

5 Rules of Thumb for Judge Management

Judging is probably your customers' number one requirement. Good judging sells a tournament. For that matter, it's often the judging that *defines* a tournament. Let's face it: How often have you gone back to tournaments that consistently have crappy judging?

Here is a capsule summary of what we'll be discussing about judges. This is the strategy you should embrace.

1. Hire more great judges than you need, and don't sell them back to the field.
 - a. In a word, you can never have too many judges.
2. Use your judges to the fullest extent to provide your customers with the best prefs possible.
 - a. Are you maximizing the judges you have? Or are your highest prefs lounging with their feet up somewhere?
 - b. Spread the wealth, especially in PF.
3. But do give your judges a break. No one should have to judge every prelim.
4. Pay your alums. The alternative is paying someone else's alums.
 - a. Lots of schools expect people to give back. That's nice. But is it productive? How reliable are give-back judges anyhow?
5. Hit the streets.
 - a. Think outside your own box. Use judge listing services; start one if you need to. Hit up the judges who are already coming: have they got a friend? Ask around the region: Any tournament that just hired judges has a list they're probably happy to share.