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Fuel for Thought Virtual Meetings Help Motorsports Organizations Improve Event Operations and Marketing

No-Cost Resource to Get Training and Collaborate with Fellow Organizers

Pataskala, Ohio – Motorsports event organizers, both experienced and new, can access a free resource to advance their event operations and marketing efforts. High Gear Success, established in 2021 by Heather Wilson, assists motorsports businesses, event organizers and racers with getting noticed and increasing revenue.

Wilson started hosting bi-monthly Zoom meetings in 2023, where she provides a short training about a topic that can support event organizers, followed by a collaborative discussion with other participants on the call. These “Fuel for Thought” virtual meetings bring together clubs and promoters from a variety of disciplines to learn and share information.

Join Fuel for Thought Virtual Meetings*

- Jan 31, 2024 – Securing and working with volunteers
- March 27, 2024 – Email marketing
- May 29, 2024 – Streamlining event entry
- July 31, 2024 – Sponsorship
- Sept 25, 2024 – Marketing and operations check-up
- Nov 27, 2024 – Preparing for the next year

*Topics subject to change

Meetings take place at 5 p.m. Pacific, 8 p.m. Eastern. Full details and to sign up for meeting invites can be found at <https://mailchi.mp/26718c0f2155/fuel-for-thought-motorsports-conversations>

“Working with event organizers over the years, I found that many people involved in the organizations have a passion for riding or racing, but don’t have marketing expertise or don’t understand the business operations aspect,” said High Gear Success CEO Heather Wilson. “There’s much more to hosting an event than just laying out trail, constructing a track or putting together a route sheet. Whether the organization is operating rides or races, it’s critical to have the right operations and marketing resources to succeed and have sustainability.”

Wilson has been involved in numerous rides and races throughout her lifetime – as a rider, as a volunteer and as a consultant behind-the-scene. She understands the various components that go into hosting a motorsports event. Wilson is able to offer support to longtime organizers wanting to progress with the ever-changing event environment, as well as assist with building a strong foundation for those who are newer to hosting rides and races.

Clubs and promoters can also join the Facebook group exclusively for motorsports event organizers at facebook.com/groups/motorsportseventorganizers

About High Gear Success

High Gear Consulting LLC DBA High Gear Success is a motorsports communications and marketing strategy company located in Pataskala, Ohio, that helps motorsports businesses, event organizers and riders get noticed and increase revenue. Fueled by passion, CEO Heather Wilson focuses strategies on engagement and awareness in order to drive results. Learn more at HighGearSuccess.com or on social media at facebook.com/highgearsuccess, Instagram.com/highgearsuccess or twitter.com/highgearsuccess.