

2016 PCA Tour Leader Training--Sample Outline

- **How to schedule a tour**--Contact driving tour chairperson by phone or via region website
 - Phone number should also be listed in the region newsletter and on the website
 - For following year's tour planning, contact tour chairperson prior to annual region planning meeting
 - Discuss what you have in mind:
 - Repeat of previously run tour and you want to lead the next one?
 - Plan a new tour on a new route you have discovered?
 - General volunteer to lead any future tour?
 - Single or multi-day tour? Outline thoughts on potential route(s), lodging, dining, activities/points of interest enroute and at destination
 - If the region has an annual tour planning meeting, ask to attend
- **Tour planning**
 - Need to start well in advance
 - Some people buy a large scale (1:160,000 or larger) recreation map from REI or Barnes and Noble to help plan a new route
 - Driving tour notice should get into the region newsletter at least two months in advance
 - Be cognizant of region's deadlines to get tour notice published
 - For new tours, the route and destination should be known before sending tour notice
 - For a rerun of a previously conducted tour, details are probably already available
 - Tour chairman probably has a list of previously run tour routes
 - Can provide input for a region "email blast" as a "head's up"
 - Ask the tour chair or board member how to submit tour information for publication
 - Give a good "marketing pitch" in the tour description
 - The pitch should answer the question "why should I want to attend this tour?"
 - Give some highlights
 - For overnight/multi-day tours, hotel and meal rates need to be negotiated prior to publishing tour notice in the region newsletter and on the website
 - Overnight tours take a LOT of planning and usually start 9-12 months out
 - Negotiating room rates and food menus can take more than a month

- See if there is a central tour agency in the destination town and contact them
- If there is a contract to be signed, know who on the region board can approve and sign (both for hotels and dinners/banquets)
 - TRY to get a reduced hotel rate WITHOUT a signed contract/guarantee
 - Need to know if the Club is “on the hook” for advanced deposits, minimum number of people or number of rooms/meals
- Decide if you want to ask the Club to subsidize part of the cost
 - Board will have to approve by vote—ask the Treasurer or President
- **Dry running the tour route**
 - Should dry run the tour route at least once two to three weeks in advance of the tour
 - Try to drive the route in the car you will drive on the tour (odometers differ)
 - If possible, dry run the route on the same day of the week and time of day that the tour will be run to get an accurate feeling for traffic, which dictates time to complete route
 - Look for potential regroup points after congested areas and note them in the directions
 - Make sure planned restroom stops have adequate facilities for a large group (e.g. no “one holers”), sufficient parking, AND that they are open!
 - Caution: state/national parks may have an entry fee just to park for a pit stop!
 - Some people go on Google Maps or Mapquest and expand the scale to show details
 - DO NOT use either of these resources as the “final word” on routes and distances!! Drive the route to verify
 - A good method is to put the route segments into an Excel spreadsheet and use the Excel program features (auto sum) to calculate trip distance
 - It’s NOT a good idea to be a trip leader or a group leader if you are alone in the car (some people could do it if they’ve lead or been on the route before)

- Re-read your route instructions several times to make sure they will be clear to drivers/navigators seeing them for the first time. Ask someone else to read them and comment
- **Organizing for the day of the tour**
 - Contact the tour chairman to get a final attendee list if you are using an online registration site such as MotorsportReg.com, Club Express, ClubRegistration.com
 - Format the online registration form to ask for group leader and sweeper volunteers
 - From the list, select tour leads and sweeps
 - Should plan no more than 15 cars per group, otherwise add another group
 - Contact the volunteers and confirm they are willing to lead or sweep for a group. Don't forget your own sweeper!
 - Pre-assign cars to a specific group based on criteria you set up as the tour leader
 - Have all registered cars assigned to a group before the day of the tour
 - Either the tour leader or tour chairman sends out a mass email from the registration list showing group assignments and final tour information like confirming show, briefing and departure time(s)
 - The online registration site may have an "email blast" feature
 - Remind people to bring their FRS radios and/or cell phones if they have them
 - As a minimum cell phone numbers of each group leader and sweeper need to be listed on the directions or on a separate list
- **Tour execution—day of the tour (hectic time!)**
 - Leaders should arrive at least one hour before tour start time to get organized
 - Tell group leads/sweepers to be there at least 45 minutes early
 - Brief group leads and sweepers on any unique route challenges/changes
 - Remind them that their #1 job is to keep their group together on the tour
 - Tell them to coordinate with their sweepers on what radio calls they want the sweeper to make (e.g. confirmation that everyone did or did not get through each stoplight)
 - Try to have a radio in the middle of the group, plus leader and sweeper
 - Coordinate how to get the cars in the right groups as they arrive
 - Ideally, people will know their group assignment before the tour from the mass email and group leads will park such that cars can line up together

- It's a good idea to have a sign in their window with the Group number on it
 - If above is not possible, then brief group leads to pull up to a certain point and have the cars line up behind them prior to their start time
- Tell group leads/sweeps to take charge of their groups as they arrive to make sure the waiver and release form has been signed by ALL; separate waiver sheet for each group
 - Check off names as waiver is signed, THEN give them the route directions
 - Separate form for minors—BOTH parents have to sign
 - Could also use wrist bands as positive confirmation that waiver was signed
 - In any case, there needs to be a positive method to ensure ALL people have signed
- Carry a hard copy of the PCA insurance certificate on the tour
- Conduct a drivers/safety meeting at least 20 minutes before Group 1 departure time—30 minutes prior is better so you don't get behind schedule
 - It's a good idea to write down your own briefing outline so everything gets covered
 - If the tour chairman is on the tour, allow him/her to brief tour rules and etiquette, otherwise brief them yourself.
 - Ask how many are on their first tour
 - Ask for a volunteer or assign one person to write an article for the region newsletter. Doesn't have to be a new person, but it's nice to have their perspective
 - Ask or assign someone not associated with the tour planning to complete the online "PCA Observers Report"
 - Make sure everyone has a route map and then cover the potential confusion areas on the route. Tell the passengers/navigators to follow the instructions and help out their driver (e.g. I'm giving you the route directions for a reason!!)
 - It is sometimes helpful for the tour leader and group leads to have a (removable) sticker on the back of their cars indicating who they are (TL and GL with the region logo maybe)
 - Tell everyone to zero their odometers—it should also be noted on the route instructions
- **MINIMUM HANDOUT REQUIREMENTS**
 - Detailed instructions on an Excel or similar spreadsheet with:

- Turn by turn instructions clearly defined (Turn Left/Right; street/road/Hwy name/number) unless the route is very familiar to all participants
- Leg distance to the nearest tenth mile (4.3)
- Cumulative distance after each leg (21.7)
- Cautions/comment/notes section for additional useful information
- Tour/group/sweeper cell phone numbers listed on route instructions
- (Optional) A segment map from Google maps or other showing route overview
 - Ctrl+Print screen pasted onto PPT slides
- **Insurance and Forms (pca.org[≡] Forms & Documents[≡] Insurance or Event Management)****
 - Need to request PCA insurance for the tour from at least three weeks prior to tour
 - Have an approved copy in your possession on the day of the tour
 - Send the person completing the insurance request form a copy of the tour info up front
 - Waiver forms: everyone on the tour needs to sign the Waiver and Release form; minors have separate form
 - Observer's Report: need volunteer. Fill out online and submit within 10 days.
 - Also guidance on filling out the form is on the PCA website
 - Tour Leader fills out and submits Post Event Report online within 5 days of the tour
- **REMINDER: The #1 job of tour/group leaders is to drive safely and keep their groups together!! Arrive together!!**
- **REMINDER: The #1 job of the Sweepers is to stop and lend assistance to anyone in their group that has a car problem and immediately advise the group leader of the situation.**
- **Tell everyone to enjoy the tour!!**

NOTES: