

*Creating Outstanding ACTIVE.com Event Listings, version 1
October, 2016*

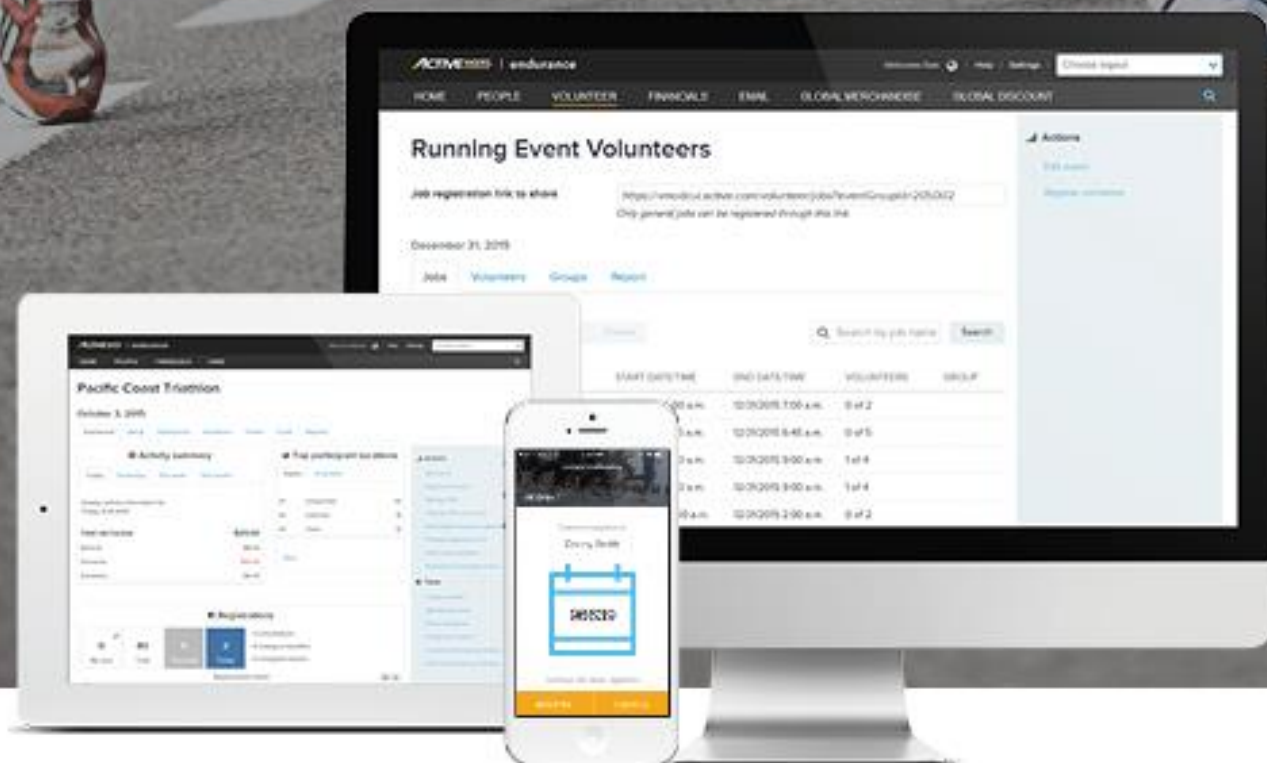


Table of Contents

Summary	2
Create ACTIVE.com Listing	3
Event Logo	3
Event website URL	3
Compose Event Description	3
Write Event Details and Schedule	3
Review ACTIVE.com Listing	4

Event Listing Checklist.....	4
Registration Form Checklist	5
Event Comments	5

Summary

Before you activate your new or copied event in ACTIVEWorks Endurance, we recommend checking out this guide to make your event stand out on our registration website, ACTIVE.com

Having a strong, well-spoken listing on ACTIVE.com helps turn potential registrants who visit our site looking for their next race into your next participants.

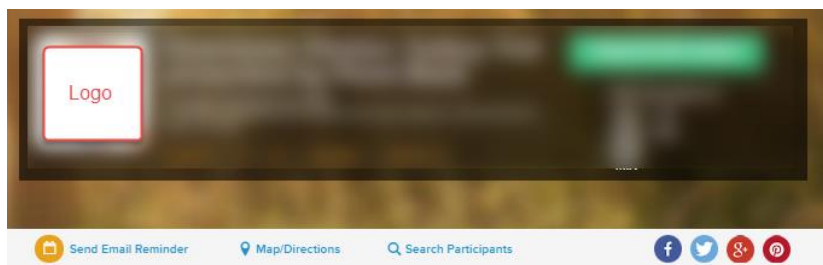
We wrote this guide using our experience as the leader in event registrations. By reviewing the most frequently asked questions left on our ACTIVE.com event listings by potential participants, we created an ACTIVE.com event listing checklist as well as helpful tips for each section of **Step 11** in the system.

If you have questions about creating your event or want to review more guides like this, check out our ACTIVEWorks Help Center at <http://activesupport.force.com/endurance>

Create ACTIVE.com Listing

As events on ACTIVE.com attract over 30 million page views a month, crafting an appealing event listing can help attract more customers to register for your event.

All the sections below are found on **Step 11 Active.com Listing** in ACTIVEWorks Endurance. For more detailed steps or troubleshooting the program, please use our help center: activesupport.force.com/endurance



Event Logo

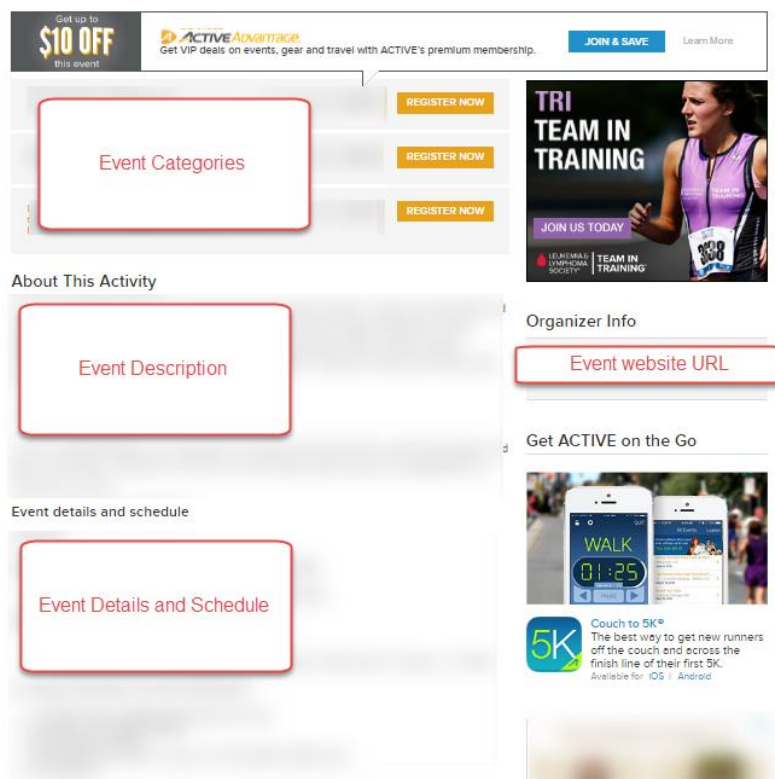
Every event should include a clear and distinctive event logo to help customers identify with the event. See the “logo” area on the image to the left, in the top left corner of the event listing.

- Logos must be JPG, JPEG, PNG for GIF files
- Logos must be no larger than 1MB
- We recommend color logos that reinforce your event and brand

Event website URL

The field **Event website URL** in **Step 11** of ACTIVEWorks Endurance is equivalent to the Organizer Info section of the ACTIVE.com event listing.

- Link to your event website or Facebook page
- Make sure your website is up-to-date for this year's event. This is sometimes missed when copying events one year to the next.
- Information and scheduling between the listing and your website should be the same
- Do not add your event's ACTIVE.com event URL to this field. It will lead customers on a loop
- Ideally, this link should also give your customers an easy way to email or phone you with questions or problems such as the location of same day registrations



Compose Event Description

This is kind of the “tag-line” for your event. This should be the quick version of your event details and schedule.

- Write two to three sentences
- First line should be about what makes your event special
- Second and third sentences should be a summary of the most basic information about your event: who, what, where, when, why and how

Write Event Details and Schedule

This section is best used to split out the finer details and timeline for your event. There's a fine line between too much detail and not enough. However, thoughtful formatting can help organize this section

- Write out an event schedule, bolding dates and times
 - Example:
 - Monday, October 31 @ 11:59PM: Last Day for early-bird pricing
 - Wednesday, November 23rd: Early packet pickup and last day for online registration
 - Packet pickup at Main Street Pavilion from 2PM-6PM
 - Thursday, November 24th: Race Day!
 - 7:30AM - Main Street Park – Packet pickup and same-day registrations
 - 9:00AM – 5K race starts!
 - 12PM – Race awards and festivities
- We highly encourage making a section for **Course Info** where can highlight the course your race will follow and the course terrain and also for **Parking** if that's a concern for your event
- Other specialty sections include **Family Details** or **Virtual Racers**, depending on your audience

Review ACTIVE.com Listing

Reviewing what your registrants see on ACTIVE.com is a key step to boost participants. You should be certain that there are no barriers to registration, like flaws in the registration form or typos in the event description.

After you've set up your event and before you activate, preview your event listing and registration form to see it from the public's perspective using the **Preview registration form** feature.

Preview registration form is available several places in ACTIVEWorks Endurance:

- Your event's dashboard, accessible by clicking your event on the ACTIVEWorks home page
- Any of the **12 Setup steps**, below the list of steps on the right side

Event Listing Checklist

After clicking **Preview registration form**, you'll see a preview of your ACTIVE.com listing. This is the page potential registrants see arrive after they search and click on your event.

Review the preview page using this checklist. This is your chance to put yourself in your customer's shoes and try to answer their most common questions that might prevent them from clicking **Register Now** on your event!

- ☐ Can I find contact information for event director and organization's website?
- ☐ What is the refund and transfer policy?
- ☐ Is day-of registration is possible and how do I do that?
- ☐ Is the event map correct?
- ☐ What are race start time or wave times?
- ☐ Where and when is packet pickup before the race?
- ☐ Where and when is early check-in?
- ☐ Where and how much is event parking or transportation?
- ☐ What are the race time limits, if applicable?
- ☐ How do volunteers or sponsors get more information?
- ☐ Where and when is medal distribution, post-race?
- ☐ Where is T-shirt or goodie bag pick-up?
- ☐ Are strollers, walkers, or dogs allowed?
- ☐ Is this a timed event?
- ☐ Where can I find results after the race (we recommend results.active.com)?
- ☐ Are there virtual race options and do they include medals?

Registration Form Checklist

After you've reviewed your event listing, you should also walk through the registration workflow from your customer's perspective.

1. From the event preview page, click **Register Now**
2. Look at your registration categories to make sure they are displaying properly and are clear
3. Choose one category and click **Continue** to start a preview registration
4. Check each of the following items, to make sure they are correct:
 - ☐ Participant information and custom questions
 - ☐ (If applicable) Included t-shirt
 - ☐ Fundraising and/or donating
 - ☐ (If using Self Registration teams) Joining/creating team
 - ☐ Additional merchandise
 - ☐ Custom waivers
5. Test each category by clicking **Start over**

If something here doesn't look right, go back into the appropriate event step to make adjustments. Remember, if you need help making these edits, our help center is open 24/7 and we're here to help!

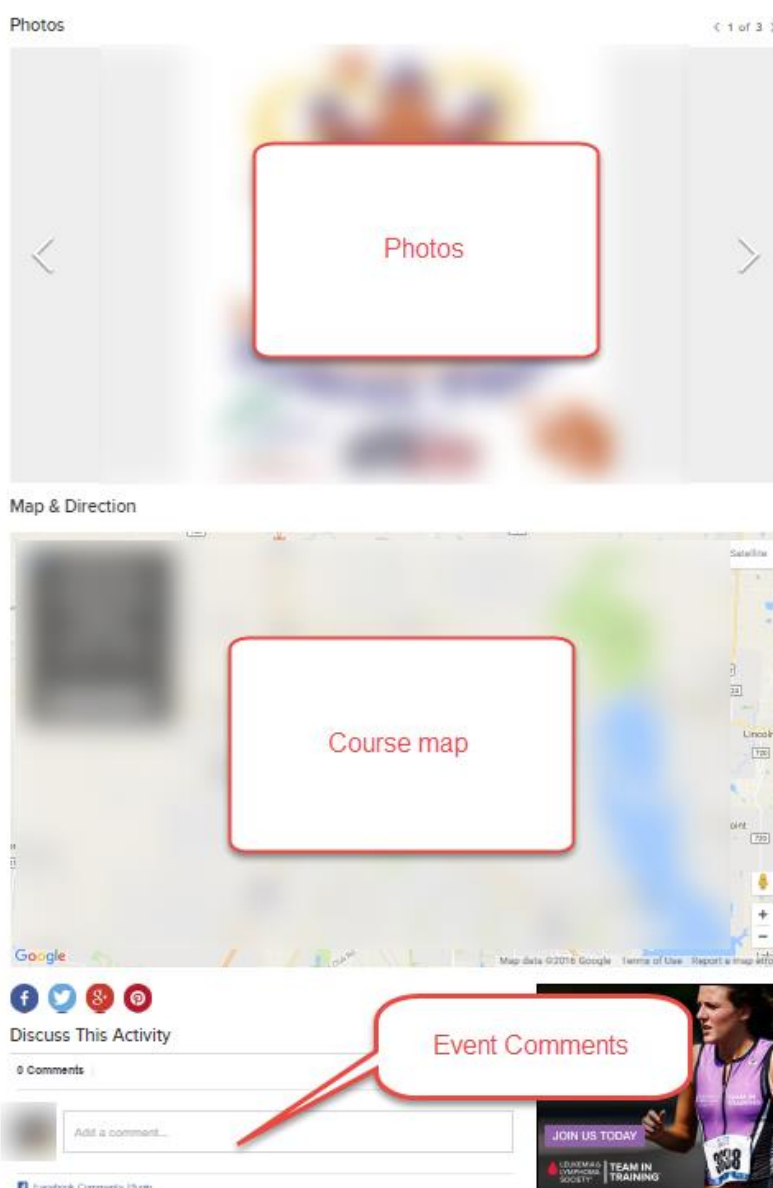
www.activesupport.force.com/endurance

Once your event looks great, go ahead complete **Step 12 Activation** of the new event creation in ACTIVEWorks Endurance.

Event Comments

This section is where members of the ACTIVE community can leave comments or questions about your event. Though our customer support team reviews these comments regularly, over 90% of these comments are dependent on the event organizer and event set up.

Instead of directing your customer from our support team back to you, often taking up to 24 hours, we suggest that event directors regularly review these comments to actively connect with your community.



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ACTIVE Network, LLC is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events.

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