



**ACTIVE Event App
Configuration Guide**

ACTIVE Network, LLC

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About ACTIVE Network, LLC

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.

For more information about ACTIVE Network, LLC products and services, please visit ACTIVEnetwork.com.

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Configuring Your Event App in ACTIVEWorks Endurance

The ACTIVE Event App is an engagement platform for spectators, sponsors, and participants. It is fully customizable in the ACTIVEWorks Endurance platform.

- Step 1. Select an event for which to customize its Event App.
- Step 2. On the event page, click **Tools** tab > **Event App**.
- Step 3. Configure the user interface, course map, and app notifications.

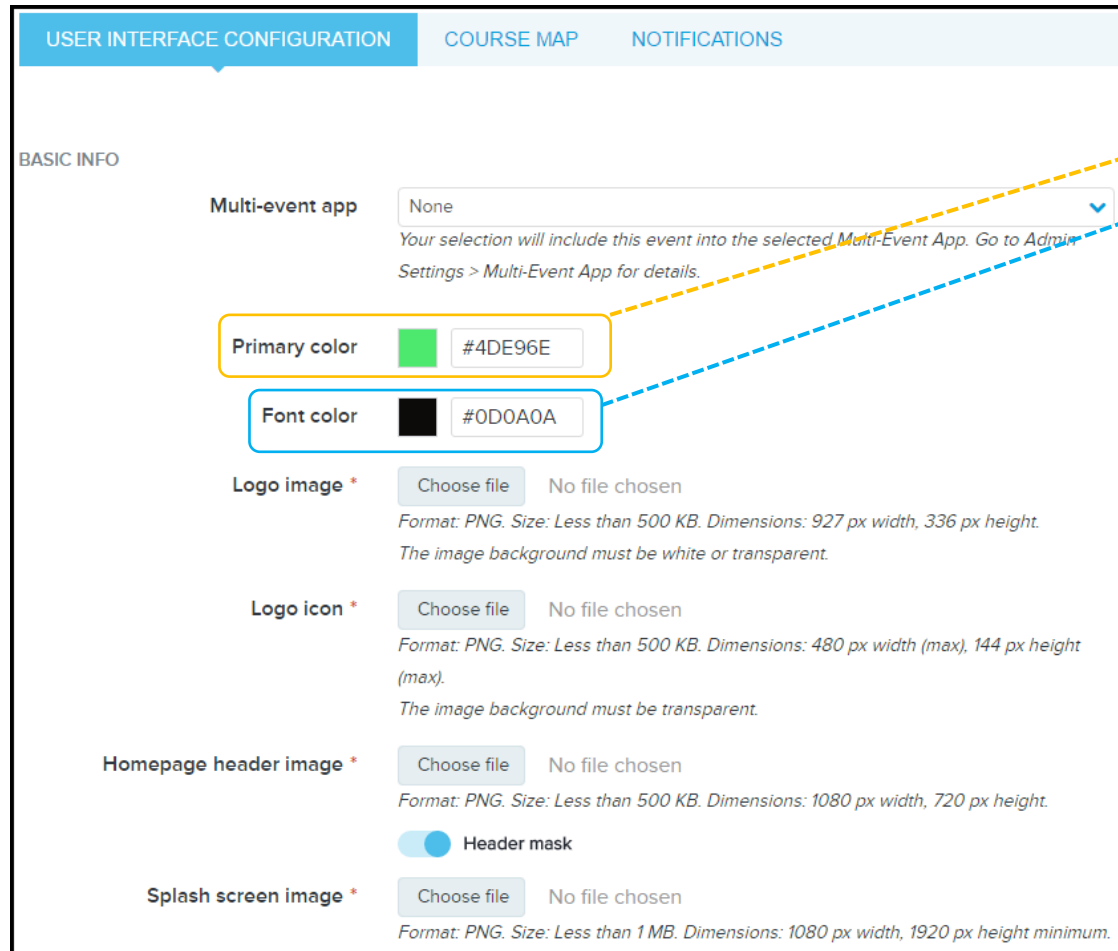
The screenshot shows the ACTIVEWorks Endurance interface for the 'Great Demo Race' event on October 23, 2017. The 'Tools' tab is selected, displaying a grid of configuration options. The 'Event App' tool is highlighted with a yellow border. The tools listed are:

- Custom buttons**: Create custom buttons for your website to help increase online registration.
- Email**: Send emails to event participants.
- Social media**: Promote your event using social media and configure your settings to optimize usage by your participants.
- Membership benefits**: Create a membership benefit discount for your event.
- Custom analytics**: Create, view, and remove custom tags.
- Custom fees**: Customize charges of additional taxes or surcharges you need to collect from participants.
- Bib tool**: Assign bib numbers to your participants.
- Discounts**: Create discount codes for your participants.
- Website widgets**: Embed these widgets into your website to help participants manage their registration.
- Multiple languages**: Create your event form in other languages.
- Event App**: Configure styles of function modules and manage user notifications in Event App.
- On-Site Configuration**: Customize the check-in procedure and registration process for events in the ACTIVE On-Site app.

Customizing Event App Colors and Images in ACTIVEWorks Endurance

In addition to selecting the color theme for the app, you can also customize almost all of the images in the Event App with logos, photos or pictures that match your event's theme and style.

Primary color and font color



USER INTERFACE CONFIGURATION COURSE MAP NOTIFICATIONS

BASIC INFO

Multi-event app: None
Your selection will include this event into the selected Multi-Event App. Go to Admin Settings > Multi-Event App for details.

Primary color: #4DE96E

Font color: #0D0A0A

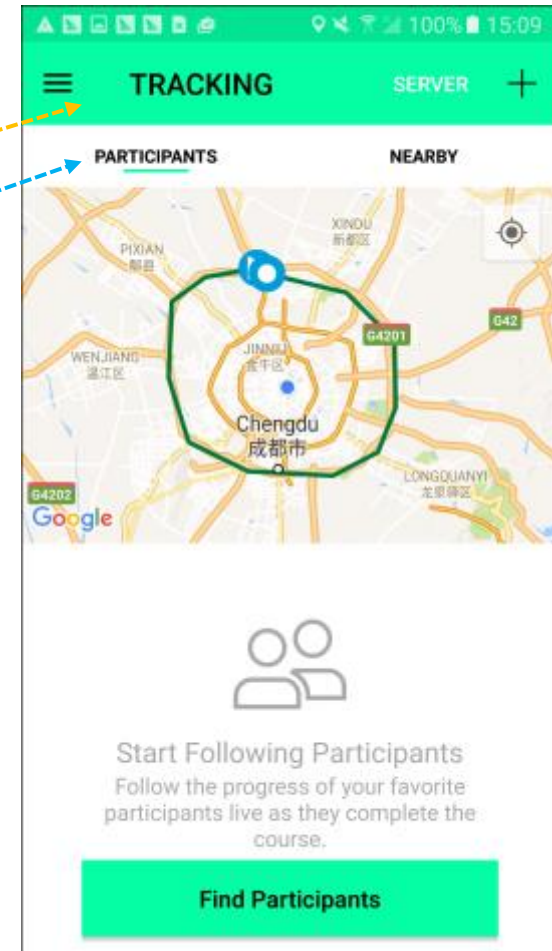
Logo image *
Choose file No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 927 px width, 336 px height.
The image background must be white or transparent.

Logo icon *
Choose file No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 480 px width (max), 144 px height (max).
The image background must be transparent.

Homepage header image *
Choose file No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 720 px height.

Header mask:

Splash screen image *
Choose file No file chosen
Format: PNG. Size: Less than 1 MB. Dimensions: 1080 px width, 1920 px height minimum.



Primary color

- **Description:** The accent color to be displayed in taskbar, menu, title, etc.


Font color


- **Description:** The color of the text to be displayed in the menu, components, etc. It must be clear against the background.

Splash screen

USER INTERFACE CONFIGURATION COURSE MAP NOTIFICATIONS

BASIC INFO

Multi-event app 
Your selection will include this event into the selected Multi-Event App. Go to Admin Settings > Multi-Event App for details.

Primary color 

Font color

Logo image * No file chosen
*Format: PNG. Size: Less than 500 KB. Dimensions: 927 px width, 336 px height.
The image background must be white or transparent.*

Logo icon * No file chosen
*Format: PNG. Size: Less than 500 KB. Dimensions: 480 px width (max), 144 px height (max).
The image background must be transparent.*

Homepage header image * No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 720 px height.

Header mask

Splash screen image * No file chosen
Format: PNG. Size: Less than 1 MB. Dimensions: 1080 px width, 1920 px height minimum.

Sponsor signature



Splash Screen Image

- **Description:** The full screen image that displays briefly when the app is opened.
- **Format:** PNG, 1080px width x 1920px height minimum.

Logo icon and homepage header image

USER INTERFACE CONFIGURATION COURSE MAP NOTIFICATIONS

BASIC INFO

Multi-event app: None
Your selection will include this event into the selected Multi-Event App. Go to Admin Settings > Multi-Event App for details.

Primary color: #4dbde9

Font color: #FFFFFF

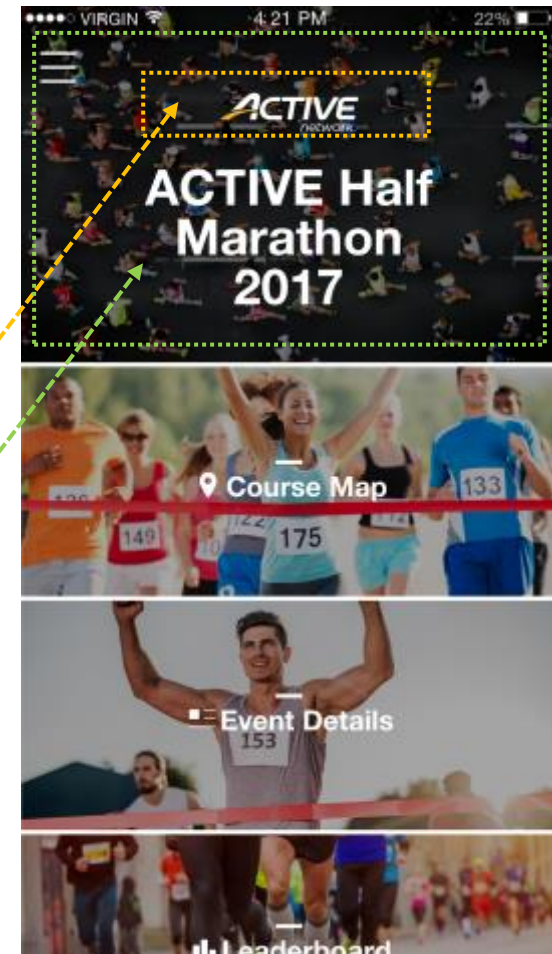
Logo image *
Choose file No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 927 px width, 336 px height. The image background must be white or transparent.

Logo icon *
Choose file No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 480 px width (max), 144 px height (max). The image background must be transparent.

Homepage header image *
Choose file No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 720 px height.
 Header mask

Splash screen image *
Choose file No file chosen
Format: PNG. Size: Less than 1 MB. Dimensions: 1080 px width, 1920 px height minimum.

Sponsor signature: Powered by ACTIVE



Logo icon

- **Description:** This event logo displays at the top of the Home Page, above the Event Title. It should be a simplified version of your event logo that is readable when small.
- **Format:** PNG, 480px width, 144px height. The background must be transparent.

Homepage header image

- **Description:** The image that displays at the top of the Home Page. This image displays behind the Event Logo and the Event Title. You can add a transparent overlay (by turning on the **Header mask** toggle) to this image to improve contrast.
- **Format:** PNG, 1080px width, 720px height.

Component cover image

COURSE MAP

Cover image * No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 462 px height.

Course tracking * None
 Track using Active Timing
 Track using cell phone GPS

Offline map Allow offline map viewing

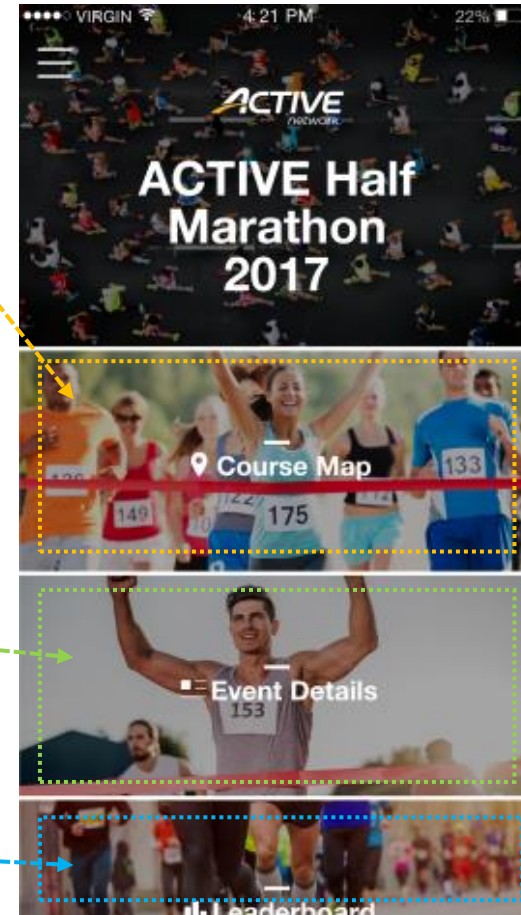
No file chosen
Format: JPG, JPEG, PNG. Size: Less than 5 MB.

EVENT DETAIL

Cover image * No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 462 px height.

LEADERBOARD

Cover image * No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 462 px height.



Cover image for each component

- **Description:** These images are displayed for each navigation tile on the Home Page. One image for each of the following navigation tiles: Course Map, Event Details, Instagram, Messages, plus any of the 5 available custom navigation links that you wish to use.
- **Format:** PNG, 1080px width, 462px height.
- **Note:** It is recommended that you upload simple images, so that the navigation tile label is clear and readable.

Logo image

USER INTERFACE CONFIGURATION COURSE MAP NOTIFICATIONS

BASIC INFO

Multi-event app ▼
Your selection will include this event into the selected Multi-Event App. Go to Admin Settings > Multi-Event App for details.

Primary color

Font color

Logo image * No file chosen
*Format: PNG. Size: Less than 500 KB. Dimensions: 927 px width, 336 px height.
The image background must be white or transparent.*

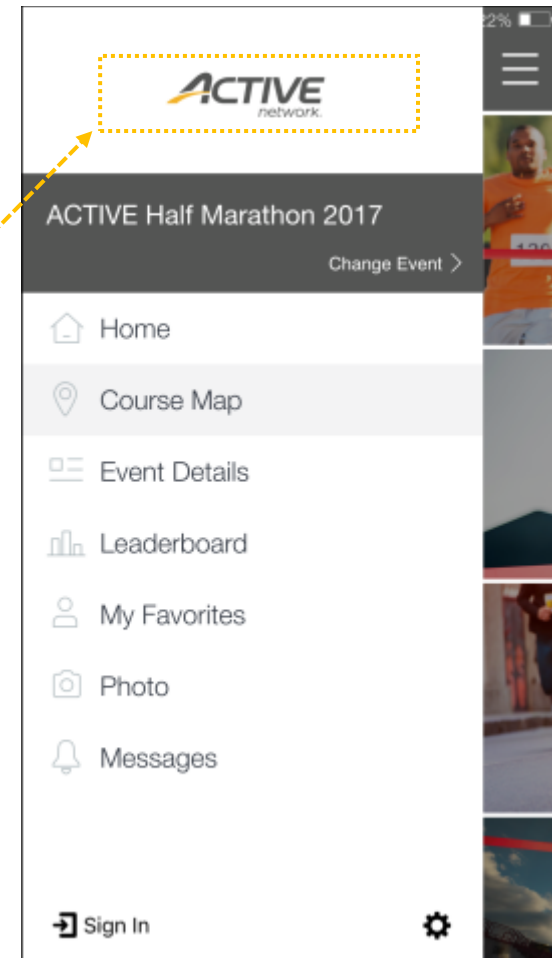
Logo icon * No file chosen
*Format: PNG. Size: Less than 500 KB. Dimensions: 480 px width (max), 144 px height (max).
The image background must be transparent.*

Homepage header image * No file chosen
Format: PNG. Size: Less than 500 KB. Dimensions: 1080 px width, 720 px height.

Header mask

Splash screen image * No file chosen
Format: PNG. Size: Less than 1 MB. Dimensions: 1080 px width, 1920 px height minimum.

Sponsor signature



Logo Image

- **Description:** The event logo that is displayed at the top of the app menu.
- **Format:** PNG, 927px width x 336px height. The image background must be white or transparent.
- **Note:** In the Multi-Event App, this logo image is also displayed at the top of the event list.

Customizing Event App Components in ACTIVEWorks Endurance

You can select any of our ready-built components to build functions in the Event App.

Selecting components for the app

Available components are:

Available components *	<input checked="" type="checkbox"/>	COMPONENT
	<input checked="" type="checkbox"/>	Course map
	<input checked="" type="checkbox"/>	Event detail
	<input checked="" type="checkbox"/>	People
	<input checked="" type="checkbox"/>	Leaderboard
	<input checked="" type="checkbox"/>	Photos
	<input checked="" type="checkbox"/>	Messages
	<input checked="" type="checkbox"/>	Custom link

Configuring components

Course map

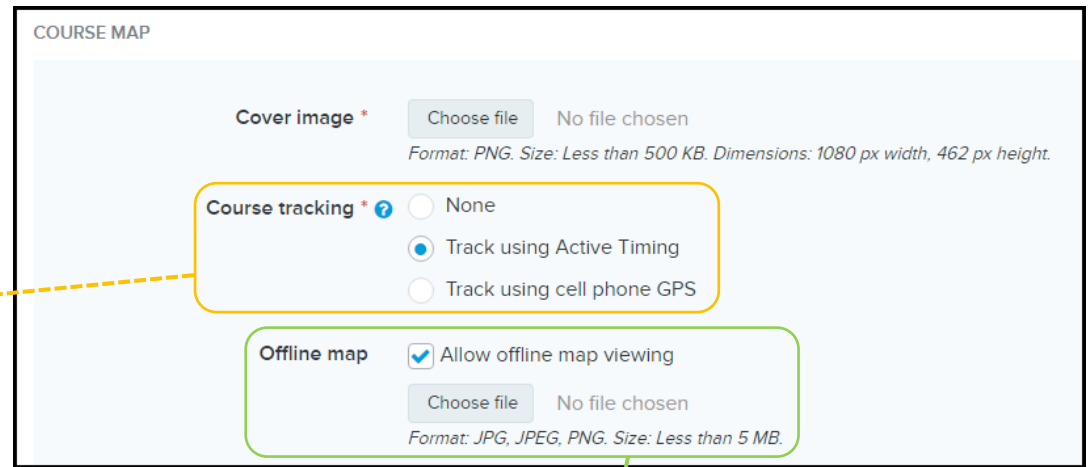
The course map displays the event routes. Spectators can also view the live position of their favorite athletes along the race course.

Organizers can use our powerful ACTIVE Timing system or athletes' cell-phone GPS for tracking athletes. Organizers can also upload an offline map for app users' reference.



Palace Pier

This is where the excitement reaches its peak and thousands will be lining the seafront to cheer the marathon and 10k runners on to the finish line. The pier is at Mile 26 of the marathon and 9.5km of the 10k.












Event details

Organizers can choose to include the event details and event descriptions that they set in ActiveWorks Endurance > **Event setup** > **Step 11: ACTIVE.com listing**.

Event description

Tell people what makes your event unique and why they should sign up. [View an example of an event description.](#)

Font Size ▾ **A** **B** *I* U 


       









Event details and schedule

Give participants all of the details they need to know for event day.

Make sure to include:

- The event schedule
- Course info
- Arrival info
- Parking info
- Waivers and ID
- What to bring
- What to wear
- Any other details you don't want them to forget.

Font Size ▾ **A** **B** *I* U 

Enter times for packet pick-up, start times, course closures and other important information.

VIRGIN 4:21 PM 22%

EVENT DETAILS

EVENT DATE

Start Date: Sunday, April 9 2017
End Date: Sunday, April 9 2017

EVENT LOCATION

Preston Park
Brighton
GB
BN1 6HN
GB

EVENT DESCRIPTION

The AN10k is the exciting curtain raiser to the ACTIVE Marathon, which will see thousands of people running 10K along the first part of the Brighton Marathon route on Sunday 9th April 2017.

The race will start at 8.30am ahead of the ACTIVE Marathon start at 9.15am, so Preston Park will be buzzing with participants for both events and thousands of spectators. See below for more information about the event!

www.ACTIVE.com

EVENT DETAILS

If you are participating in the event, you can access your detailed Participant Guide [HERE](#)

The 2017 Event Programme is also available to view [HERE](#)

People and Leaderboard

In the People module, app users can track the progress of participants and the status of nearby Facebook friends. You can use one of two methods to power participant tracking within the app: ACTIVE Timing or GPS.

- **ACTIVE Timing:** This option is available and preferred when your event timer is using ACTIVE IPICO timing equipment and ACTIVE Timing scoring software. When this option is used, live participant results (start, split, and finish times) are streamed to the Event App.
- **GPS:** The GPS option uses the GPS within each participant's phone/device to broadcast their location to spectators. This option is available and preferred if your event is not timed or if your timer is unable to use ACTIVE IPICO timing equipment and ACTIVE Timing scoring software, or when precise participant location tracking is more important than live results. When this option is used, live results (start, split, and finish times) will not be available within the Event App.

In the Leaderboard component, app users can monitor the top 10 participants crossing each timing point (this component is only available to events using ACTIVE Timing).

To use all features in the People and Leaderboard components, ensure the following conditions are fulfilled in the ACTIVE Timing software:

1. All **Distances** have been configured in **Race configuration > Distance configuration**.
2. Timing point names have been configured on the **Race configuration** page.
The names will be displayed on the Event App > **People > People details page > Split name**.
3. The **Stream Live Results** feature is turned on.
4. Push the race layout and participant details to the Event App by clicking **Participants > Data > Store Race Data in ACTIVE**.

The screenshot shows the ACTIVE Timing software interface for configuring a race. The interface is dark-themed with a blue sidebar on the left. The main area displays a grid of timing points for SWIM, BIKE, and RUN segments. Callouts provide instructions: 1. Double-click to configure Distance (pointing to a plus icon in the SWIM section); 2. Double-click to change timing point name (pointing to a checkmark in the BIKE section); 3. Turn on live streaming (pointing to a cloud icon in the top right); 4. Click Participants > Data > Store Race Data in ACTIVE (pointing to a people icon in the sidebar). The top right shows a timer at 00:00:00.00, an ONLINE status, and a settings gear icon.

Note:

- If you want to push the race layout and participant registration details to the Event App, click **Participants > Data > Store Race Data in ACTIVE**.
- If you want to push participants' results to the Event App, click **Results > Manage results > Push Official Result**.
- If you want to display results by division in the Event App > Leaderboard, you must ensure Divisions are configured in **Participants > Race > Create division**.
- ACTIVE Timing requires timestamps between timing points to calculate participants' speeds. When the race starts, spectators must wait until participants cross the first timing point before they can see live positions of participants on the course map. To shorten the delay until live position display, it is recommended that you place an additional timing mat near the start line, so that ACTIVE Timing can quickly update participants' speed and position for spectators.

Photos

App users can view photos from Flickr that are associated with a tag of your choice.

Messages

App users can view messages sent by the organizers from the ACTIVEWorks Endurance platform.


Organizers can configure the notifications in the ACTIVEWorks Endurance > Event App tool. For details, see the section "[Configuring App Notifications in ACTIVEWorks Endurance](#)"

Custom links


In the Event App, Organizers can insert custom links to the branding page for their company, or to third parties such as sponsors and charities. The link includes an image, a tag, and a hyperlink to the branding page. When Event App visitors click the image, they will be directed to the branding page. Note: up to 5 links can be added to the Event App.

Configuring the Course Map in ACTIVEWorks Endurance

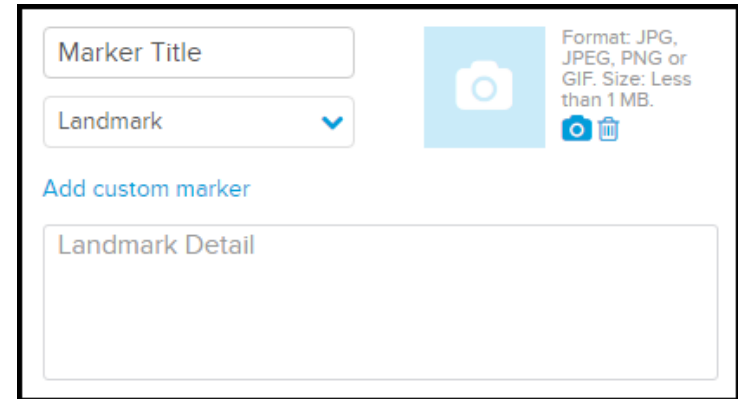
Dragging the map and markers

Click the  button to drag the map or move a landmark.

Adding and customizing markers

Click the  button to add a location marker and:

- Name the marker
- Select the marker type: landmark, bathroom, medical station, water station, cross point, cheer point, photo station
- Upload a picture for the marker
- Add a custom marker (you can also upload an icon for the custom marker)



Marker Title

Landmark

Format: JPG, JPEG, PNG or GIF. Size: Less than 1 MB.

Add custom marker

Landmark Detail

In the **Markers** list, you can sort or delete markers or use the **Automatic distance markers** feature to automatically plot landmarks every mile (**mi**) or kilometer (**km**), as per the Event Director's selection.

Plotting the course map

Click the  button to choose between **Snap to road** or **Free draw** course-plotting methods:

- **Snap to road** (Automatic course generation)

To plot the course, you can plot start and finish points, and the system will automatically generate a route between the two points.



- **Free draw** (Manual course plotting)

To plot the course, click the map, move the cursor, and then click again to plot a straight-line segment of the race route. The first point is the start line, and the final point is the finish line. You can click any point along the route and press the **Delete** button on the keyboard to remove the point.

When the course map is plotted, the course length is automatically calculated.

Plotting the multisport course map

You can also plot multiple routes within one course to support multi-sport type events such as triathlon and duathlon.

- Step 1. Click **Add course** and then select a sport type for the route (**Swim, Run, or Bike**).
- Step 2. Click the  button and choose between **Snap to road** or **Free draw** to start plotting.
- Step 3. Click the  button to add location markers.
- Step 4. Click **Save** to save the plot.

Click **Add course** to plot another route, and click-and-drag each route in the route list to adjust the sequence.

Event App

Event App is an event interaction mobile app provided and supported by Active. This page allows you to configure the theme and styles of function modules in Event App, and manage notifications to the app users.

USER INTERFACE CONFIGURATION

COURSE MAP

NOTIFICATIONS

Plot the event course map and land markers to be displayed in the ACTIVE Event App. For events with multiple sport types such as triathlon, duathlon, etc., plot the course for each sport type and then drag to adjust the sequence of courses.

Swim

Run

Bike

Start 37.09501, -95.72215

Finish 37.09850, -95.72866

Course length 0.96km(s)

Add course

Markers

Sort by Name

- Bike finish
- Cheer Point
- Medical Station
- Photo Station
- Run-Bike transit
- Swim start
- Swim-Run transit

Automatic distance markers

Location accuracy cannot be guaranteed

37.10155, -95.72078

3700 Rd

2600 Rd

Map data ©2017 Google Terms of Use Report a map error

Reset Save

Configuring App Notifications in ACTIVEWorks Endurance

Creating notifications

- Step 1. On the **Account settings > Multi-event app > Notifications** tab, click **New** to create a notification.
- Step 2. Enter notification details:
 - Subject
 - Content
 - Send time: immediately or at a scheduled time.You can also save the notification as a draft for later use.
- Step 3. Click **Send** or **Save as draft** and the message will appear on the **Notifications** tab.

You can insert links to images (less than 1 MB) for inline display in the content. To ensure optimum display quality on mobile devices, you must edit the image link HTML as follows:

Sample: ``

The screenshot shows the 'Notification detail' dialog box. It features a title bar with a close button (X). The main content area includes a 'Subject' field with an asterisk, a 'Content' field with a rich text editor toolbar (including Font Size, Bold, Italic, Underline, and HTML options), and a 'Schedule' section with radio buttons for 'Now' (selected) and 'Later...'. At the bottom are three buttons: 'Cancel', 'Save as draft', and 'Send'.

Managing notifications

All notifications are listed with their subject, status (draft, sent or scheduled), scheduled time, and last updated time. You can create, edit, or remove notifications to send to participants. Successfully-sent notifications are displayed in the **Messages** module in the Event App.

Event App

Event App is an event interaction mobile app provided and supported by Active. This page allows you to configure the theme and styles of function modules in Event App, and manage notifications to the app users.

[USER INTERFACE CONFIGURATION](#) [COURSE MAP](#) **NOTIFICATIONS**

Notifications

Create, edit, or remove notifications sent to participants.

Status

	SUBJECT	STATUS	SCHEDULED FOR	LAST UPDATED
<input type="checkbox"/>	New theme T-shirts in store!	Sent	-	3/21/2017
<input checked="" type="checkbox"/>	Refer your friends to get discounts!	Scheduled	3/31/2017 12:00 a.m.	3/21/2017
<input type="checkbox"/>	Registration starts today!	Failed	-	3/21/2017
<input type="checkbox"/>	Alert	Draft	9/1/2017 12:00 a.m.	12/13/2016

Configuration and Preparations for Event App Publication in App Stores

To ensure the Event App will be properly published in app stores, event organizers must prepare the following materials outside of ACTIVEWorks Endurance.

All the following must be emailed to your ACTIVE Account Manager

Permission for User Content

- **Description:** Written authorization provided by event organizers to represent their brand for the purposes of publishing an Event App for their event. This authorization will need to be printed on your company letterhead and signed by a director or higher within the organization. We recommend using a statement similar to the following:
"This letter is to confirm that ACTIVE Network, LLC, is a supplier of our company and is authorized to use the [YOUR COMPANY NAME] logo, name, branding, and other content for the purpose of developing and publishing a mobile application on our behalf."
- This letter must be emailed to your ACTIVE Account Manager.

App Name in App Stores

- **Description:** The app name that will be displayed in the app stores. This name can be same as the app name to be displayed on mobile devices.
- **Format:** Plain text. 50-character limit for Apple Store; 30-character limit for Google Play and other Android app stores.

App Name on Mobile Devices

- **Description:** The app name that will be displayed on users' mobile devices.
- **Format:** Plain text. The character limit depends on the screen resolution, but 8-character limit is recommended.

App Store Description

- **Description:** The text description of the app that will be displayed in the app stores.
- **Format:** Plain text, 4000-character limit.

App Store Short Description – Google Play Store

- **Description:** The summarized text description of the app that will be displayed in the app store.
- **Format:** Plain text. 80-character limit.

App Icon

- **Description:** The app icon that will be displayed on the user's home screen on their device. It will also be displayed in the Google Play and Apple App Stores.
- **Format:** PNG, 1024px width x 1020px height.

Google Play Store Feature Graphic

- Displayed at the top of the Google Play store listing. More details can be found on Google's support site:
<https://support.google.com/googleplay/android-developer/answer/1078870?hl=en-GB>
- **Format:** PNG, 1024px width x 500px height.

Asset Checklist

Category	Asset	Check Points
Configurations For App Publication in App Stores *All of them must be emailed to your ACTIVE Account Manager.	Permission to use content	You must provide ACTIVE with written authorization to represent your brand for the purposes of publishing an Event App for your event. This authorization will need to be printed on your company letterhead and signed by a director or higher within the organization. We recommend using a statement similar to the following: "This letter is to confirm that ACTIVE Network, LLC, is a supplier of our company and is authorized to use the [YOUR COMPANY NAME] logo, name, branding, and other content for the purpose of developing and publishing a mobile application on our behalf."
	App names	You must provide two app names: <ul style="list-style-type: none"> - One to be displayed in app stores (50-character limit for iOS; 30-character limit for Android) - One to be displayed on users' mobile devices (Recommend: 8-character limit) The two names can be the same.
	App store full description	Acquire the text description of the app that will be displayed in the app stores. Plain text, 4000-character limit.
	App store short description	This is for for Google Play Store only. Acquire the summarized text description of the app that will be displayed in the app store. Format: Plain text, 80-character limit.
	App icon	Acquire the icon image for launching the Event App and to be displayed in app stores PNG, 1024px width x 1020px height.
	Google Play Store Feature Graphic	Acquire screenshots and/or video that show your app's features and functionality for your app's Store Listing page. Format: PNG, 1024px width x 500px height.
Home screen colors and images	Primary color	Your company or event theme color
	Font color	Must be clear against the background
	Logo image	PNG, less than 500 KB 927px width x 336px height. The image background must be white or transparent.
	Logo icon	PNG, less than 500 KB 480px width, 144px height maximum The background must be transparent.
	Homepage header image	PNG, less than 500 KB 1080px width, 720px height * To improve contrast, you can add a transparent overlay to this image, by turning on the Header mask toggle.
	Splash screen	PNG, less than 1 MB 1080px width x 1920px height minimum
	Sponsor signature	/
Customized landmark icon	In the COURSE MAP tab > Map editor > Adding a marker popup, you can upload a customized landmark icon in JPG, JPEG, PNG, or GIF formats and less than 1 MB in size.	

Category	Asset	Check Points
Components (Optional)	Cover image for each component	PNG, less than 500 KB 1080px width, 462px height * It is recommended that you upload simple images, so that the navigation tile label is clear and readable.
	Course map	Choose course tracking method: none, ACTIVE Timing, or phone GPS (Optional) Upload an offline map for app users' reference. JPG, less than 5MB * If you're using the Multi-Event App, you must combine the maps for all events into one image and then upload it.
	Event detail	Set Event details and Event descriptions in ActiveWorks Endurance > Event setup > Step 11: ACTIVE.com listing.
	People	The People and Leaderboard sections will function differently depending on the configuration selected. More detail can be found on the section " People and Leaderboard ". When the participant tracking is powered by ACTIVE Timing, ensure the following conditions are fulfilled in ACTIVE Timing. This configuration will typically be handled by your timer.
	Leaderboard	<ol style="list-style-type: none"> Distances are configured. Timing point names are configured. Live stream is turned on. Push race layout and participant details to the Event App by clicking Participants > Data > Store Race Data in ACTIVE. <p>Note:</p> <ul style="list-style-type: none"> If you want to display participants' live positions sooner, you should place an additional timing mat near the start line. If you want to push results to the Event App, click Results > Manage results > Push Official Result. If you want to display results by division in the Leaderboard, you must ensure Divisions are configured in ACTIVE Timing > Participants > Race > Create division.
	Photos	Set photo tags. Photos with the same hashtags on Flickr will automatically be displayed in this component.
	Messages	Ensure notifications are properly configured on the NOTIFICATIONS tab.
	Custom link	Add up to 5 custom navigation links that you wish to use. Set the label name and hyperlink for each link.

Sponsorship Opportunities

Promoted Map Landmarks

- Use a landmark to promote the location and details of a sponsor or partner business to all app users. High quality sponsored content can blend seamlessly into the app experience, providing value to both users and sponsors.

Promoted Push Notifications

- Send rich-content push notifications containing mentions of sponsored products, partner offers, and more. Notifications can be sent to the entire audience of app users, providing sponsors with access to participants and spectators alike.

Promoted Live Results Push Notifications

- Include a “Powered By...” message on each live result push notification sent to spectators and participants. This message will be seen by every spectator or participant who is tracking a specific participant.

Promoted Flickr Hashtag

- Include the promoted hashtag of a sponsor or partner within a Flickr page to provide sponsors and partners with a visual channel to communicate with participants and spectators alike.

Promoted Splash Page and Promoted Home Page Images

- The Event App can be configured to display many photos of your choice. These photos, displayed to all app users, can include sponsor logos, sponsored products, and more.

Promoted Custom Links

- Use a Custom Link to highlight a partner or sponsor to all app users. Custom Links can direct users to a sponsored website, ecommerce store, event registration form, and more.

Marketing Best Practices

Pre-Event

Email Campaign to Existing Registrants

- Using the ACTIVEWorks Endurance Email Tool, send an email to existing registrants informing them of how their event experience will be elevated by use of the Event App.

Registration Confirmation Emails

- Include links to the Apple App Store and Google Play Store pages for your Event App in the Confirmation Emails sent from the ACTIVEWorks Endurance platform.

Announce on Social Media

- Create excitement and awareness by announcing your Event App before it is available for download.
- Once the Event App is available for download, announce its availability to your social media audience. Include links to the iOS and Android app store pages.

At Event

Include in Printed Signage and Event Guides

- Highlight your Event App in printed Event Guides and on physical signage. Consider including shortened URLs for the App Store pages created using <https://goo.gl/>

Announcer and Commentator Mention

- Provide your announcers with a brief description of the Event App, which they can use as a script to spread awareness of it throughout event day.

Volunteer & Event Day Staff Activation

- Instruct check-in and registration staff to encourage each participant, and their spectating friends and family, to download your Event App. Provide them with a brief script describing the benefits of the Event App.