

events.com EveryChallenge[®]

Create an Engaging Virtual Challenge



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What is EveryChallenge

EveryChallenge is a Virtual Challenge Platform focused on creating engaging virtual endurance sports experiences. This tool was created to provide a responsible way for participants to enjoy the great outdoors, stay active, and connect.

EveryChallenge is not just another virtual challenge platform - it offers a solution to all kinds of virtual and hybrid events worldwide. With its powerful feature set, including the ability to auto-sync activities, seven different challenge types, customizable badges, and much more, EveryChallenge combines all the tools you need in one platform to host an event that gives participants a frictionless, fun, and gamified experience.

Key Values of EveryChallenge

There's never been a better time to host a virtual or hybrid event. With COVID-19 social distancing measures still in place, offering a virtual experience to your event participants is a fun way to create an engaging addition that adds value to your event goes and your brand.

A virtual challenge consists of multiple activities over time, with an overall goal to complete the most of each activity. It's a great way to bring people of all ages and locations together to stay active and achieve a shared goal. Each challenge can be customized by you, the event organizer, to create the most relevant, engaging, and gamified experience for your participants.

The Events.com EveryChallenge platform offers a one-stop-shop to sell tickets, create additional sponsorship branding opportunities, market your event, display virtual results, and much more. With our easy setup, you can add an entirely new revenue stream within minutes.

The key benefits of using EveryChallenge are:

1. Staying relevant.
2. Engaging your audience.
3. Collecting valuable participant data.
4. Improve sponsorship offering and increase sponsorship sales.
5. Creating a new, lasting revenue stream.
6. Less friction for the participants - easy to use!

What is a Virtual Challenge and how is it different from a Virtual Race?

A virtual race is typically an activity with a one time goal. For example, completing a 10k race or walking 5 miles. A virtual challenge consists of multiple activities over time, with an overall goal to complete the most of each activity.

Each Challenge can either be for individuals or for teams. With team results, all participants in the same team work together in achieving the race goal / challenge goal. Challenges can be competitive or non-competitive and offer an inclusive, community aspect for participants. There are several options available to fine-tune the behavior of team races. Team results can be enabled for all challenge and race types.

Events.com Event Setup

Step 1 - Build the framework around your event:

[Complete the steps here](#) to get started creating your virtual challenge.

Tips:

- In the **Basic** section, select a category that best represents the type of event you're hosting.
- In the **Details** section, you can consider including "Virtual" or "Webinar" in your Event Name to be consistent with your branding.
- For **Location Type**, select "Virtual" (due to new Marketplace Facilitator regulations, the address needs to be collected for tax purposes even in the case of Virtual but it does not have to be shown on your event page)

Location Type Venue Virtual Both

If you have a virtual and physical event taking place you can select Both. This gives you the option to show your address or keep it hidden. You have the option to add a virtual tag directly onto the registration/ticket as discussed in step 5.

Location Type Venue Virtual Both

Location Name (OPTIONAL)


You can also select **Advanced Settings** on the date and time to hide specific dates and times for your event if you need.

Date and Time -

[Advanced Settings ^](#)

Date/Time Display Start Date Start Time End Date End Time

Time Zone



Use the **Event Description** to be very clear what your attendees can expect and include as many details as possible:

- Are you mailing them a race kit?
- Will you be providing them with a link for webinar access?
- What does the kit contain?
- When will it be shipped out?
- How long will it take to receive?
- Who is speaking in the webinar?
- What topics will be covered?
- What are the live start and end times? (This may be important to mention the time zone if you expect international attendees)

You can add hyperlinks, images and format your text. Get creative with important information by changing the color of your text, or size of your headlines.

If you have a welcome video this is the perfect place to add it, along with your website. It's important to have your brand consistent and available throughout.

If this is your first event on Events.com, or if you're branding your virtual events under a different organization name, here is where you can add your Organization Name. Click CONTINUE when finished.

You may also enter in your social media. This is a great reference point to gain followers or encourage social participation. Plan to share important hashtags and campaigns with your attendees. Clicking GET STARTED! creates the framework of your event.

3 SOCIAL Change

f Facebook (OPTIONAL)
No event pages please. Facebook does not allow event URLs to be shared.

t Twitter (OPTIONAL)

@ Instagram (OPTIONAL)

By clicking the "GET STARTED!" button you are agreeing to the Events.com [Terms of Use](#) and [Privacy Policy](#).

Step 2 - Creating Registrations/Tickets

You can offer multiple options. Here are some great articles for additional reference:

- [How do I set up registrations/tickets for my event?](#)
- [Can I support teams or groups in my event?](#)
- [What are corporate groups, and how can I use them?](#)

Step 3 - Set up Banking

In order to receive the revenue generated by your events, you will need to connect your account through our 100% PCI compliant and secure preferred payment processing platform, Stripe.com - [click here](#) to learn more.

Step 4 - Collect specific desired data around each attendee

- **Customize Form Questions** to collect any necessary info from your participants such as shipping address, or what industry they work in, why are they interested in your race [How to add Form Questions](#)
- **You may want to add a waiver for Rules & Policies** having each person agree to the terms of your Virtual event (or acknowledge that it is a virtual event).

Step 5 - Add Merchandise / E-commerce

- [Click here](#) to see how to include additional items to be offered during registration
- Consider what you're including in your registration/ ticket price. If you are offering a race kit, will the shipping be included? Additional items may be monetized *outside* of ticket/registration cost.

Step 6 - Customize how you communicate with your attendees:

Now you should consider your post communication. One way is through your confirmation page message and confirmation email.

- [Click here](#) to see how to customize the Confirmation Emails
- Do you have links that you want your attendees to monitor (i.e. for access to your webinar)
- Do you have a video community link to share? Do you want to give them the schedule so they know what to expect? Do you have any social groups for them to join? Or social media hashtags you want them to use?

Step 7 - Go 'LIVE' with your event!

After you create an event, it will automatically be saved as a draft and you can continue editing it. If you want your event to go live, simply click the '**Go LIVE**' button from within the event after you've completed the following steps.

We have plenty additional ways to promote & organically increase your audience size:

- Send an invitation to your contact lists from previous events. This gives another opportunity to send a branded message to your attendees and send them any additional content to enhance their experience - [click here](#) to see how to send invitations
- By using the [Affiliate Program](#), you can provide promoters with their own unique links to sell tickets to your events, and have the ability of tracking their sales. Each promoter can also be given a percentage or dollar amount of your choosing, per conversion
- Use the [Refer-A-Friend](#) feature so your attendees market for you, by inviting their friends with optional mutual discounts managed by you

Here are some tips for creating a memorable virtual event:

- Create a printable bib or attendance/finisher certificates.
- Consider swag items you could provide to be shipped – bibs, special cards or tickets, medals, t-shirts. Anything to add value.
- Use our custom confirmation email builder to coordinate the social media presence you'd like to see. (Event hashtags, selfie suggestions showing how you participated)
- Introduce a contest to encourage online participation and create excitement.
- Film short videos to share with your attendees, tips and tricks to prepare or to build on their skills for future experiences.
- Or anything you think will represent your brand and excite your attendees!

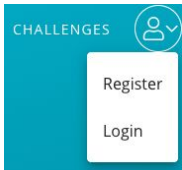
If you'd like to discuss your virtual event strategy or have any questions about getting it set up, contact your dedicated Customer Success Manager, or email us at help@events.com. We'll be happy to help you finalize your virtual event today!

EveryChallenge Setup

[Click here](#) to get started designing your challenge.

Step 1: Create your account

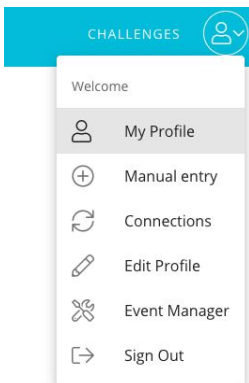
In the top right corner, click on the person icon and select "Register." Enter your display name, email address, and a password.



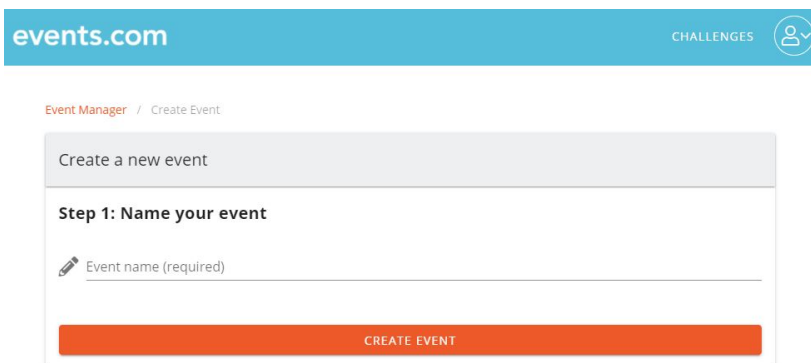
Once you've created your account, you'll be brought to your dashboard where you can view your profile.

Step 2: Create and name your Event

In the top right corner, click on the person icon again and select "Event Manager"



Click **Create a New Event**



Type in your desired event name and click **Create Event** to create your event - please note that we will base the URL on the name you enter, so make sure you enter the correct name without typos.

Once you confirm the name, you will be taken to the screen where you can configure the details & design of the event. Only a few fields are required, and after you enter those, double-check that you click 'Save.' You can always fine-tune the configuration at a later time.

Step 3: Add one or more races / challenges

Once you have created your event, you can add one or more *Races* to it (either in-person races or challenges).

You can choose from [various challenge types](#) such as *Best Result* or *Total Distance*. To do this, click **Create Race**:



Enter your race name, the categories (running, cycling, walking, swimming, hiking, etc.) you'll allow participants to do and select if you'd like to have team/relay options.

New Race

Enter the race details.

Race name Sports
 All Sports Team/relay

Next, select the type of challenge for your event in the dropdown labeled **Scoring Type**. For your first event, our advice is to start with either *Best Result* or *Total Distance*. Enter in the "goal distance" (i.e. 3.2 miles) for the distance of your race or challenge. You can always add more options along the way.

Each challenge type has specific configuration options available to further customize them.

- [Different Challenge Types](#)
- [Filter qualifying activities](#)

Scoring type
 Best result Goal distance (in mi)
 0 Allow overshoot
 Allow more than 100% completion of goal.

If you'd like to let participants go over the "goal distance" (i.e. a participant continues to run beyond the 3.2 miles while participating in the challenge), but still be counted towards the challenge, toggle on "Allow overshoot."

Select the secondary scoring type in the dropdown to determine what participants are competing for (i.e. duration (longest or fastest), distance, elevation, days with activities, last activity date).

Scoring (secondary)
 - Default - Collective progress
 Enable to show the overall progress of all participants combined. Participation Mode
 Check to disable ranking. Leaderboards are sorted by last activity date.

If you'd like your challenge to allow participants to compete as a team for collective progress of a distance goal, click the toggle to turn on "Collective progress" and put in the total distance goal.

If you'd like to encourage participation rather than competition, you can turn on "participation mode" to disable leaderboard rankings. If turned on, the leaderboard will be sorted by last activity date, not by front runners.

Click **Save** to move to the next step.

Step 4: Add your first badge

A key component to creating successful and engaging virtual challenges is to include [badges](#) in your challenges. This will ensure participants keep motivated during the challenge to reach their end-goal.

To add your badge, click on **Badges**.



To create a new badge, click on **New Badge** and fill in your badge name and description.

Each badge can trigger a customizable email which will be delivered once the badge is achieved. This email is a great way to drive engagement and allow participants to share their results with friends and family.

- [Different Types of Badges](#)

Step 5: Import registration data & invite participants

Once you have your event set up, you can import registration data from Events.com (if you already have active attendees).

- [Download attendee data from Events.com](#)
- [Import registration data](#)
- [Automatically send invite emails](#)

To import registration data, go to your Event Manager dashboard and click on **Registrations**. Registration data can be uploaded from a .xlsx or .csv file.



Step 6: Go LIVE!

Now you are ready and have prepared the most important settings of your event you can publish your event and go LIVE!

You can publish your event by clicking 'Publish' on the **View Event** page and you're ready to go!

Additional next steps

Here are a few pointers & next steps to consider to further customize your challenge(s):

- [Draw and upload your gpx course map](#)
- [Upload results for hybrid/in-person events](#)
- [View joined participants and their data](#)
- [Create Team Challenges](#)
- Sell and add Sponsors to your Leaderboard

Contact support

hello@events.com with any questions, or to get started today!