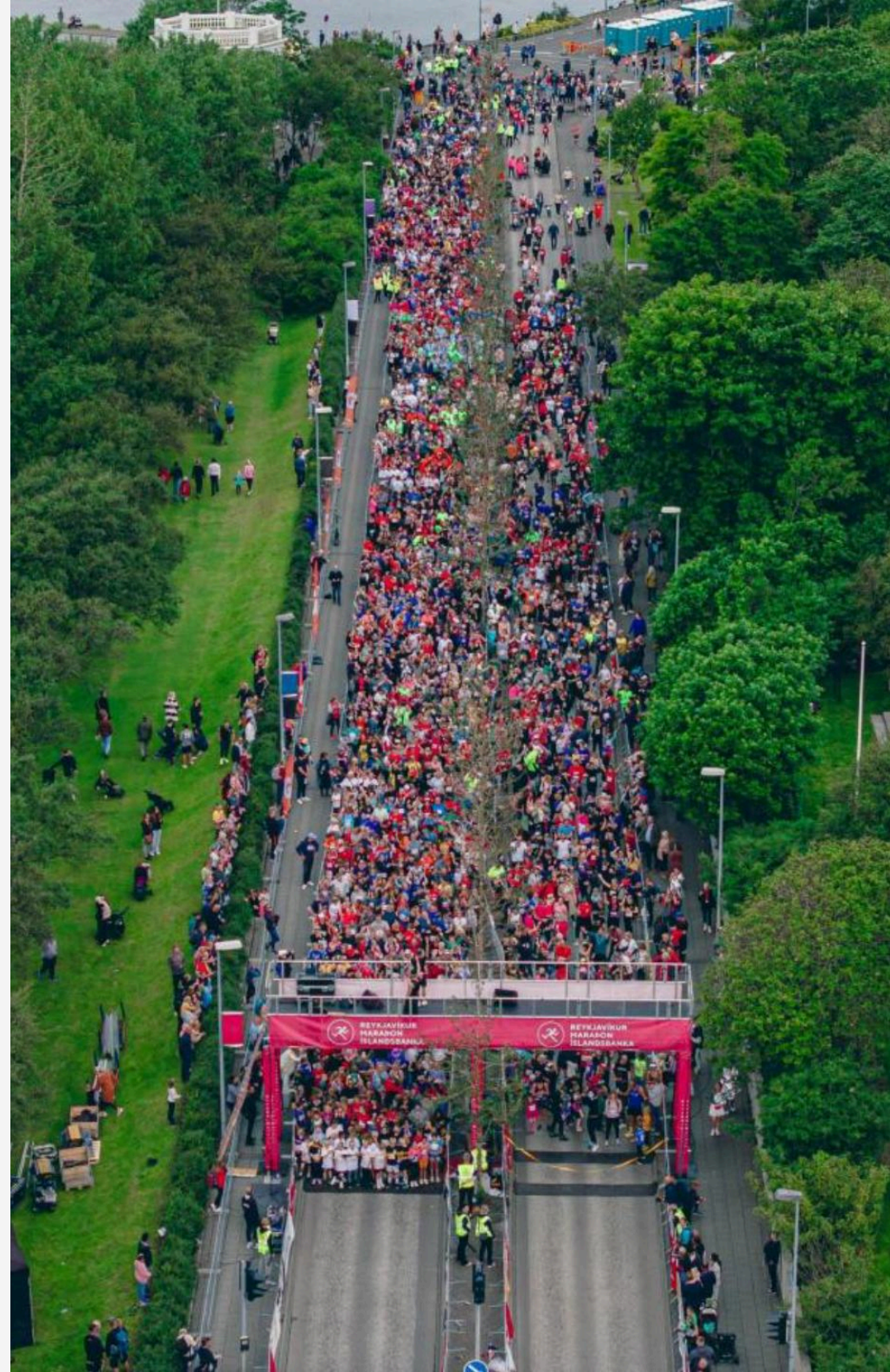


Case Study: Corsa's One-Stop Solution for IBR's Running Events

Íþróttabandalag Reykjavíks (IBR), also known as Reykjavik Sports Association, is a prominent organization in Iceland's sports scene. They are associated closely with the National Olympic, Sport, and Youth Association. Since 2020, IBR has been using Corsa to organize multiple popular running events such as the Northern Lights Run, Midnight Sun Run, Laugavegur Ultra Marathon, and Reykjavik Marathon. In this customer success story, we will take a closer look at how IBR leverages Corsa to streamline their events' organization and management.

As the leading running event organizer in Iceland, IBR has significant experience in managing a wide range of races. These events cater to a wide audience, from the enjoyable Midnight Sun Run, offering 5k, 10k, or half marathon options, to the challenging 55k Laugavegur Ultra Trail Run. These races attract a varied group of participants, with attendance numbers fluctuating from 700 to 17,000.

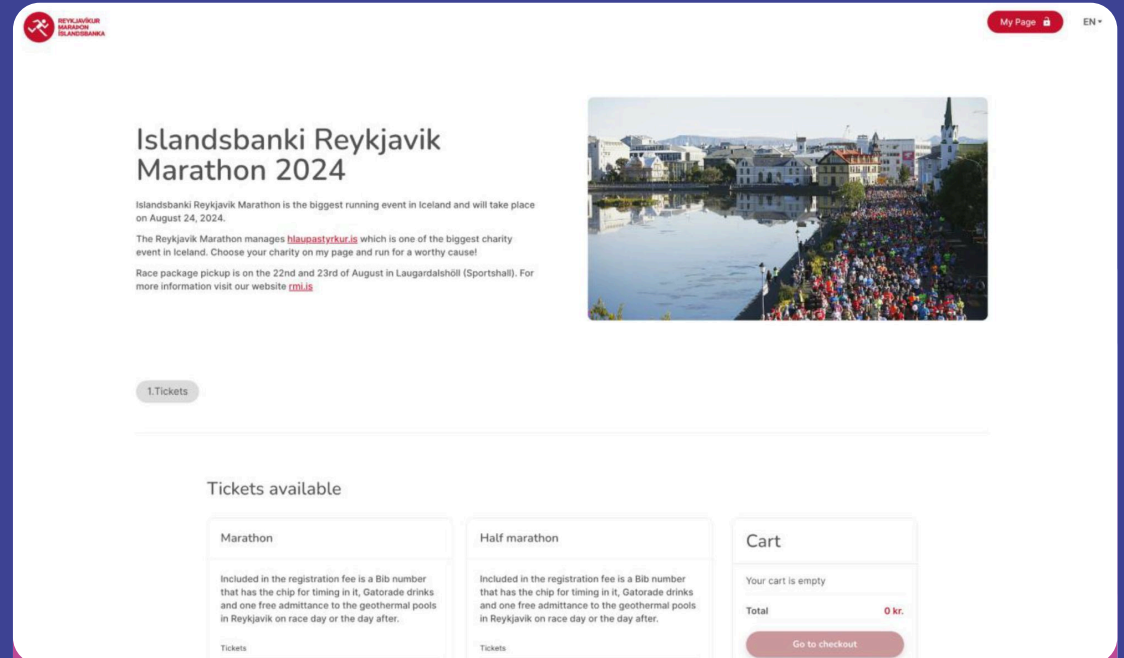
IBR or Íþróttabandalag Reykjavíks is the largest running event organizer in Iceland - Photo from Islandsbanki Reykjavik Marathon.



One-stop shop

IBR's journey with Corsa began with ticket registrations. As their partnership with Corsa developed, they decided to integrate Corsa's merchandise feature, which turned out to be a valuable addition to their operations. This integration not only improved the participants' experience but also became a significant source of revenue for IBR.

Before using Corsa's merchandise feature, IBR used to direct participants to their sponsors to purchase event kits, where they would receive a portion of those sales. However, with Corsa's merchandise feature, they streamlined the process by allowing direct sales during ticket registration, creating a one-stop shop for all participants. This convenient setup enables runners to easily purchase event kits, transportation services, and other items, whether during the initial registration or at a later time through Corsa's user-friendly account system.





"Initially, we primarily used a registration system. Later, we got introduced to the shop feature, which became a valuable revenue stream for us. In the past, we relied on external links, guiding participants to our sponsors for sales where we received a percentage. Now, with Corsa, we manage all merchandise sales ourselves, proving to be a more effective approach."

Hrönn Svansdóttir

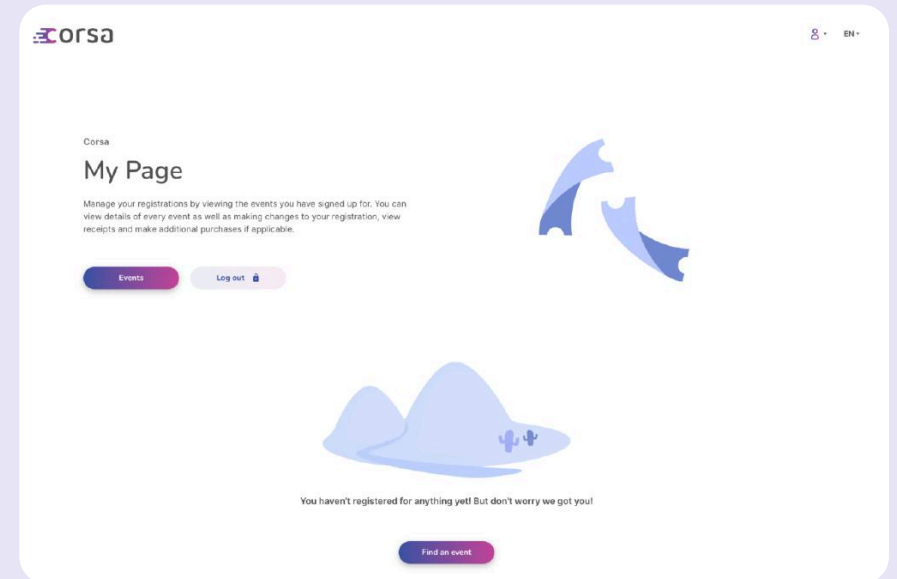
Treasurer and Project Manager of IBR

reykjaviksport.is

Reducing Customer Service Demands

Corsa has proven to be incredibly beneficial for IBR. One of its most significant advantages is the decrease in customer service demands. Participants are now able to make changes to their tickets independently, such as transferring them to someone else or modifying the run's distance, without needing to contact the IBR staff for assistance. This has not only reduced the workload for IBR's customer service team but has also given participants more control over their event experience.

Users can manage and track their events under Corsa's "My Page".



Streamlined Timing Systems

Additionally, the integration between Corsa and Race Result has improved the overall participant experience. Corsa can publish [race results](#) conveniently on the same website, making it extremely convenient for participants to view their performance. Participants can also access their Corsa accounts to track their data and compare results, enhancing their engagement with the event.

Participants no longer need to return transponders after the event with the newest integration - photo from Midnight Sun Run.



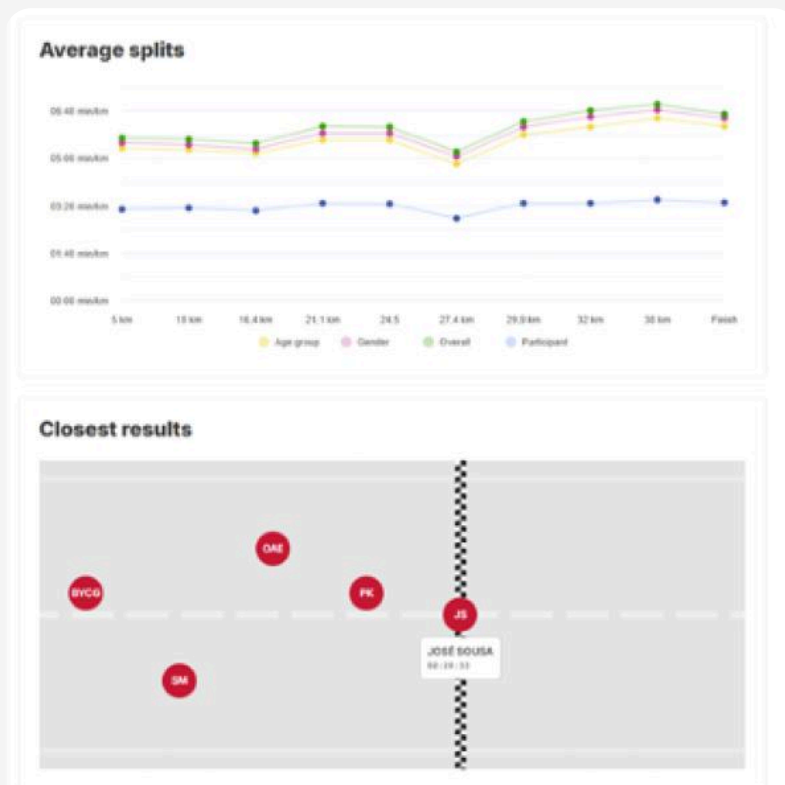
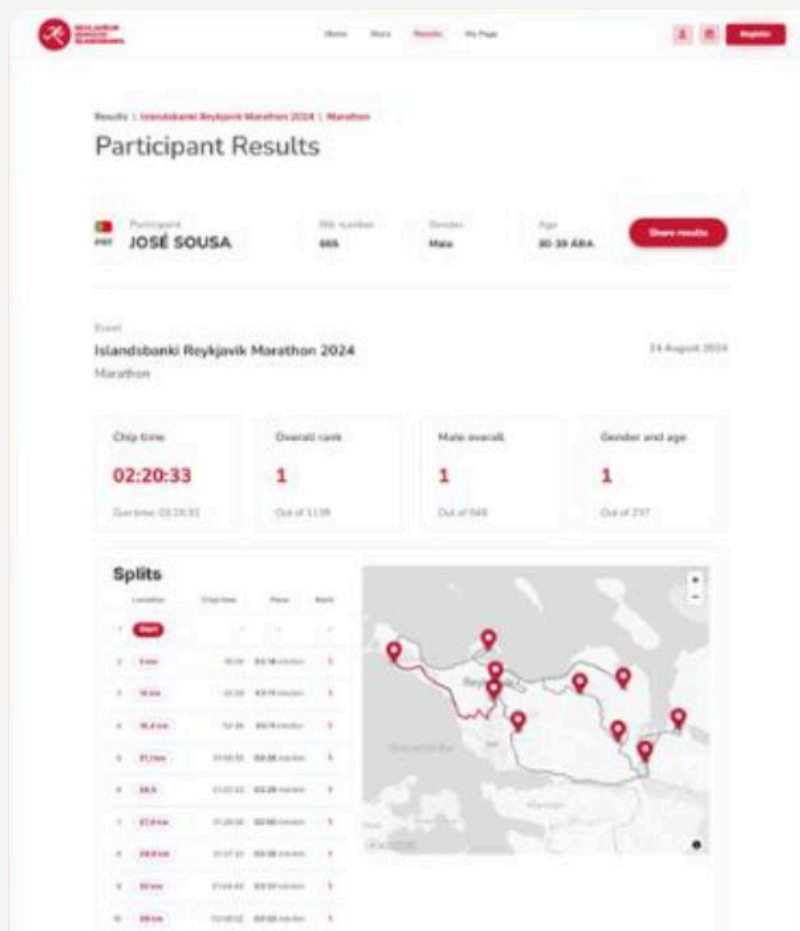
“Regarding the timing system, it's the newest addition, and I found it really impressive how quickly they were able to set it up. The interface looks excellent, and the information it provides is comprehensive. Given the limited time they had to implement it, I was genuinely impressed with how it turned out.”

Hrönn Svansdottir

Treasurer and Project Manager of IBR

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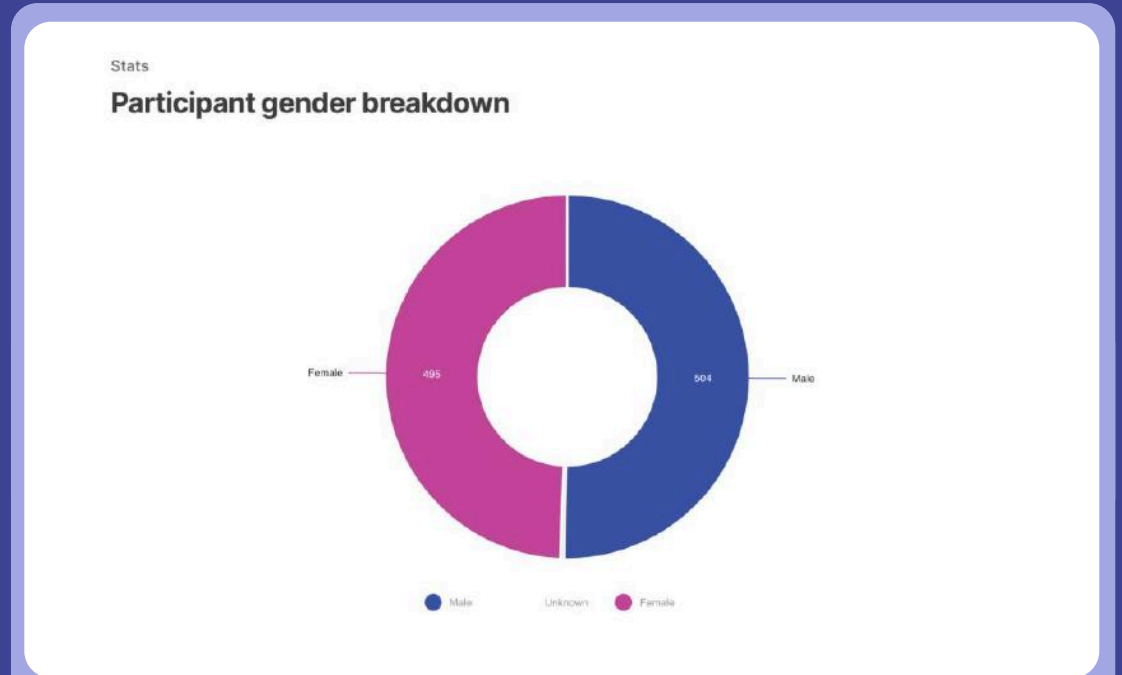
The race result will be automatically published on Corsa's website that aligns with the organizer's brand colors.



Harnessing Data Insights

Corsa's data insights have proven to be invaluable to IBR, enabling them to make informed marketing decisions. By utilizing Corsa's data insights, IBR gains a comprehensive understanding of their participants' demographics, which helps them to effectively target their marketing efforts towards the right audience for their events. According to Hrönn, Corsa provides an easy way to analyze various participant demographics, such as the number of participants by gender, origin, and age. This information can be conveniently tracked within the system.

In addition to participant demographics, integrating the right timing system has enabled IBR to evaluate participant performance based on comprehensive data collected after each race. The data-driven analysis helps IBR to assess the progress of runners and gain valuable insights into their development. Hrönn considers this feature an invaluable addition to their event management.



Organizers have access to statistics for each event on Corsa's platform.

Customization and branding

The ability to adjust the event page as per specific requirements is essential for IBR. For example, the Ultra Marathon event demands extra information regarding security and safety compared to a more relaxed event such as the Northern Lights Run. Corsa's flexible system allows IBR to customize the participant information and requirements accordingly. This results in a more personalized and seamless registration process for participants. By streamlining the necessary information and eliminating unnecessary data collection, Corsa has significantly reduced manual effort and created a more efficient workflow for staff.

Corsa has not only provided IBR with functional and convenient features but also a beautifully designed interface. This allows IBR to uphold their brand identity while customizing their event pages. Previously, with their old event management system, it was challenging for IBR to achieve the desired level of customization. However, Corsa can showcase their brand identity and ensure that all necessary information and requirements are readily available to participants. This has resulted in an enhanced user experience and improved brand presence for IBR.


[Above]

Event organizers have the ability to customize registration pages to fit the unique needs of each event - Photo from the Laugavegur Ultra Marathon

[Below]

User-friendly and visually appealing UI for Northern Lights Run registration page.



My Page EN

Northern Lights Run powered by Orkusalan 2024

The Northern Lights Run powered by Orkusalan is a 4.5 km long fun run or a walk through downtown Reykjavik where runners will see the city in a new and colorful light. The race is on February 3rd and starts at 7pm, the warm-up starts at 6pm. Ditch your inhibitions and go all out in the illuminated streets of Reykjavik. All participants get their very own illuminating merchandise to use during the event, making you a part of the entire show from start to finish. This event is part of the Reykjavik Winter Lights Festival.

ALL ABOUT THE FUN

This is not a timed event because this is not a competition, this is an experience. Northern Lights Run is all about feeling healthy, having fun and spending an amazing night out with your friends and/or family. As you weave your way through it we encourage you to make it a fun and memorable night.

1 Tickets

Available Tickets

Early Bird

Early Bird special until December 31st, 2023

Included in the registration is a bib number that gives access to Northern Lights Run, gift from 66°North, illuminating wristband and tube of face paint.

If you buy 4 tickets (4 person package), you get a group discount.

In the 4 person package costs 13,800 ISK (discount automatically added in final step) and it includes two items from 66°North, two illuminating accessories, four illuminating wristbands and four tubes of face paint.

Free entrance for children under 8 years old. Accessories can be purchased here online or during package pickup before the event.

PRICE
4,600 kr.

Add to cart

Cart

Your cart is empty

Total 0 kr.

Go to checkout

"Corsa has been instrumental in allowing us to brand our events differently. We have a more customized setup, with a dedicated ticketing site for each event. These pages are branded with the respective event's colors, pictures, and style, ensuring a consistent look that aligns with our website's aesthetics".

Hrönn Svansdóttir

Treasurer and Project Manager of IBR

reykjaviksport.is

A Seamless and Successful Partnership

IBR has had a highly successful experience utilizing Corsa for organizing their running events. They have found that Corsa's platform offers a seamless and efficient solution for ticket registrations, merchandise sales, and overall event management. IBR plans to continue using Corsa for their upcoming events, as they have been extremely pleased with the platform's robust features and smooth integration with their timing system. Corsa has become an invaluable tool for IBR, allowing them to create unforgettable experiences for their participants while streamlining their operations.

“Corsa offers a complete package, especially now that they've integrated the timing system. In the past, you'd typically need one platform for ticket sales and another for timing. With Corsa, it's all consolidated into one platform, eliminating the need to monitor three different systems. It streamlines your operations considerably,”

Hrönn Svansdottir



Photo of Northern Lights Run hosted by IBR -
Photo from Northern Lights Run