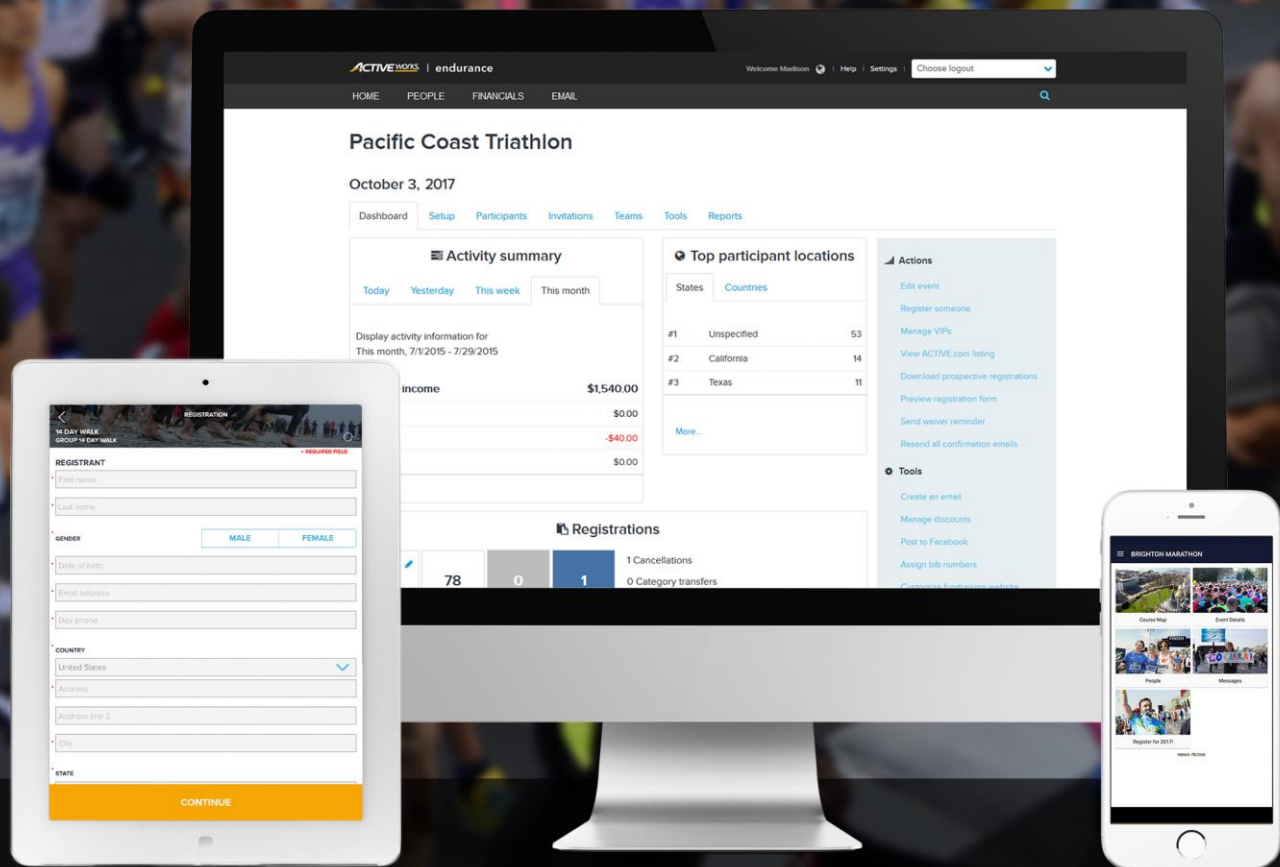




## Product Release Notes for ACTIVEWorks Endurance – Mar. 23, 2017



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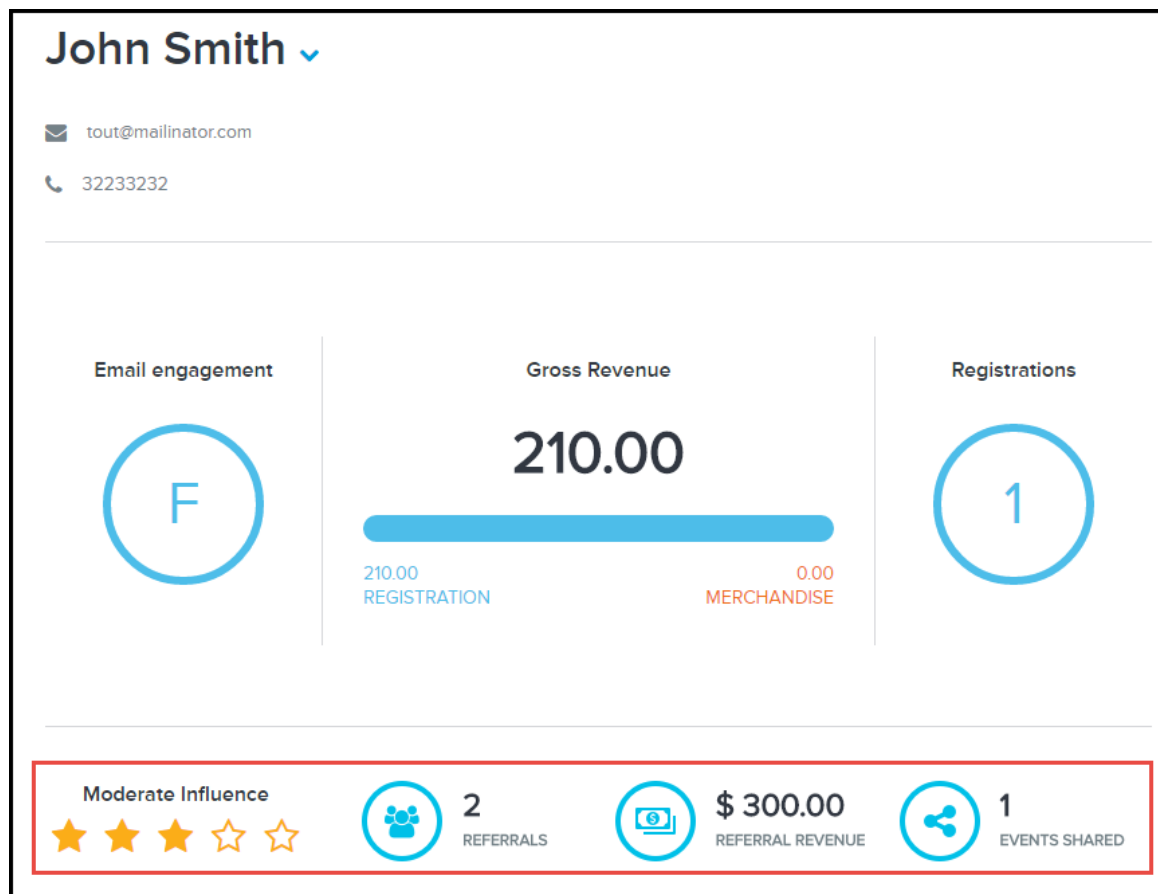


## Customer Relationship Management: Participant Influence Rating

Starting in this release, the ACTIVEWorks Endurance Customer Relationship Management (CRM) tool now measures each participants' ability to promote your event and drive referral registrations. The influence rating is a comprehensive assessment of a participant's referral count and referral revenue. Participants are rated from 0 to 5 stars (lowest to highest) based on their influence rating. In addition to the influence score, the following referral statistics are broken out:

- The number of valid referrals made by the participant
- The total revenue from their referrals
- The number of events they have shared

Organizers can now easily assess a participant's contribution to promoting an event.





# ACTIVE Event App Now Supports Triathlon & Multisport Events

## Triathlon & Multisport Course Map

A growing number of triathlons, duathlons, aquathlons and other multisport events are held every year around the world. Races are becoming more diverse and include multiple sport types to be more fun, challenging, or competitive.

In multisport races, participants race in a continuous series of stages across various sport disciplines and distances. Given the multiple stages and often long distances, it may be difficult for spectators to keep track of competitors as they pass between stages. The ACTIVE Event App solves this problem by providing spectators with real-time participant tracking throughout the event.

In the ACTIVE Event App, organizers can now plot several routes within one event. Different stages are plotted in different colors, and are annotated with landmarks such as transition zones or medical stations. Spectators using the app can track their favorite competitors at each stage of the race on their mobile devices.

This change is another step towards supporting the triathlon & multisport market, and compliments the recently-released support in ACTIVE Timing for multisport events.

### 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

Start37.09501, -95.72215

Finish37.09850, -95.72866

Course length0.96km(s)

Add course

Markers

Reset

Save



## Redesigned home screen

We have completely redesigned the home screen for all event apps, including the splash screen, logo image, module cover image, etc. The improved design makes it easier than ever before to tailor the look of the Event App and impart your brand identify. We are confident the new look will help you increase downloads, drive sponsorship revenue, and help your event stand out from the crowd.

### 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

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

Available components \*

COMPONENT

The preview shows a mobile app interface for the 'ACTIVE Half Marathon 2017'. At the top is the 'ACTIVE network' logo. Below it is the event title 'ACTIVE Half Marathon 2017'. The main content area is divided into four sections: 'Course Map' (showing a map of runners), 'Event Details' (showing a runner crossing a finish line), and 'Leaderboard' (showing a list of runners). The bottom section is partially visible.



## Including images in Facebook posts

Statistics show that posts containing pictures attract more engagement in social networks, because pictures are better at attracting attention and making an impression.

To improve social networking impact, organizers can now upload an image to be displayed in event sharing posts on Facebook. After a participant completes their registration and clicks the share-to-Facebook icon on the confirmation page, confirmation email, or within MyEvents, the post will include the uploaded image.

**Facebook**

Enter the default text to be presented to consumers when they Share the event.

**Name**

Get \${rebate}

**Image**

Choose file

fs\_image.png

Format: JPG, JPEG, PNG or GIF. Size: Less than 3 MB. Dimensions: 1200 px width, 630 px height minimum.

**Description**

Join me at \${event\_name} on \${event\_date}! Joining through this link can get us both up to \${rebate} off! \${url}

Reset to default





## Other Enhancements

### Report label in merchandise and third party merchandise reports

To streamline merchandise-fulfillment operations, a label for each add-on is now included in merchandise reports and third-party merchandise reports.

### Applying global discounts to event categories

For organizers using the global discount tool, ACTIVEWorks Endurance now allows global discounts to be applied to selected event categories. This feature offers more granularity to define in which event categories global discounts may be used.

What are you discounting?

Participants will receive a discount \$10.00 off each item that you select below.

Apply discounts to available events \*

Filter by event name Search

Select all

Springfield Fun Run 2017 12/31/2017

Running-5K Running-10K

Simpsons Theme Run 8/31/2017

Running-5K Running-10K Running-15K

Include registration-closed events and completed events

### Changing the font and font color of selected text

When using the new email tool to edit regular and volunteer emails, organizers can now change the font color or font type of selected text within a text box.

Create email Edit details Preview & send

Email editor

Drag and drop items from the sidebar and move them around in the email. Select individual blocks to edit their contents.

Insert object

Font

Arial

Text color

#1800FD

Background color

#FEFBBF



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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](http://ACTIVEnetwork.com).

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