



ACTIVE WORKS ENDURANCE

Event Registration & Participant
Management in One System

ACTIVE
network™



ACTIVE Network: ACTIVE Works Endurance
EVENT REGISTRATION & PARTICIPANT MANAGEMENT

MANAGE YOUR EVENT FROM START TO FINISH

From driving new participants and processing registrations to collecting data and developing insights, ACTIVE Works Endurance helps you create a great event experience. We'll stay with you from start to finish and set you apart from the competition.

With over 14 years of industry experience behind us, we understand what you need to be successful. Our best-in-class software, ACTIVE Works Endurance, is built to meet those needs. We'll help you grow your event and easily manage all the details, so you can focus on creating an experience that participants will love.

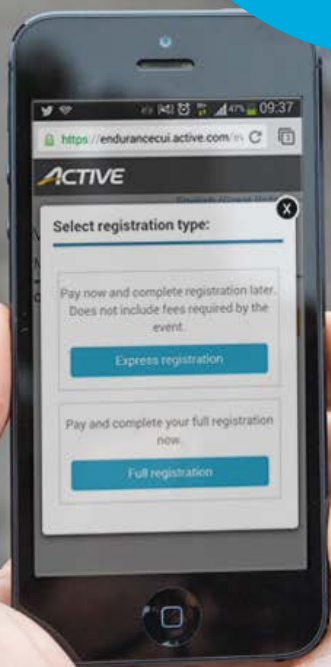
Here are the top 5 key features of ACTIVE Works that will change the way you manage your races for the better:

1. **OPTIMISED PARTICIPANT REGISTRATION**
2. **CHARITY & FUNDRAISING INTEGRATION**
3. **TEAM & GROUP MANAGEMENT**
4. **MARKETING & PROMOTION APPLICATIONS**
5. **SMART DATA, INSIGHTS & REPORTING**

“ ”

ACTIVE continually invests in and develops their products, evolving their platform to provide a best in-class solution. We've seen a **25% rise in revenue** through increased sign-ups due to the smooth participant experience. The automated registration process has also saved us a considerable amount of time across our events departments.

Holly Lyons, Events Manager,
The Prince's Trust



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1

OPTIMISED PARTICIPANT REGISTRATION

ACTIVE Works Endurance has not only automated, but optimised the registration process to increase your conversion - so you can sit back while the technology does the work for you.



MOBILE EXPRESS CHECKOUT

Most registrations start on mobile devices, but let's face it, mobile registration can be time consuming and so gives rise to incomplete and lost registrations. With this in mind, our new 2-Step registration process allows registrants to sign-up for your event by simply entering the basics: name, contact, and payment details—A huge step in boosting your conversion rates and maximising your opportunities.



ACTIVE PASSPORT

The quicker and simpler the registration process, the higher the conversion rate. ACTIVE Passport allows users to register for all your events with a single account and password. To make it simpler you can login or create your Passport with Facebook Connect!



PARTICIPANT SELF-EDITS

Allows participants to update their personal info and change categories at their convenience without needing to call your customer support team. So no more time wasted on admin, more time to spend delivering a great event!

2

CHARITY & FUNDRAISING INTEGRATION

Charity and fundraising is a huge part of experiential events. More organisers are understanding the commercial importance of working with charities to bring supporters and participants together. ACTIVE Works Endurance offers a unique integration with JustGiving to take your event to the next level. What does this mean for you?

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Three months after launching our first event on ACTIVE Works we've seen a **64% rise in fundraising page creation.**

This is directly linked to ACTIVE's integration with JustGiving. The user journey is seamless and we can stay focused on putting on a great event.

Sarah Himelfield Shaw,
Events Team, Against Breast Cancer



FUNDRAISING PAGES

Imagine being able to give every participant a shiny new fundraising page by the time they checkout. Imagine if all they had to do to get one was name their page and create their JustGiving password? Imagine no more—ACTIVE Works is here.



PIMP YOUR PAGE

When building your event registration you can improve activation and brand message as an organiser by creating custom content for every fundraising page created. Tell your story, explain your cause, add images, include a YouTube clip and a fundraising target; and get that supporter all dressed up and ready to go.

3 TEAM & GROUP MANAGEMENT

Team and group entry options are a great way of increasing revenue for your event. Whilst some software allow for these functions, we've taken it that one step further!



TEAMS

Manage teams easily via a special portal that allows you to view all of your teams and make changes all in one place.



PRE-PAY

Team captains are able to pre-pay for multiple spots, ensuring that they have secured places for other team members without having their details to hand.



SOCIALISATION

Captains are able to rally up their friends and colleagues to join their team through social media and email invites. This is not only a time saving tool, but team captains become a part of your marketing machine and ambassadors for your events!



TEAM AND GROUP SELF-EDITS

Allow teams and groups to make changes to captains, transfer categories and cancel a single team member registration all from one place. This feature greatly improves the participant experience as they don't need to contact your customer support for simple changes.

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British Military Fitness has been using ACTIVE Works for the past year. The team functionality has been extremely beneficial in increasing the size of each team created, giving them an identity to rally around and has substantially contributed to an **increase in revenue of 150%** over our last three events.

Sarah King, Head of Events,
British Military Fitness—Major Series



List your event on ACTIVE.com's calendar and open the doors to over 2.5 million visitors. It also boosts your SEO ranking due to our strength.



Automatically generate and track unique URLs that can be sent to groups or individuals. The recipient is the only person able to use that link, so you won't lose revenue.



Send invitations, reminders, updates and breaking news to your lists. Want to run a targeted campaign? You can easily segment your contact lists and send the right message at the right time.



Once participants complete their registration, they can like or share the news by posting it on their Facebook page as well as to a social widget that lives on your event page. They can also see which of their friends have registered for that event or any other races you organise.

5 SMART DATA, INSIGHTS & REPORTING

It's all about data insights! We've been in the endurance business for over 14 years and we're seeing significant changes in participant behaviours. The key to running a successful event is accessing those insights and adjusting your business strategies accordingly. Most of all, great insights and analytics help you create experiences that participants love year-on-year.

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ACTIVE provided us with unique insights about our participants, enabling us to run comprehensive targeted social campaigns around our event. Not only have these insights saved us time and money, they've also been crucial to the growth and success of Connemara Marathon.

Ray O'Connor, Organiser,
Connemara Marathon



BIG DATA AND INSIGHTS

Getting comprehensive snapshots on event registrations and revenue couldn't be simpler. Access big data, demographics, incomplete registrations, and compare your progress. Remember the ACTIVE Passport? Get a detailed overview of your participants and their activities across your events enabling you to run targeted marketing campaigns to your specific audience.



STANDARD AND CUSTOM REPORTS

Create standard and custom reports that will provide up-to-date info on your participant, fundraising, and financial standings. Easily pull and share real-time information that keeps you “in the know”, and share with sponsors and stakeholders.



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ABOUT ACTIVE NETWORK

Sometimes, when we're talking to event directors, they say, 'You guys provide online race registration software, don't you?' The answer is we do, but we do a whole lot more than that. We provide you with the marketing tools, data insights, and best practice advice that help you attract more participants to your event and create an amazing experience. We are your partner and are as dedicated as you are to growing your event and the industry. We are also participants, which gives us a special insight into your world.

ACTIVE Network's online race registration and race management software helps cycling, Mob™, running, swimming, and triathlon event directors create experiences participants will love.

WANT TO KNOW MORE? CONTACT US:



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