





AI Solutions to Everyday Challenges

AI to Help Your Daily Workflow



Agenda

- How to Think About AI
- AI for Creative
- AI for Customer Support
- AI for Data Analysis
- AI for Internal Operations
- Advanced





Perspective:

- 12 years in the Running Industry
- Race Director for smaller races (300-800)
- Running Club Leadership, Board of a New Running Advocacy Nonprofit
- Not a developer; tendency towards more manual processes
- Looking for solutions that can help races in tangible ways with limited investment
 - Low cost or free
 - Manageable learning curve
 - Not disruptive of normal workflow
- All of this is short-term: expect continual evolution!
- Quick hits style: start thinking about implementations



How to Think About AI



What AI Can (and Can't) Do Today

AI Can:

- Recognize patterns and make recommendations based on them
- Perform calculations
- Access thousands of documents at a time to find the answer to many questions
- Create content from a human prompt
- Automate repetitive tasks

AI Needs You For:

- Creativity and invention
- Understanding what questions to ask
- Ensuring accuracy and limiting "hallucinations"
- Correct inputs for content
- Common sense and ethical judgements

Working AI Into Your Day

- AI is changing fast.
- Focus on the challenges of your event, not all the possible uses of AI.
- Learn about the different tools available to you, and try the free versions.
- Once you better understand your likely use-cases, invest in one or two paid AI assistants to take advantage of newer models and fewer limits.
- No AI is “best”. There’s just “best” for this task
- For the most part, we’ll focus on popular LLMs with free tiers – ChatGPT, Google Gemini, Claude





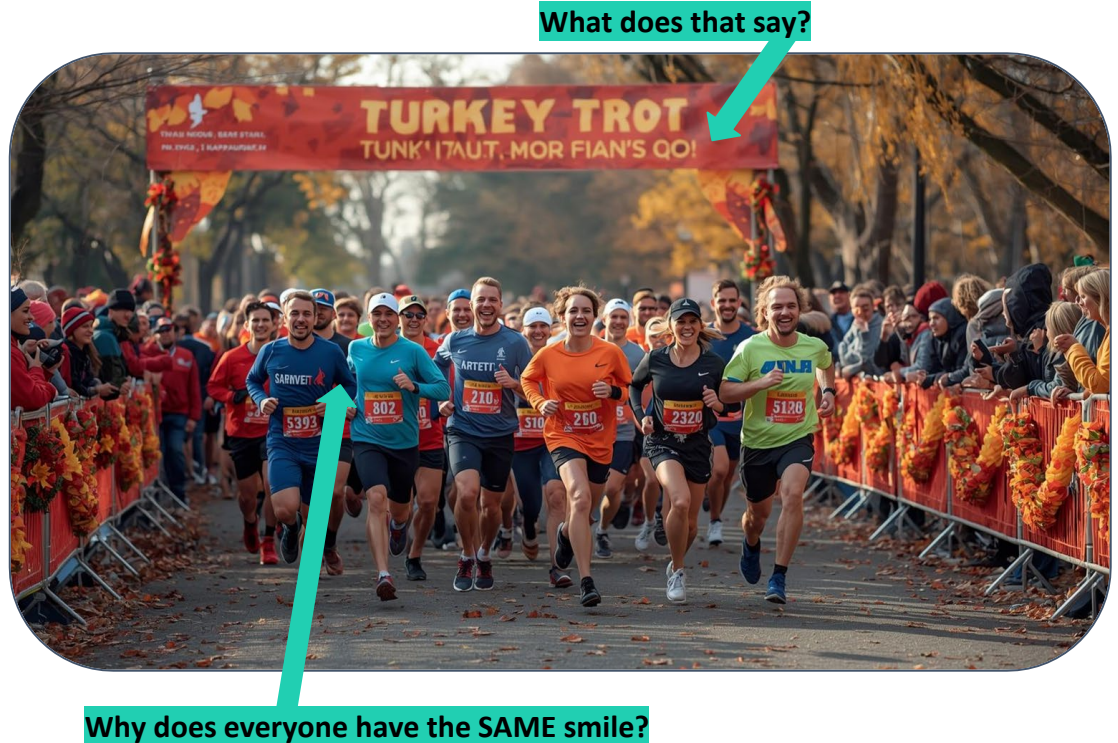
AI For Creative



Pitfalls of AI Imagery

- Identifiable for unrealistic elements
- Missing limbs, impossible angles, etc.
- Lack of realistic diversity
- Potential questions about copyright

Use with caution!





Why is EVERYONE White?

Why is EVERYONE Asian?



Why Does EVERYONE Look Fake?

Creative Assistance Color Palettes

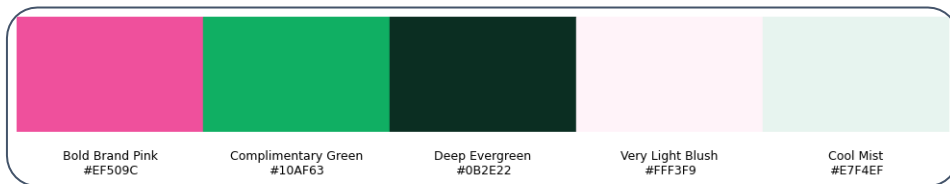
- Build or update a color palette around your race's core branding
 - Ask for Hex Codes (or RGB/CMYK, depending on the use)
 - Give a description of the type of palette – i.e., complimentary, contrasting, bold, etc.



I used ChatGPT for this

Prompt:

You are my branding assistant. My main brand color is #ef509c. Create a color scheme for a race that includes that color. It should have 5 total colors, including at least one very light color. I want the color scheme to be complimentary, with the #ef509c as the boldest color.



Here's a 5-color **complimentary** race palette built around your main brand color **#EF509C** (kept as the boldest), with a true complement and supportive neutrals—including a very light option.

Race color scheme (5 total)

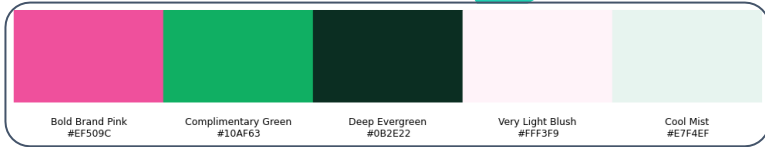
- 1. Bold Brand Pink (primary / hero):** #EF509C
 - Use for the main race mark, key buttons, medals accents.
- 2. Complimentary Green (primary contrast):** #10AF63
 - Great for callouts, secondary buttons, course markers, "GO" moments.
- 3. Deep Evergreen (anchor / text / depth):** #0B2E22
 - Use for headers, body text on light backgrounds, outlines, shadows.
- 4. Very Light Blush (background / whitespace):** #FFF3F9
 - Your "very light" color. Perfect for page backgrounds, bib fields, subtle panels.
- 5. Cool Mist (neutral / dividers / UI):** #E7F4EF
 - Use for section breaks, tables, subtle fills, sponsor blocks.

Quick usage rule

- Let **#EF509C** lead (sparingly but prominently), support with **#10AF63**, and rely on **#0B2E22 + the two light neutrals** for readability and clean layout.

Creative Assistance Color Palettes

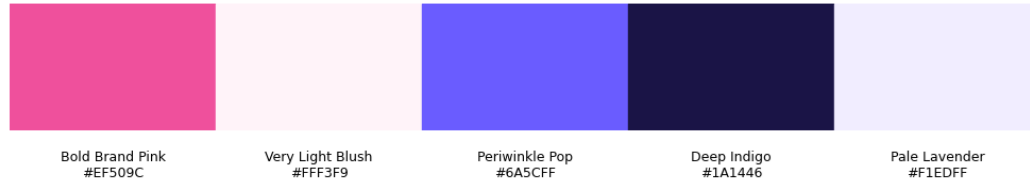
- Ask for changes



I don't like the greens. Can you keep the two pinks, but pick a different complimentary color for the other three?



Can you go a little more purple on the complimentary colors?



The periwinkle pop is too bright. Can you keep the other four, but tone that down?

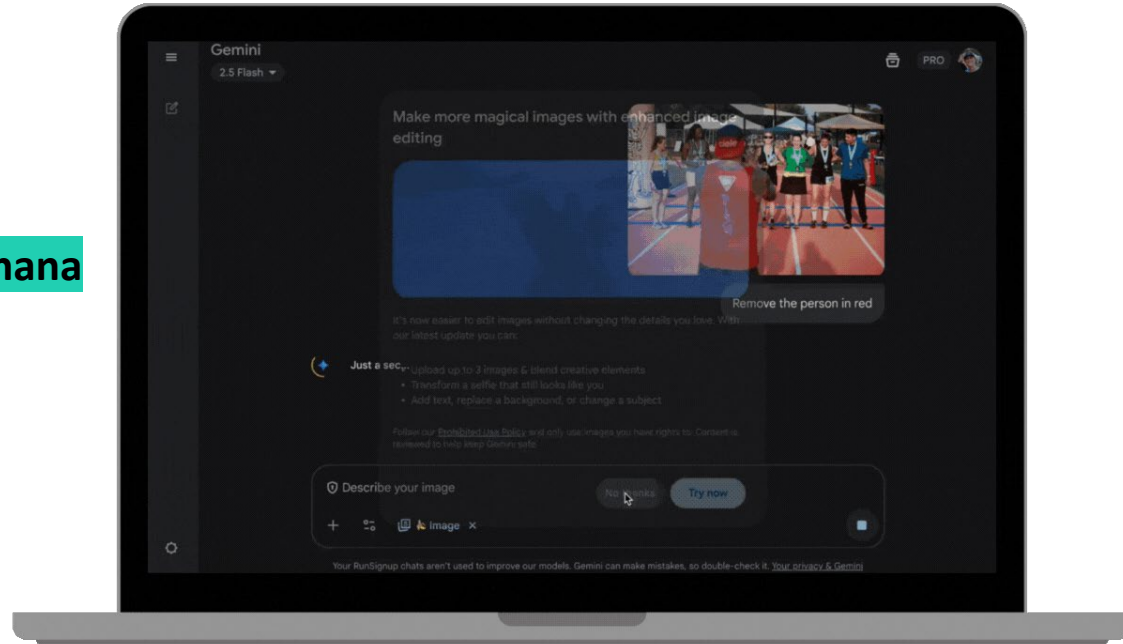
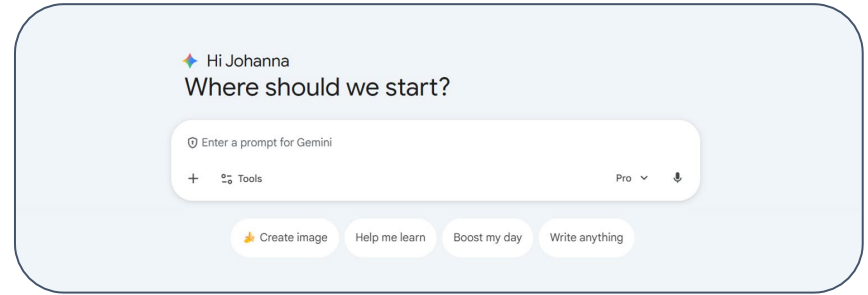


Edit Photos

- Editing photos to remove or add people/items
 - Photoshop lite
- Fun edits to your own photos for promotion
 - Make your own memes!

For photo edits, I recommend **Nano Banana**

>>[Gemini.Google.Com](https://gemini.google.com)





remove the black arm/back of the person who is blocking the woman checking in.



Demo >> [Gemini.Google.Com](https://www.gemini.google.com)



Can you make this look like a monet painting?

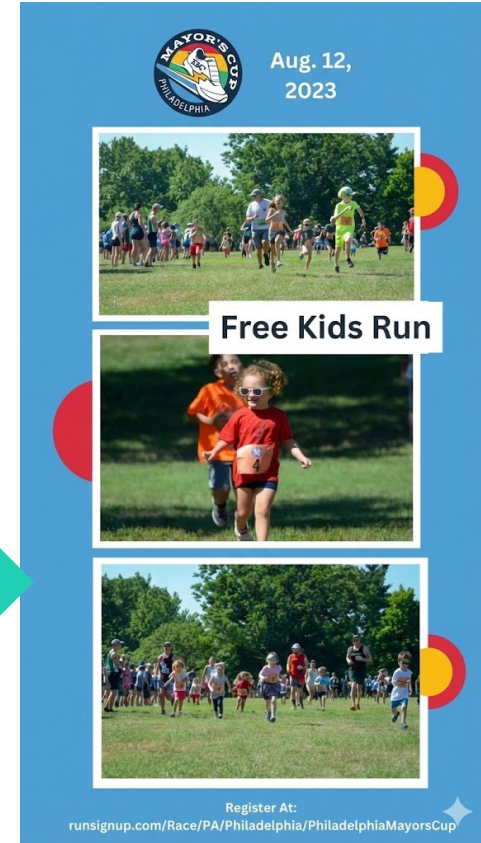


Quick Images

- Use your branding for fast updates when you need a high volume of creative
 - May want to use “Thinking” or “Pro” mode – “Fast” can miss the point of what you’re asking

Prompt:

Can you create a social media image with the same words, photographs, and brand style, but in the size 1080x1920?

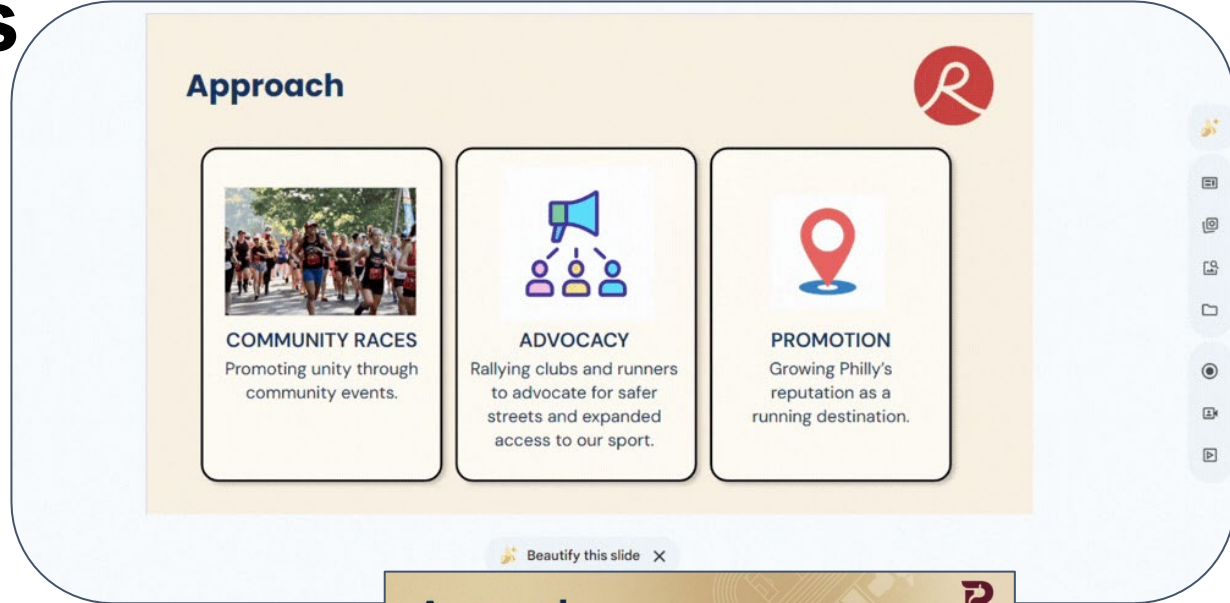


For this, I used **Nano Banana**

Improve Slides

Or, as Google calls it...
“beautify” your slides

- Is not directly editable – make sure the content is final *first*
- Best when visual representation is the point of the slide



This is Nano Banana Built into Google Slides

Improve Slides

- Ask for what you want!
 - Branding, continuity

Membership

- Member supported organization (We the Runners).
- Free to join (donations, sponsorships, volunteers, gladly accepted).
- Members receive monthly newsletter.
- Opportunities to support advocacy efforts.
- We are an alliance of clubs and runners, not a club.

Members: 259
Clubs: 48
Unique Zip Codes: 65

Beautify this slide ✕



This is **Nano Banana** Built into Google Slides

Nano Banana

Solutions for:

 Editing photos to remove or add people/items

 Photoshop lite

 Fun edits to your own photos!

Working AI Into Your Day

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 perplexity

 ChatGPT

 Gemini

 DeepL

 Claude

 Copilot

 CURSOR

 Midjourney

 deepseek

 Google AI Studio

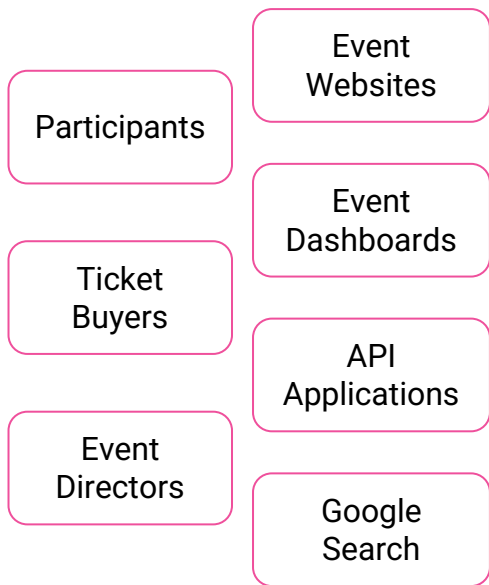
 Grok



>> Gemini.Google.Com

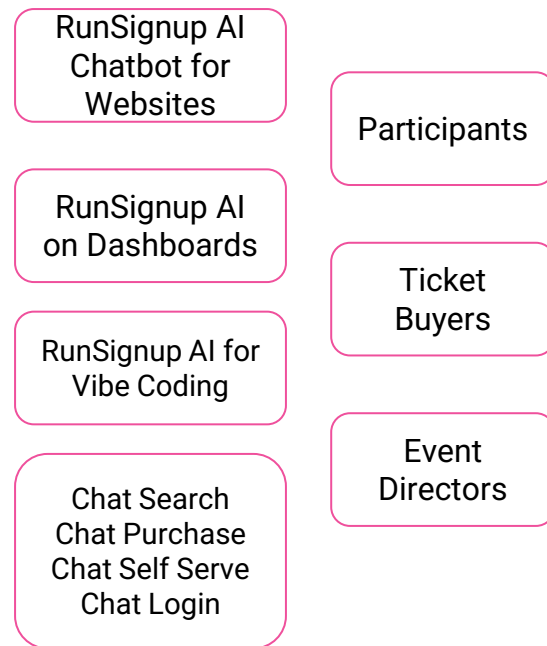
Current World

Transactional, Static



AI World

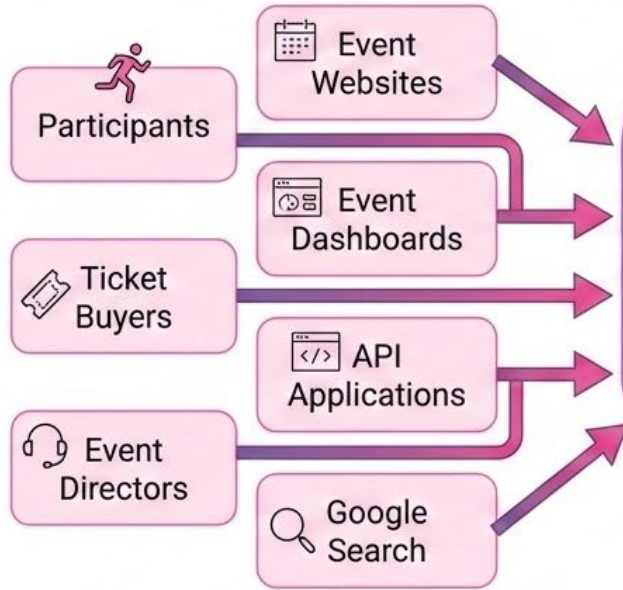
Interactive, Dynamic



RunSignup AI

Current World

Transactional, Static



AI World

Interactive, Dynamic



Voice and Branding with a Custom GPT

- Requires a paid account
- Tailor ChatGPT to your race needs
- Train it on your voice and branding using core pieces of content you already have
- Tweak continuously

Demo >> [ChatGPT.com](https://chatgpt.com)

Prompt:

Create 26x1 marketing assistant to draft social media posts and content according to the brand of this race:

<https://runsignup.com/Race/PA/Philadelphia/26x1>

The screenshot shows the configuration page for a custom GPT. At the top, there are 'Create' and 'Configure' buttons. Below is a circular icon with a plus sign. The 'Name' field contains '26x1 Marketing Assistant'. The 'Description' field contains 'Drafts on-brand social content for the 26x1 race'. The 'Instructions' field contains a detailed prompt: 'snippets, with clear calls to action like registration, volunteering, cheering, or sharing progress. The GPT should adapt copy length and tone by platform, suggest hashtags when appropriate, and avoid exaggeration or claims not supported by official race information. When details are missing, it should default to neutral, accurate language and encourage confirmation rather than inventing facts. It should be collaborative, offering multiple variations when helpful, and focus on consistency with the race's brand, mission, and community spirit.' Below the instructions is a note: 'Conversations with your GPT can potentially include part or all of the instructions provided.' The 'Conversation starters' section contains four items: 'Write an Instagram caption to promote team registration', 'Create race-week hype posts for social media', 'Draft a post explaining how the 26x1 relay works', and 'Write sponsor-friendly LinkedIn copy for the race'. The 'Knowledge' section has a note: 'Conversations with your GPT can potentially reveal part or all of the files uploaded.' and an 'Upload files' button. The 'Recommended Model' section has a dropdown menu set to 'No Recommended Model - Users will use any model they prefer'. The 'Capabilities' section has checkboxes for 'Web Search' (checked), 'Apps BETA' (unchecked), 'Canvas' (checked), and 'Image Generation' (checked), along with a dropdown for 'Code Interpreter & Data Analysis'. The 'Actions' section has a 'Create new action' button.



AI Customer Support

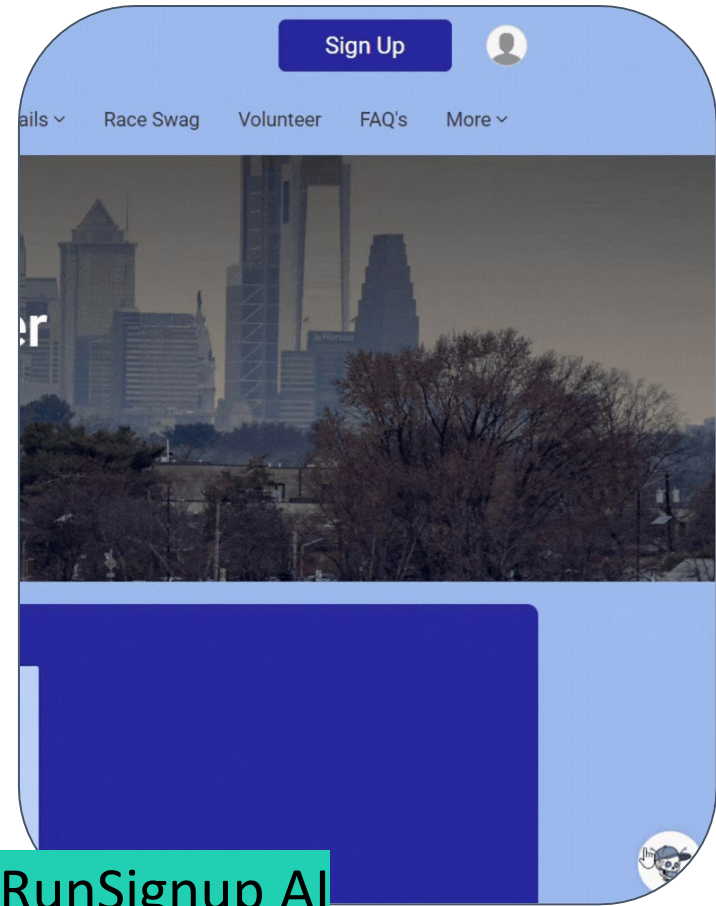
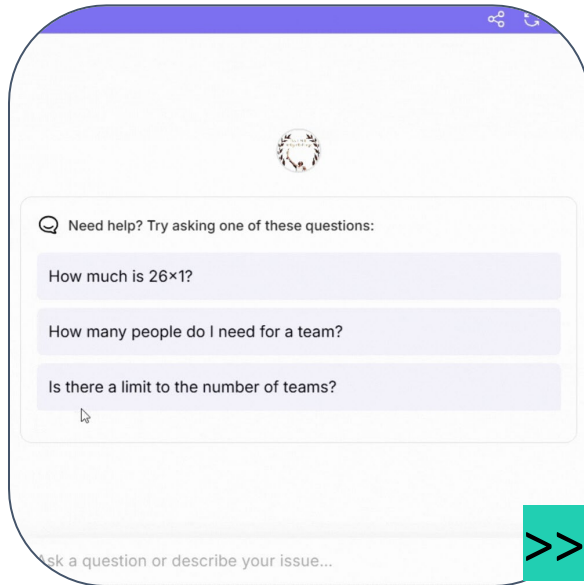
AI Chatbots for Customer Support

- Lives on or links from your race website
- Trained on your event data (not all the data on the internet) to limit errors
- Encourages people to ask questions they may otherwise be embarrassed to ask
- **Can reduce customer support email volumes up to 80%**



Chatbot Options

- Registration partner
- Custom GPT
- Purpose-built Chatbot products



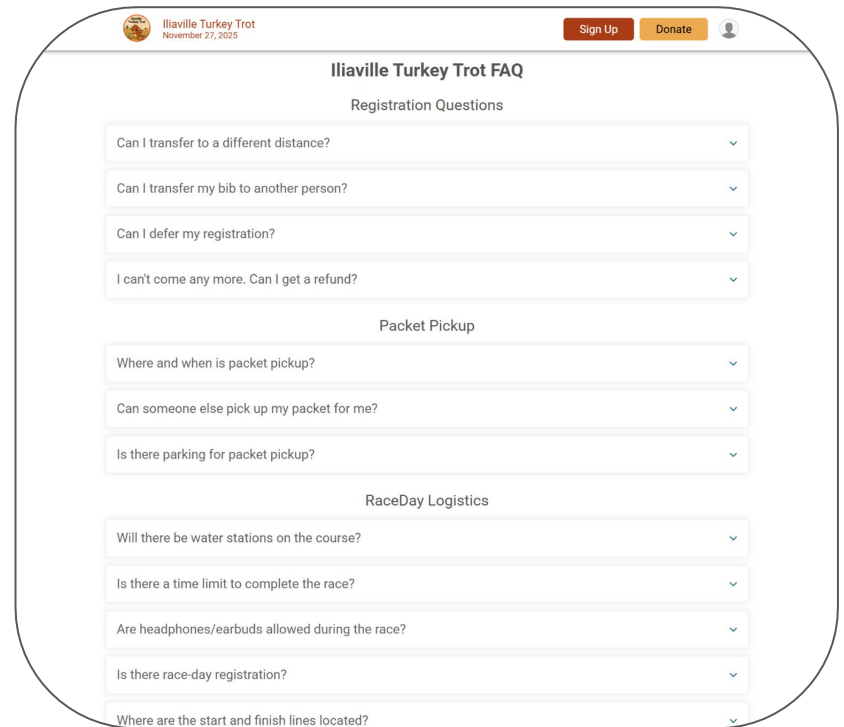
>> RunSignup AI

>> CustomGPT.ai



Content Quality Matters

- Clearly answered questions
 - FAQs are easy to understand
- No conflicting information between sources
 - **Have one source of truth**
- Always pair with human contact info so participants know AI is an *add-on*, not a replacement
- PDFs and images usually won't be read. Add to your actual **website copy**.



Google AI Mode *also answers questions*

Comprehensive race content accessible on your website will reduce customer support across the board





AI For Data Analysis

AI and Data: Usage

What You Can Do with Data and AI

- Cleaning data
 - Example: merging duplicates
- Identifying trends
 - Example: Shirt sizes are shifting
- Quickly evaluating year-over-year data that's not immediately accessible in RunSignup
- Create visuals to make data more digestible
 - Use for sponsors and stakeholders!

What YOU Need to Do

- Know what you want to find out!
- Data accuracy
 - Are your event names the same across years?
- Understand and clearly explain your data source and what you want analyzed
- Evaluate the accuracy of the findings
- Use conclusions to direct strategic direction



AI Data Cautions

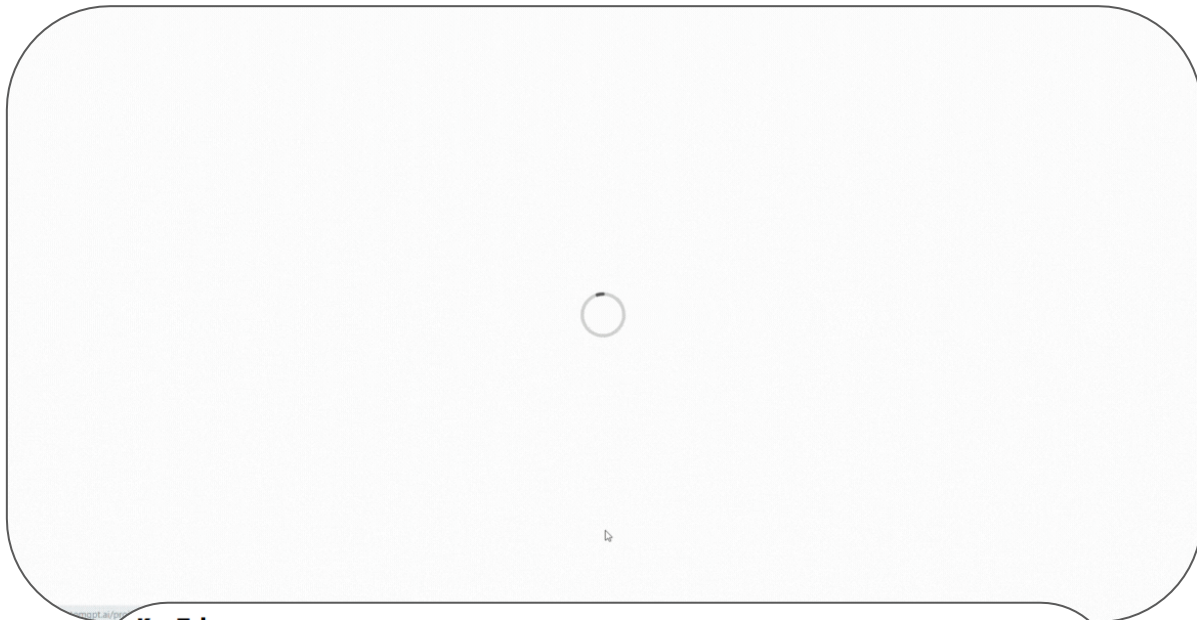
AI is not perfect. If the precise results are important, know how to check the work!

- Financial data
- Complex analysis
- Data cleaning
- Not all tools are created equal - evaluate strengths and weaknesses.



Compare Your Race To the Average Race

- Use our RaceTrends chatbot to see how your data matches up with the national average
- RunSignup.com/Trends >> Ask Agent Data
- Get comparisons compared to “normal” and key takeaways to help you understand the differences.



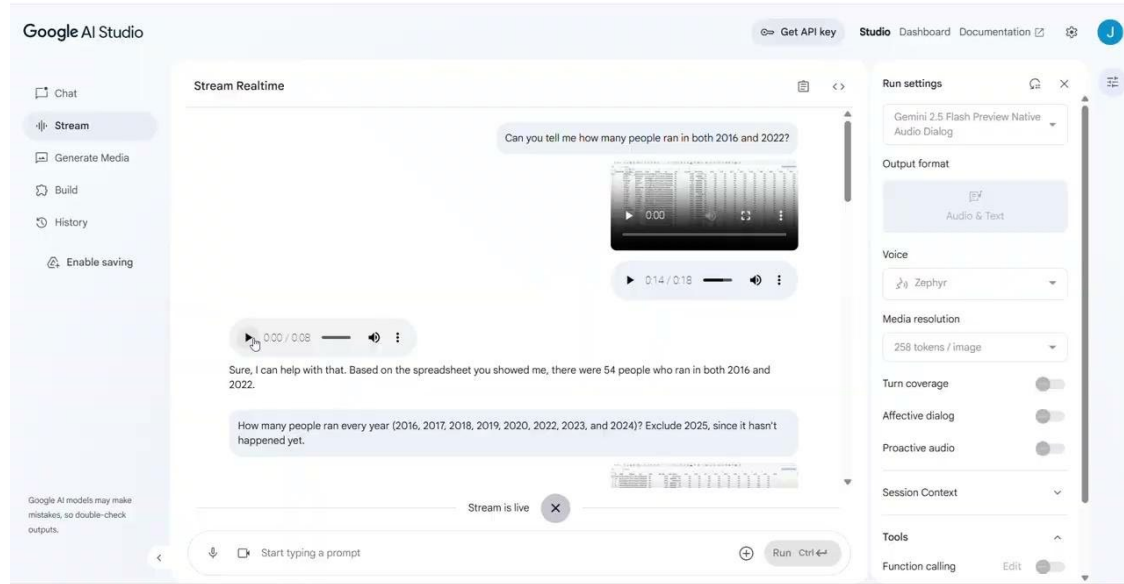
Key Takeaways

1. **Youth Participation (Under 18):** Your race has a much lower percentage of youth participants compared to historical averages. This could indicate a need to attract more young runners through family-friendly events or youth-focused marketing.
2. **Young Adults (18-29):** Your race significantly outperforms the industry averages for this group, which is a positive sign given the industry's concern over declining participation in this demographic.
3. **Middle-Aged Adults (30-39):** Your race has an exceptionally high percentage of participants in this age group, far exceeding the averages. This could reflect targeted marketing or a strong appeal to this demographic.
4. **Older Adults (40+):** While your race aligns well with the averages for ages 40-49, it has a lower percentage of participants in the 50+ age groups. This might suggest an opportunity to better engage older runners, perhaps through virtual options or senior-friendly incentives.



Interactive Data Exploration

- Extract data from reports quickly
 - No sorting, deduplicating, etc.
 - YOY demographic reporting, t-shirt to age comparisons, trends in your data
- Stream your screen (Google Docs reports work great)
- Talk or type in real time to communicate with Google AI Studio
- Example: evaluating repeat runners and the age of runners likely to return



Demo >> AISTUDIO.google.com

Example: Evaluating Giveaway Sizes

- Download Giveaway reports
- Get averages for each size, average total order
- Evaluate trends to determine if there has been a shift over time to take into account
- Get estimates for this year's order based on historical data and trends

Conversation:

Prompt:

You are a data analyst. This data set includes everyone who bought a shirt at my race in 2022, 2023, and 2024. Can you use this to tell me the average percentage of shirts in each size over all three years? Separate them into Men's and Women's sizing, with T-Shirts and Singles separate.

Follow-Up:

Do you notice any trends? Are average sizes shifting over the years?

Apply Data:

Based on this data and trend, how many shirts of each size would you recommend I order this year if I expect 500 runners?



>> [AIStudio.google.com](https://aistudio.google.com)

Example: Adjusting Pricing Schedule

- Download the Registration Periods Report for all years (or only years you want).
- Upload to Google AI Studio
- Evaluate if earlier, later, or more frequent price increases would increase your revenue
 - Pick a different goal than revenue, based on what's important for you



>> [AIStudio.google.com](https://aistudio.google.com)

Conversation:

Prompt:

You are a data analyst. This file includes the number of registrations and amount of revenue and for a 5K, 5 Mile, 10K, 10 Miler, and Half Marathon based on the the timing of registrations and cost of registration at that time. Ignore all data from 2020. Based on this, would you recommend any changes to my pricing schedule for this year, either by moving the date of a price increase or by adding a price increase? My goal is to maximize revenue with a similar number of participants.

Follow-Up:

If I have the same number of participants per distance as in 2025 and everyone registered on the same day, how would the new pricing structure impact overall revenue?

Custom Reporting

Example: Intersection of Demographics and registration trends

- Download the a participant report including age, gender, event, and registration date.
- Upload to Julius AI

Goal: Understand registration trends based on demographics and race distances to better target marketing calendar.



Conversation:

Prompt:

This spreadsheet includes demographic information for 2025 participants in the Philly Mayor's Cup race. The race was on 8/9/2025. I want to get 3 visuals to see how age, gender, and event impact how far before race day people registered.



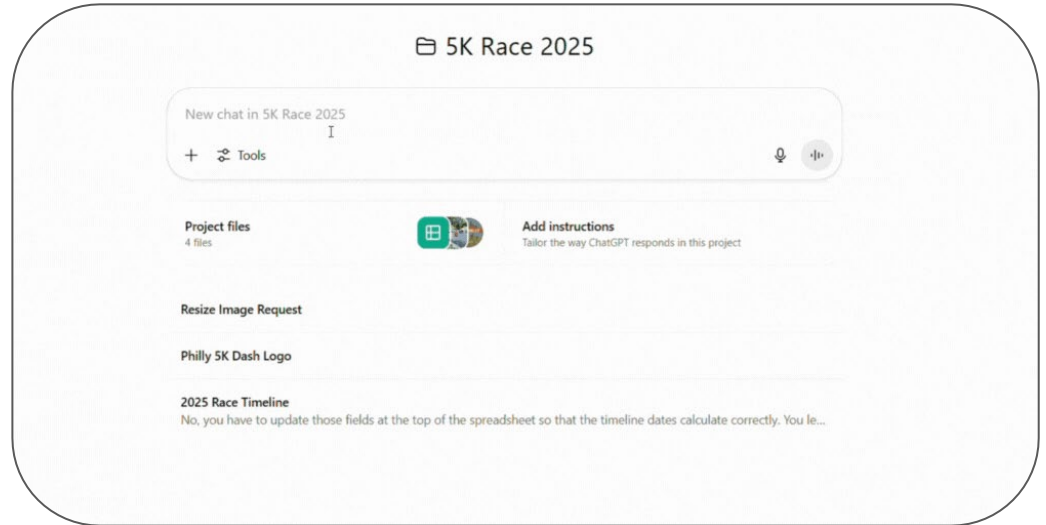
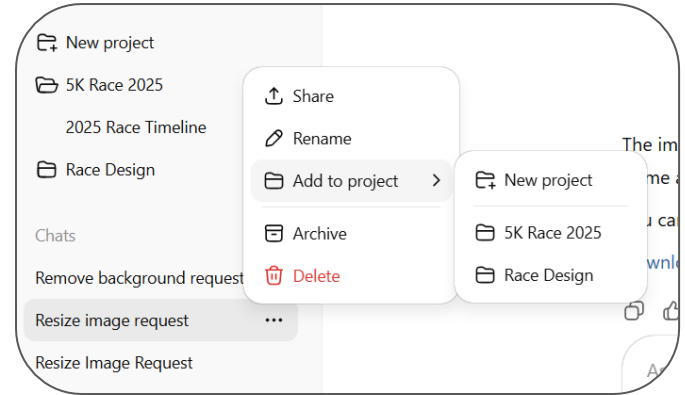
Goal: Understand registration trends based on demographics and race distances to better target marketing calendar.



AI for Internal Operations

Use ChatGPT Projects To Organize

- Projects can help you keep your conversations organized and make it easy to find and-restart conversations.
- For example:
 - Use a separate project for each race
 - Use a separate project for each goal in the race (I.E. reporting, design, email copy)
- Move previous chats to the appropriate project
- House files for the project within that folder for easy access



Scheduling Tasks

Have ChatGPT notify you at pre-set days and times to keep you on track

- Only available on paid versions (Plus, Pro, or Team)
- Make sure you're using the right version:
 - "GPT-4o with scheduled tasks"
- Make sure push notifications are enabled in ChatGPT and your browser
- Upload your race timeline and get regular notifications of what you need to get done.

The screenshot shows the ChatGPT interface with a 'Timeline Sheet' table and a 'Models' dropdown menu. The table lists tasks with dates and times. The dropdown menu shows 'GPT-4o' as the selected model. A blue notification bubble says 'Use o3 and o4-mini to schedule tasks. Learn more'. A chat bubble asks 'Can you schedule tasks to remind me of the items on this timeline, at 11:00am on the date noted?'. Another chat bubble says 'Thought for 14 seconds >'. A third chat bubble says 'All set! I've scheduled reminders at 11:00 AM Eastern on each of the dates in your timeline.' Below the chat bubble are icons for copy, like, share, voice, edit, and refresh.

Timeline Sheet	
	Update Website 2025-07-15 00:00:00
1	Setup Pricing 2025-07-20 00:00:00
2	Send Reg Open Email 2025-08-01 00:00:00
3	Order Shirts 2025-09-01 00:00:00
4	Send Price Increase email 2025-09-15 00:00:00

Models

- GPT-4o
Great for most tasks
- o3
Uses advanced reasoning
- o3-pro
Best at reasoning
- o4-mini
Fastest at advanced reasoning
- o4-mini-high
Great at coding and visual reasoning
- More models

Can you schedule tasks to remind me of the items on this timeline, at 11:00am on the date noted?

Thought for 14 seconds >

Update Website
July 15 at 11 AM

All set! I've scheduled reminders at 11:00 AM Eastern on each of the dates in your timeline.

Copy Like Share Voice Edit Refresh Upload

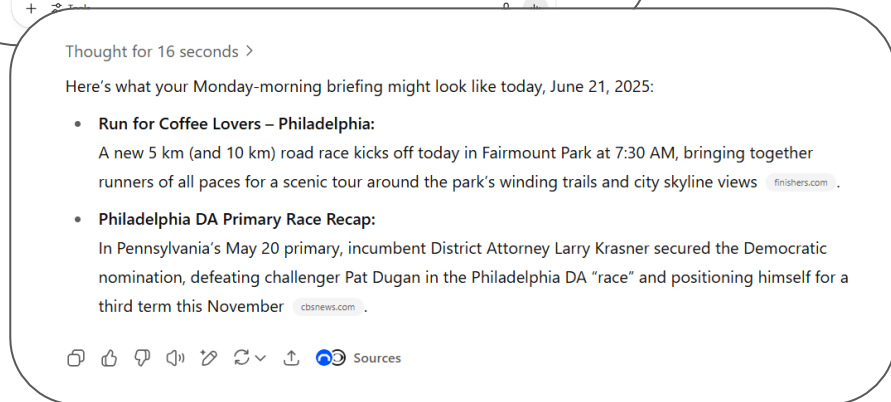
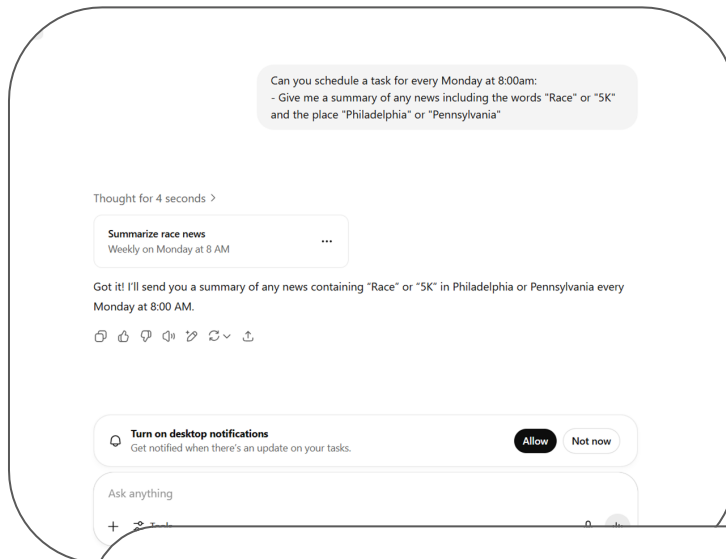


>> [ChatGPT.com](https://www.chatgpt.com)

Scheduling Tasks

Schedule tasks *for ChatGPT* instead of *for you*.

- Ask ChatGPT to search for information and provide you with updates and summaries on a dedicated schedule
- Have ChatGPT email you the summary! This is configured in the settings
- As always: requires some tweaking of your prompts!
 - Example: exclude political races from the summary



>> [ChatGPT.com](https://www.chatgpt.com)

Sponsor Reporting: Social Listening Step 1

Goal: Create more comprehensive, powerful reports on the reach of your race (and sponsors)

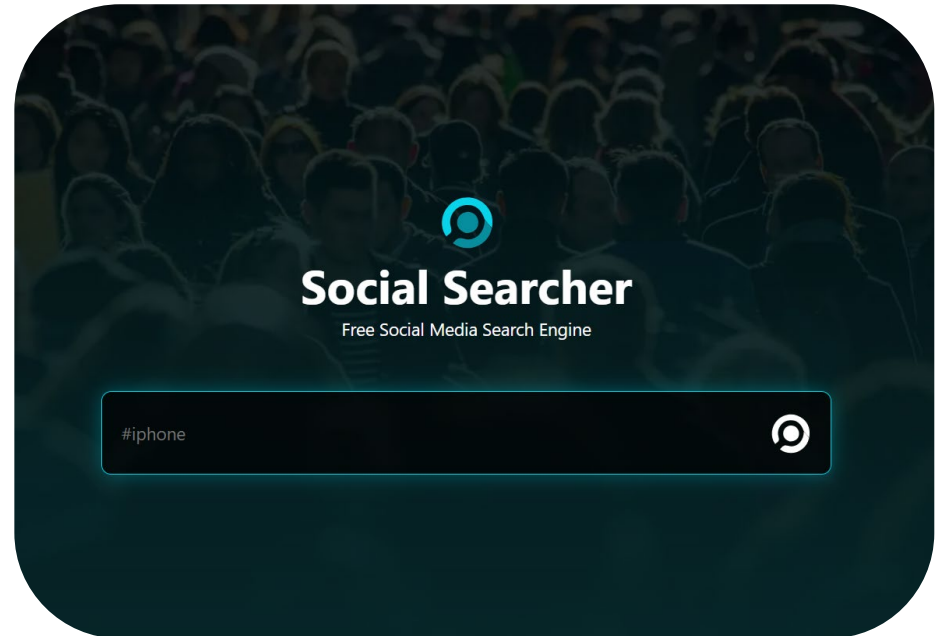
Step 1: Use a tool to track online mentions of your race.

Free options:

- [Social Searcher](#)
- Free Talkwalker
 - 7 days limit

Paid options:

- Talkwalker
- Meltwater
- Brandwatch
- ...many



Sponsor Reporting: Social Listening Step 2

Step 2: Use an LLM to analyze and build reports showing where the race (with or without sponsor brand) shows up, and what the sentiment around it is.

Prompt:

Use the data in this report: <https://www.social-searcher.com/google-social-search/?q=%22scott+coffee+run%22>

First, build a visual that shows how many mentions came from each social source, along with a table with those numbers. Second, include a breakdown and a visual of positive/negative/neutral sentiments across the mentions.

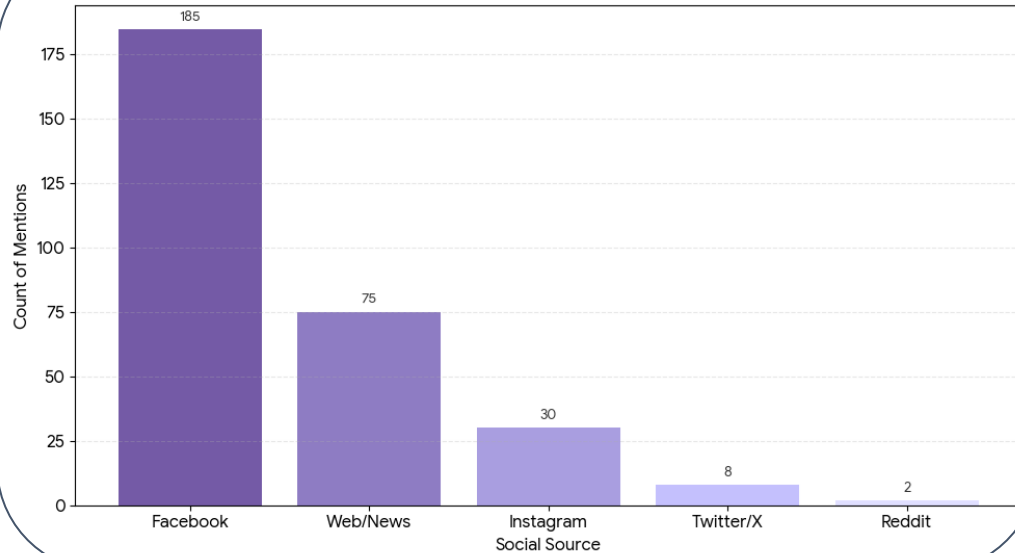
For all visuals, use the colors #ef509c, #745aa6, and #faae1c, along with lighter/darker variations where needed.

Include takeaways that explain how, when, and where the event is getting visibility.

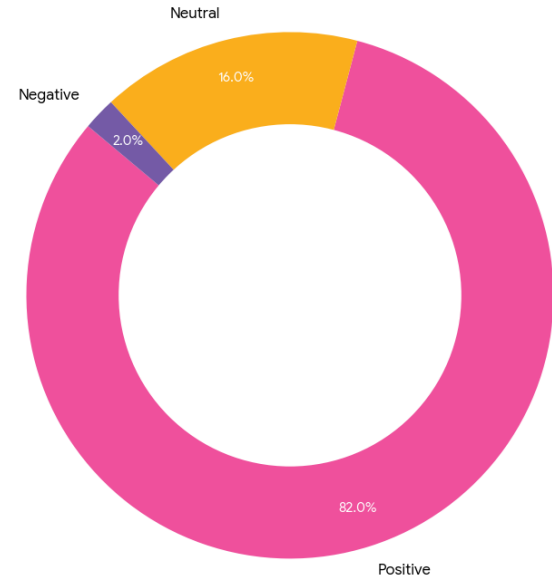


Sponsor Reporting: Social Listening Results

Scott Coffee Run: Mentions by Social Source



Sentiment Analysis: Scott Coffee Run



For this, I used **Google Gemini**

Sponsor Reporting: Social Listening Results

3. Key Takeaways

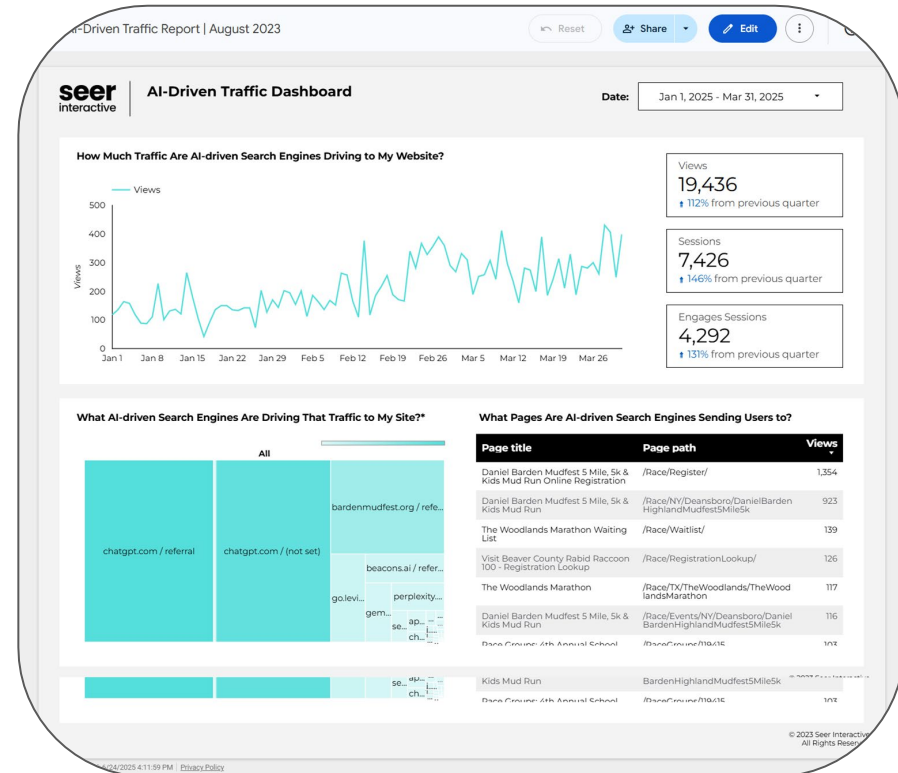
- **How it gets visibility:** The event relies heavily on **peer-to-peer sharing on Facebook**. Participants share their registration status and photos, tagging the "Moorestown Rotary" or "Scott Coffee Run." The integration with **RunSignup** (a race registration platform) automatically generates significant "Web" traffic through results pages and participant tracking.
- **When it peaks:** Visibility follows a seasonal trend. Mentions spike in **January** (registration opening) and peak significantly in **early June** (race week). Post-event mentions (results and photos) linger for about 3-5 days after the race.
- **Where it resonates:** The conversation is hyper-local to **Moorestown, New Jersey**. The event is a staple "Main Street" tradition, meaning engagement is highest in local community groups (e.g., "Moorestown News," "Run 856") rather than broader national running forums.



For this, I used **Google Gemini**

How Do I Know How AI Sees Me

- Long-term answer: add you your reports
(instructions: <https://twooctobers.com/blog/tracking-ai-traffic-in-ga4-a-step-by-step-guide/>)
- Cheat version: Use a Looker Studio Template
<https://lookerstudio.google.com/u/0/reporting/155c1685-b250-4383-b2ac-bbd0eb70752e>





Advanced

Build Your Own Applications

Vibe coding empowers non-developers to create custom applications without coding knowledge.

Coding by Intent, Not Syntax: A development style where the human provides high-level, natural language instructions ("vibes"), and an AI (LLM) writes the actual code.

The Workflow

- Input: "Make the button blue and bouncy when clicked."
- Process: AI generates HTML/CSS/JS instantly.
- Loop: User tests it -> "The bounce is too slow" -> AI rewrites code -> User approves.

Security Context

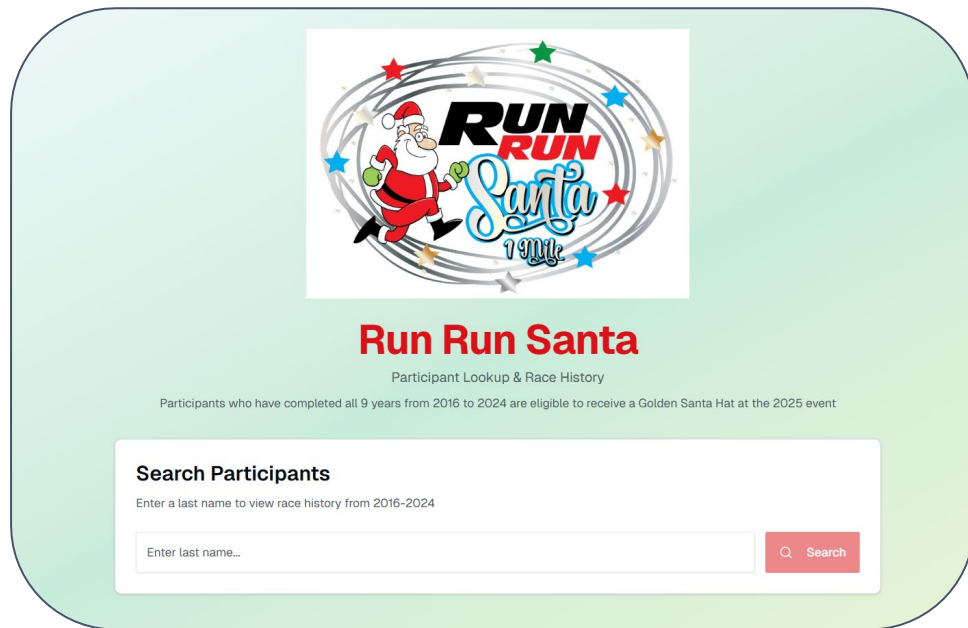
- The Black Box Risk: If you don't read the code, you don't see the vulnerabilities (e.g., hardcoded keys, insecure data handling).
- Blind Trust: Vibe coding prioritizes speed and functionality over security best practices.
- The "Vibe Check" Gap: It works ("good vibes"), but is it safe?



I highly recommend **v0** (<https://v0.app/>) from Vercel for vibecoding.

Example: Custom Pickup Data From Run Run Santa

- Easily identify participants who had run all 9 previous years as **“Golden Santa Hat Eligible”**
- Created with v0 and secure API partner access to race data
- Smith, Donner



Demo >> <https://v0-run-run-santa-lookup-yn.vercel.app/>

Use Cases for Vibecoding

- Branded **Find a Race** searches
- Customized **Top Fundraisers Leaderboard**
- Multi-Location **Time Syncing**
- Instagram-worthy **Results Display**
- **Split analyzer** for to check for unreasonable results
- Manual **Race Announcer**

...we had a customer vibe code an application to turn online registration into a paper application, but we don't really recommend that one...



I highly recommend **v0** (<https://v0.app/>) from Vercel for vibecoding.

Questions?

