

## Part 8 – Other Appointments

### **I.8.3: PorschePlatz/PCA Corral Coordinator**

A Porscheplatz is sponsored by PCNA and/or Porsche Cars Canada Ltd. A PCA Car Corral is a Porsche Club of America sponsored event. Both events are staffed by PCA volunteers.

The Porscheplatz / PCA Car Corral Coordinator works closely with PCNA (Porsche Cars North America) and IMSA (International Motors Sports Association) representatives in event planning and implementation at all Porscheplatzen and most PCA Car Corrals. The coordinator is in ongoing communications and works with the Zone Representative when the event is in their zone.

A Porscheplatz or PCA Car Corral is comprised of a hospitality tent and “Porsche Only” Car Corral for PCA members and Porsche owners. These events are held at designated IMSA races in the US and Canada and may also include other major races or motorsports events.

Activities in the hospitality tent may include live feed TV, “Meet and Greet” with drivers, presentations and paddock tours. Beverages are provided, and often a catered food service is available. There may be raffle drawings, such as the IMSA Hot Pit Experience, which give winners a special guided tour into the hot pits during the races. Parade or touring laps may also be offered to attendees at the track’s discretion.

Procedures:

Responsibilities include, but are not limited to:

- National Administrative
  - Develop and update the Porscheplatz/Car Corral Handbook resource
  - Submit an annual review using the data collected during the Porscheplatz and Car Corral programs
  - Attend the Winter National Staff Assembly, the Annual Summer Membership Meeting and the Board of Directors teleconference meetings
  - Submit quarterly committee reports on activities from the preceding quarter
  - Submit an annual budget
- Pre-Event
  - Schedule and conduct planning conference calls
  - Site planning (location, equipment, logistics, signage, etc.)
    - Arrange pre and post event logistics for tent branding, displays, banners, etc.
  - Create and produce the agenda/schedule
  - Arrange for catering and security
  - Coordinate and schedule speakers, sponsor presentations, paddock and transporter tours
  - Coordinate and update the PCA National calendar website listing for each event

- Create and disseminate an event flyer in *e-Brake News* to promote the event
- Secure volunteer shirts and passes (when applicable)
- On-Site
  - Oversee all activities
  - Unpack hospitality tent equipment (TV monitors, speakers, AV, displays, etc.)
  - Inventory supplies
  - Facilitate registration for Parade or Touring Laps as needed
  - Facilitate tent activities, such as transportation for speakers
  - Collect event data, such as attendance, car counts etc.
- Post-Event
  - Dismantle, pack and load (TV monitors, speakers, AV, displays, etc.) to transporter or arrange for shipping
  - Validate supplies inventory
  - Analyze event data such as attendance, car counts, etc.