

Some of your participants will be seasoned endurance sport veterans; others will be excited rookies. But not everyone will be entirely comfortable and confident with what it takes to reach the start line, much less the finish. To help make athletes of all levels feel as prepared as possible, Athlinks Services offers a wealth of information and resources.

EMBRACE AND ENCOURAGE THE NEWBIES

As a race director, it's important to make beginner athletes feel welcome at your event. In fact—in terms of growing registration numbers and encouraging more and more people to experience the sport you love—newbies are where it's at. And the best way to welcome these impressionable athletes is to communicate with them—regularly, and with information they're eager to absorb.

Whether communicating via direct emails to your participants, or posting on social media, you can share Athlinks.com blog content to help athletes as they build up to the big day. Our expert content covers topics such as:

- Training plans
- Nutrition
- Race day strategies
- Injury prevention
- Recovery tips

Additionally, by encouraging your participants to join athlinks.com, they can find and connect with other athletes training for the same event.



REGULAR UPDATES WITH OUR RACE DAY APP

Our Race Day App provides vital information for athletes preparing for your event, as well as for participants and spectators on race day. Through the app, they can view:

- Video course previews
- Training-related video content
- Race week and race day logistics information
- Breaking news about course changes, weather, or delays
- Live Tracking and Results - and motivation to train even harder for next year's race!

With Athlinks Services, everyone on your start line will be prepared to perform their best, and your participants are sure to have a positive experience.