Stage instructor parking with students. Phone access on site / cell phone for instructions. /

**Bill Vogel from SoCal:** Hi Bruce!

**Steve Libby from Seattle, WA:** BMW will start parking instructors with students this year.

**Bruce Coopersmith from Ellenville:** Rico, let's talk tomorrow.

**Michael Cooper from 55427:** Hi Bruce.

**Bill Vogel from SoCal:** Good, that always seemed weird to me to segregate the instructors from the students (a behind the back comment!)

**David Kelley:** Ross - do you have some more examples of things clubs you've seen are doing right? Doing wrong?

**Ricardo Diaz from Hopewell Jct., NY:** Ok, Bruce

**David Kelley:** No names, just examples

**John Ewald from Snohomish, WA:** "Expectation set, expectations met = it works okay." Just striving to exceed expectations, also yields fun for everyone involved.

**William E O'Neill from Rush:** videos that demystify the DE experience. How to prep your car. How to prep yourself. what do I wear? what happens at tech? Also recruit mentors for rookies from loyal customers; posters and trifolds at dealers and indie shops

**Dirk Dekker from Easton, Md 21601:** Encourage Instructors to work, socialize with students, however instructors also need to socialize hang with each other .Keeping Instructors is also a problem if too much onus on our side of student experience.

**Patrick Martin from WOODINVILLE, WA:** IMO the best way to encourage inclusion is to make policies that de-emphasise ego.

**David Ogiba:** What kind of things have you seen that

**Bruce Parker from saint paul:** yes

**David Ogiba:** What kind of things have you seen that "wowed" you?

**Dirk Dekker from Easton, Md 21601:** I have as a Long time Chief Instructor to encourage instructors to intro their student to other instructors students. Pushing instructors to park together is not ideal, if students park close bring them in.

**Bill Vogel from SoCal:** We are writing more on our MotorsportReg pages, as that is usually the second point of contact.

**Bill Vogel from SoCal:** Sometimes the first if they find us on the MSreg calendar!

**David Kelley:** Bill - you guys did a great job providing detailed information on your SMMR event I signed up for

**David Kelley:** Very informative - most of my questions were already answered

**Bill Vogel from SoCal:** Good! Sometimes I worry that it is too much, but I'd rather err on too much than too little.

**Alex Whitney:** we have a first timers meeting and a first timer advocate that contacts them before the event

**Doug Cerretti:** We have instructors contact (email/phone) their students several days before the event to start the conversation that continues the morning on track day before the track is hot.

**John Ewald from Snohomish, WA:** Elements of the DE customer experience on-track are run group size, placement, and the protocols for drivers. Whatever those are, having a very solid drivers meeting SETS the expectations for the day and takes lots of side conversations out of the mix.

**smokey breeze:** we have created "what to expect when you attend" documents for our HPDE, car control, and ice driving events.

**William E O'Neill from Rush:** All our instructors are STRONGLY encouraged to contact their students prior to the event, conduct that first interview by phone.

**Steve Libby from Seattle, WA:** We have been contacting students prior to DE days for some time now and it works.

**Ricardo Diaz from Hopewell Jct., NY:** Maybe have the drivers log book snail mailed prior to the event.

**Steve Libby from Seattle, WA:** Our website needs to be overhauled for this very reason.

**Patrick Martin from WOODINVILLE, WA:**

[https://www.youtube.com/watch?v=dpPcvCxbG58&feature=player\\_embedded](https://www.youtube.com/watch?v=dpPcvCxbG58&feature=player_embedded)

**smokey breeze:** We link all of our social media accounts to our website and excessively publish to these venues

**William E ONeill from Rush:** Websites are becoming less important than social media.

**smokey breeze:** we do follow-up postings and encourage our followers to pass the word

**Patrick Martin from WOODINVILLE, WA:** NEQ made that video. The Art of Performance Driving. Very good video. We link it on our website but probably should be more active about it.

**William E ONeill from Rush:** We use website for detailed info transfer, don't expect it to be first line of communication

**Bill Vogel from SoCal:** The NEQ video is great!

**Steve Libby from Seattle, WA:** I still have all of my VIR shirts!

**Bill Wade from Louisville KY:** I had to make a quilt

**Patrick Martin from WOODINVILLE, WA:** We just sold one at our club auction for 2k

**Todd Peach from Woodinville, WA:** Bueno!

**Gregory Miceli from NJ:** Thanks Guys, Greg from NEQ. One of our students made that video.

**Ricardo Diaz from Hopewell Jct., NY:** Great job Ross, I am very happy I signed on.

**Jim Garrett from Austin, TX:** Thanks Ross!

**Bill Vogel from SoCal:** 10!

**Steve Libby from Seattle, WA:** Thanks Ross!

**Alex Whitney:** thanks very much

**Ricardo Diaz from Hopewell Jct., NY:** 10

**Todd Peach from Woodinville, WA:** 10

**woody robbins from Birmingham, AL:** Thanks Ross, great info!!

**smokey breeze:** NPS is a great measure