

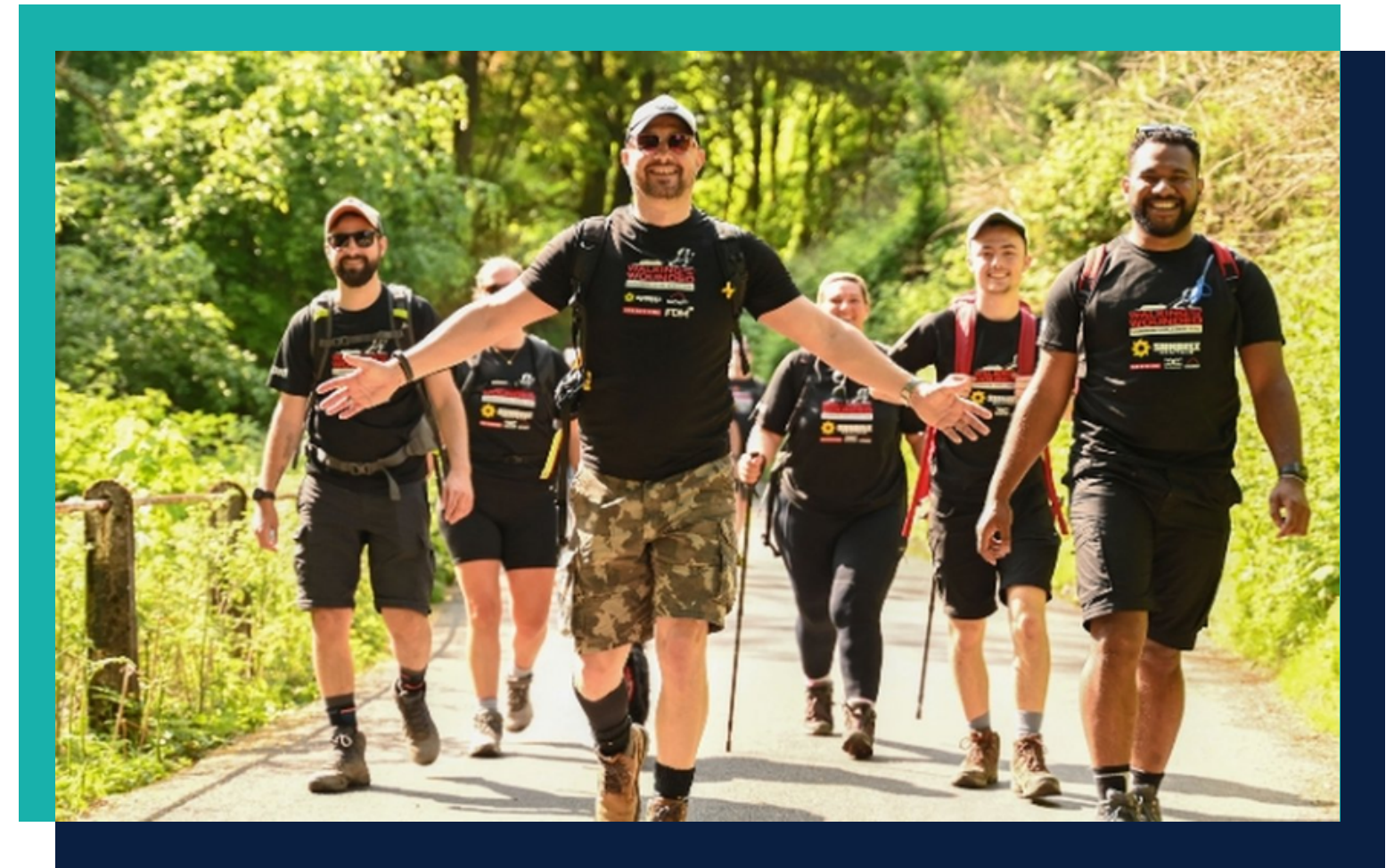
Walking With The Wounded - Event Management With EventR



The Cumbrian Challenge

About 'Walking With The Wounded'

- Walking with the wounded is a charity that supports veterans by offering support programmes in areas such as mental health, employment and wraparound care. Their organised events provide people with the opportunity to raise money for those who served by pushing themselves through fun and empowering physical challenges.
- The 'Cumbrian Challenge' is their annual flagship fundraiser involving sponsored hikes across the British Pennines.



The Cumbrian Challenge – A Logistical Feat

≈ 1000 Participants

With almost 1000 participants joining the hikes, a clean and competent event management system was required to simplify communication to attendees.

225 Squads

The attendees were participating in 225 squads, so communication between squad members needed to be facilitated, alongside logistical manipulation of hundreds of pods of people.

3 Routes

With 3 simultaneous routes running a range of distances from 12-27km, bulk editing was required to cater the app experience to each participant.

Customisable Experience

Individual squads needed the freedom to customise their event experience, whether that be their transport to the venue, or personal pace through the hike, whilst adhering to a governing itinerary from the organisers.



The EventR Solution

1

Public Itineraries

Public Itineraries were used to allow squads to join onto a pre-written itinerary in EventR Team, and view their schedule and supplementary event information in a clear layout. This removed the need to print event brochures, or bulk email numerous PDFs to teams.



2

Squad Customisation

The squads were then left to use EventR's remaining features as they wished, providing participants with a flexible and capable interface which they could tailor to their specific needs. By utilising the hybrid combination of public and private itinerary items, the organisers could convey necessary logistical information whilst leaving squads with the independence to manage themselves.



3

Activity Timetabling

Activity Timetabling proved crucial in delivering all the information necessary to map out the route and directions to squads, breaking routes as long as 27km into much more manageable steps, ensuring the event remained accessible and fun for all participants.

