



# GOING “PAPERLESS”

---

*With CrossCountry App and Toolkit*

With Helen and Jose Diacono

# TODAY WE WILL COVER

---

- The Aim: A Safe Return to Competition
- Going paperless with CrossCountry App
- Process Checklist
- Communication with riders
- Considerations and tips for success



# THE AIM

---

Reduce physical contact by going digital with cross country maps

- Production
- Collection
- Handling



# A SAFE RETURN TO COMPETITION

---

“This is ultimately going to force us to become more technologically savvy as competitors and as organizers of the sport... so that we can eliminate contact with each other... pushing entries and any kind of paperwork online and embracing the concept of electronic signatures... So we would encourage everyone to branch out of their comfort zone a little bit and embrace how we can really utilize technology and online platforms to be able to mitigate the spread of the virus as well.”

*Jenni Autry*

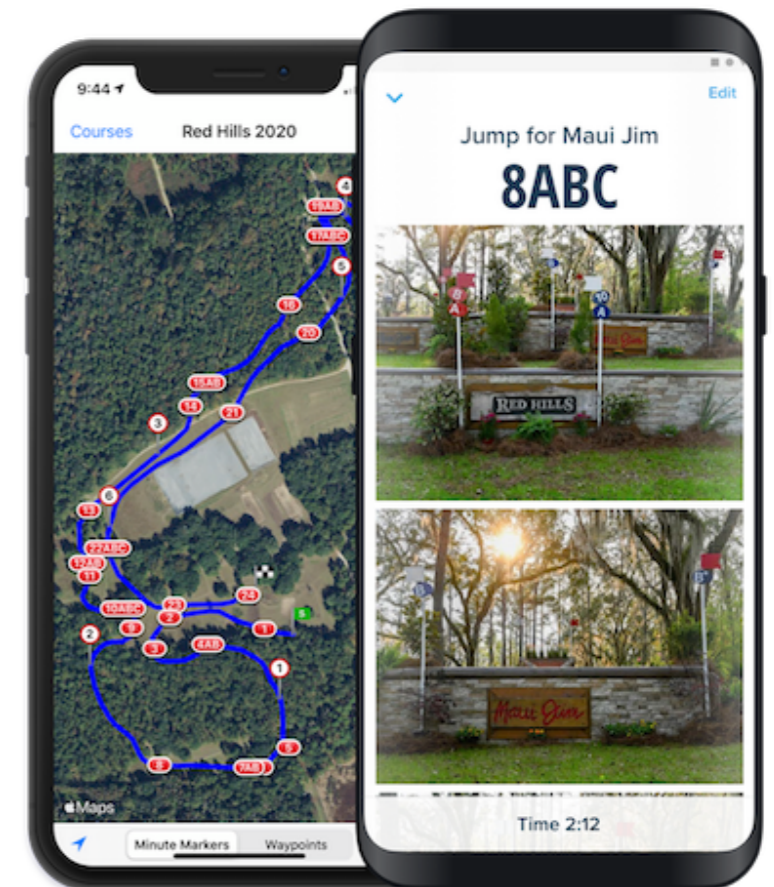
*Managing Director of Eventing at US Equestrian Federation*



# HOW TO GO “PAPERLESS”

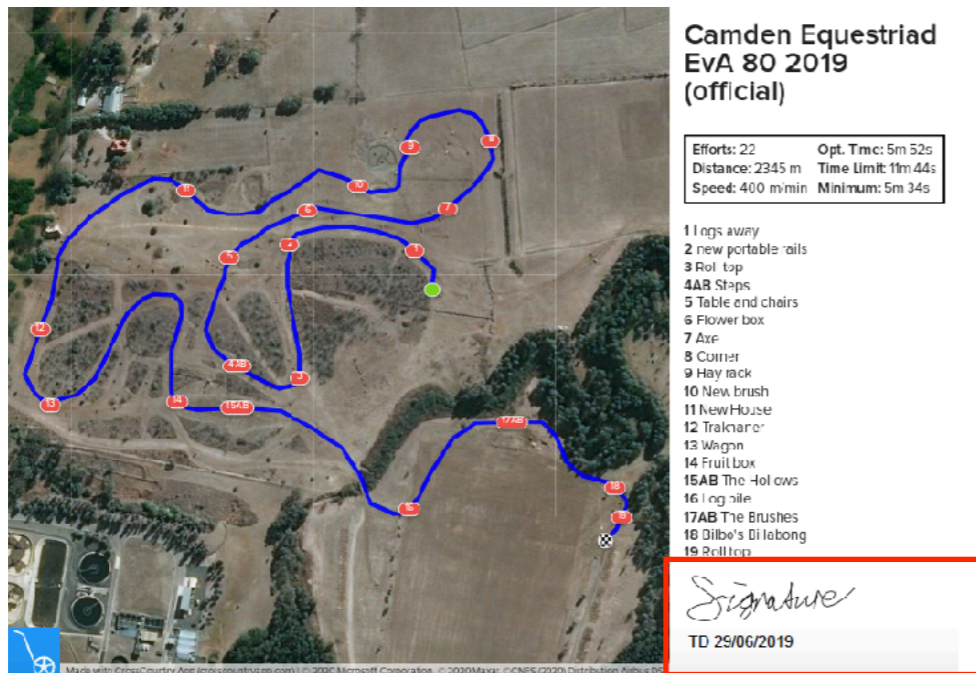
---

- Events record and publish their courses on CrossCountry mobile app
- The digital, interactive maps are the **official** maps
- Digital maps include all the information riders need (optimum time, speed etc)



# EXPORT PDF MAP FOR SIGN OFF BY TECHNICAL DELEGATE

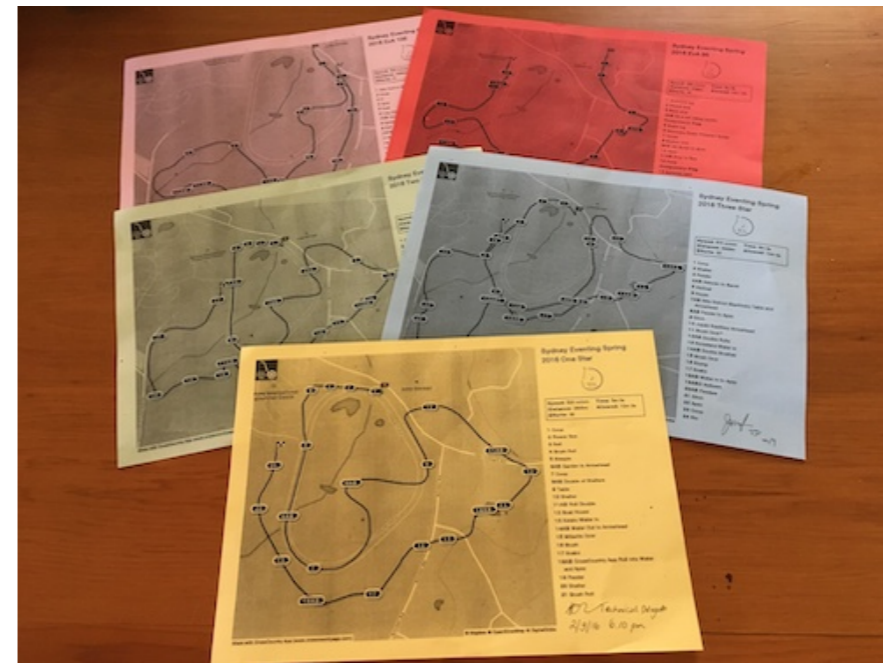
- In many countries, it is a legal requirement for the technical delegate or advisor to sign the cross country maps. This can be done with an electronic signature or physical



## Digital PDF Electronically Signed

PDF maps generated from the CrossCountry Toolkit can be electronically signed with Third Party software such as Adobe Acrobat

OR



## Printed Map Manually Signed

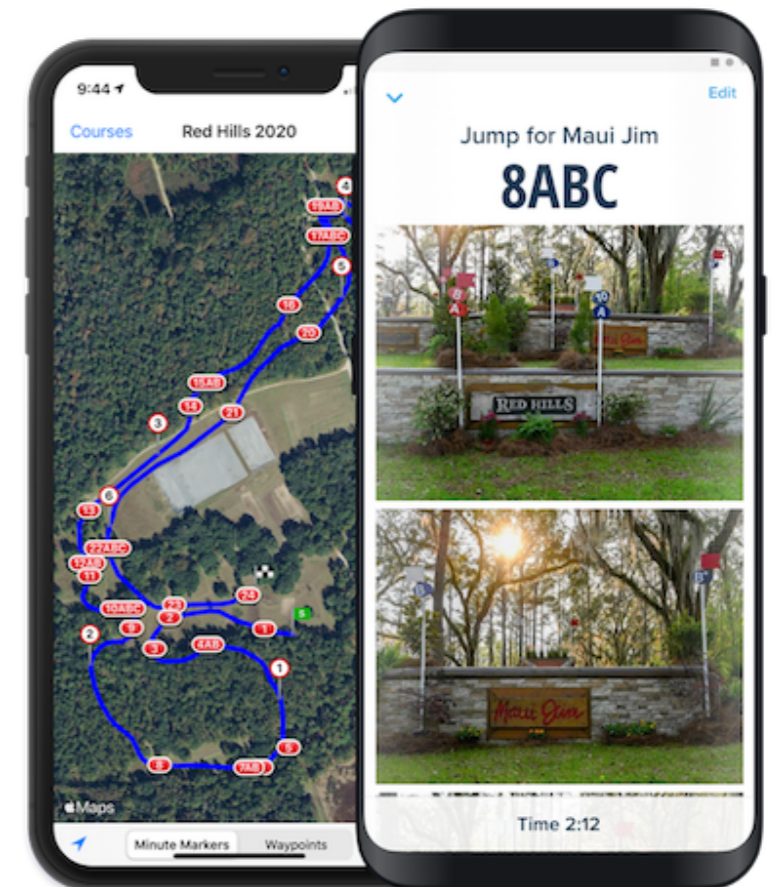
One copy of each map could be printed, signed off on and posted at one or several locations at the event.



# MAPS CAN BE PUBLISHED BEFORE OR AFTER SIGN OFF

---

- Maps can be published the week of the event before being signed off
- Once addition details are known (e.g. optimum time) and the courses are signed off they can be republished and updated



# THERE ARE GREAT BENEFITS OF GOING DIGITAL FOR RIDERS

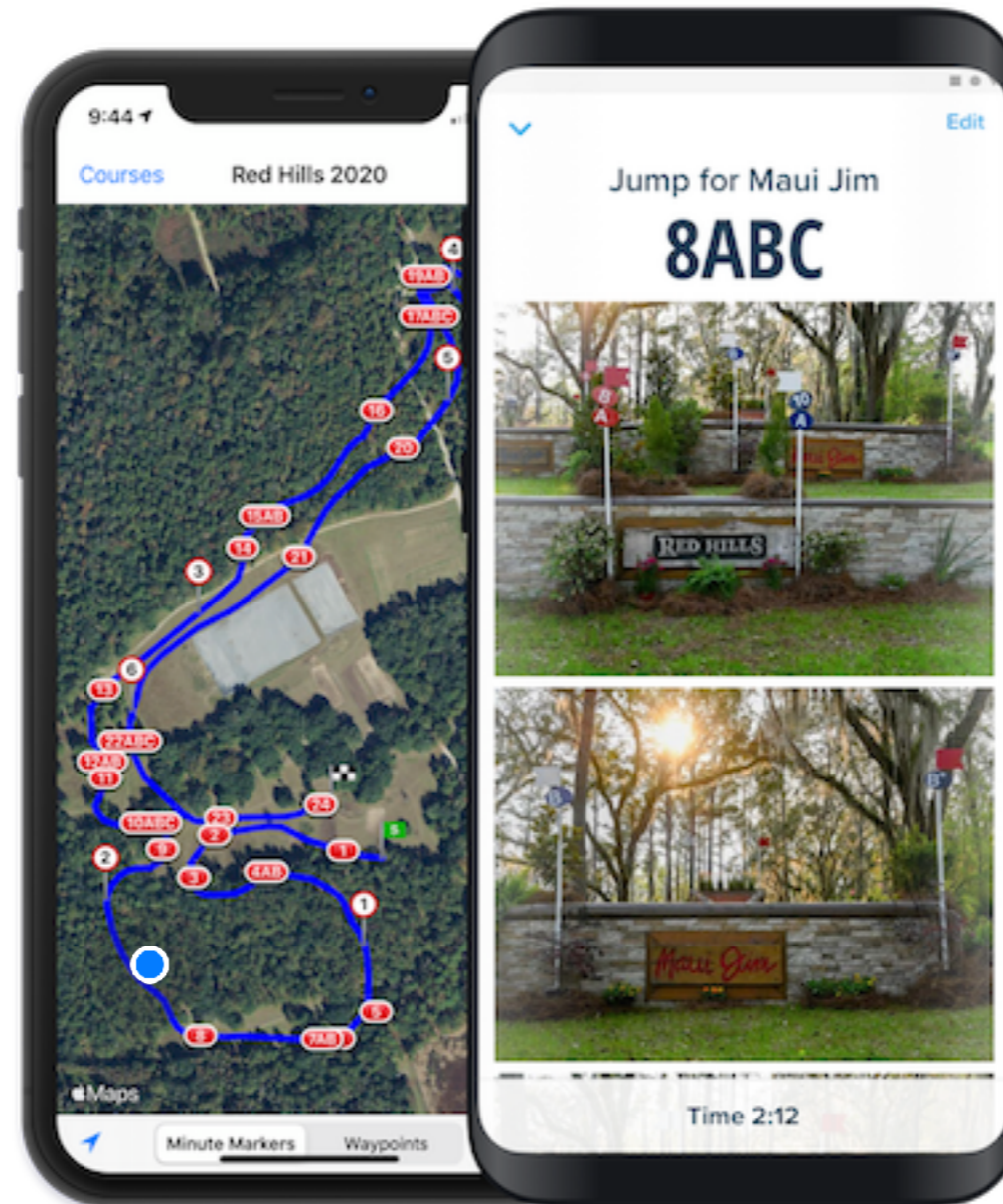
---

Always handy on  
your smart  
phone

Download maps  
for offline use

Minute markers

Pinpoint your  
location on  
course



Jump photos  
help to  
remember and  
visualise course

Add audio or  
text notes





# PLUS MANY BENEFITS FOR ORGANISERS!

---

- Enable physical distancing
- Save on printing costs
- Environmentally friendly
- Re-publish last minute changes
- Handy for officials, stewards, fence judges...
- Goodwill from competitors



# HOW ELSE CAN DIGITAL MAPS SUPPORT SOCIAL DISTANCING?

---

- Rider adds audio explaining how each fence jumped and shares with owners who cannot be there
- Coach adds audio for virtual guided course walk - no large gang of riders walking together.
- Engage and promote sponsors



**DOES IT COST  
ANYTHING?**

# RIDERS CAN VIEW MAPS FOR FREE OR PAY FOR PREMIUM

---

Free



Free early access

CrossCountry  
Android app



Free



CrossCountry Lite  
iPhone app



US\$14.99



CrossCountry  
iPhone app

*Includes minute  
markers*



Or view online for free at [www.crosscountryapp.com/courses](http://www.crosscountryapp.com/courses)

# ORGANISERS CAN RECORD AND PUBLISH UNLIMITED COURSES WITH CROSSCOUNTRY APP

---

Free



Free early access

CrossCountry  
Android app



US\$14.99



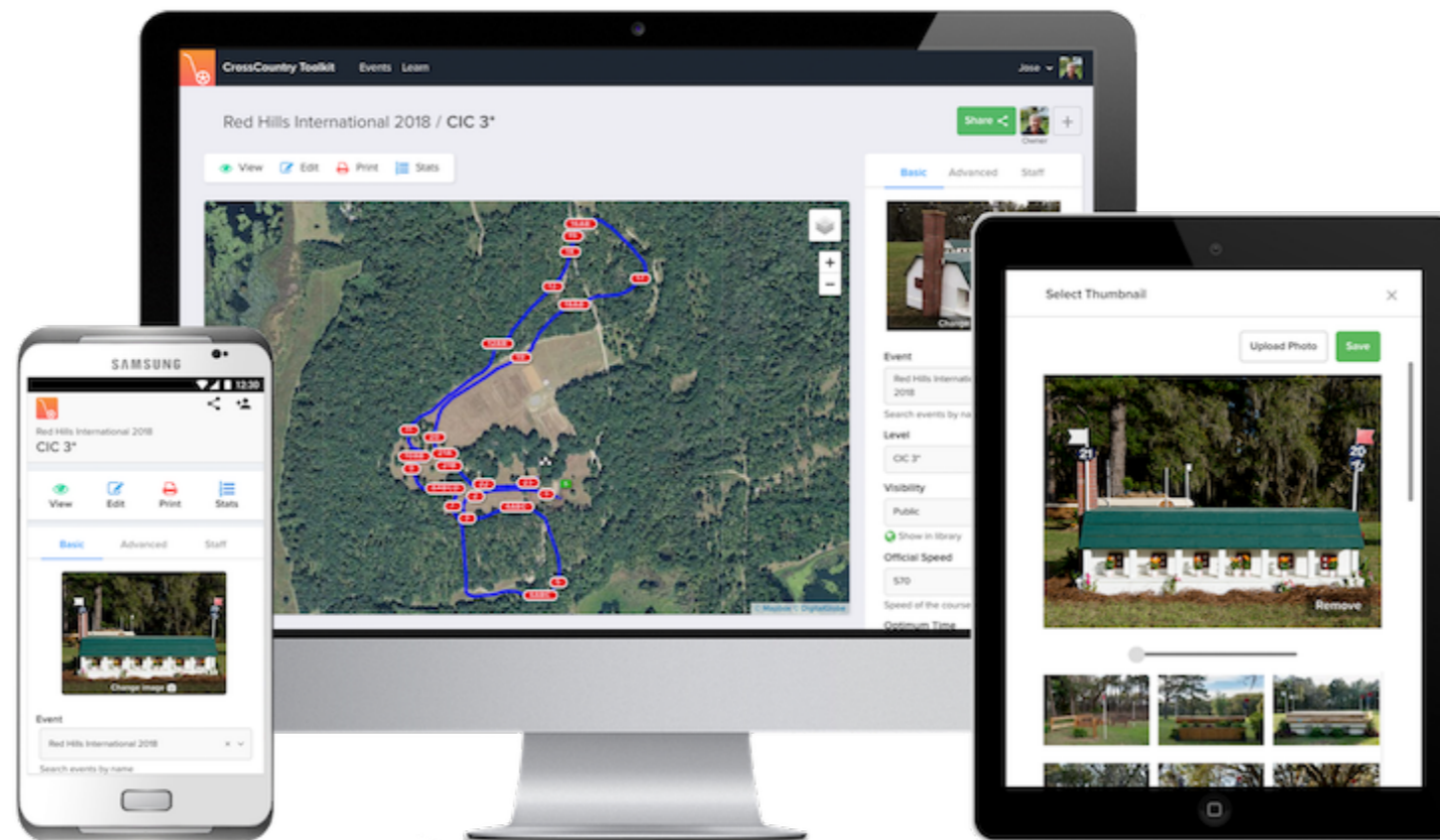
CrossCountry  
iPhone app



# OPTIONALLY, ORGANISER CAN SUBSCRIBE TO THE TOOLKIT

---

- Subscribe to the CrossCountry Toolkit to print maps, edit the track, move jumps and collaborate on courses at US\$120/year.



Runs in the browser on any smartphone, tablet or computer



Sign up free at [toolkit.crosscountryapp.com](http://toolkit.crosscountryapp.com)

# PROCESS CHECKLIST



# PROCESS CHECKLIST

---

1. Record courses with CrossCountry mobile app
2. (Optional) Publish initial unofficial courses
3. Approve courses. Export PDF maps and sign
4. Publish (or republish) courses on CrossCountry mobile app
5. Email riders with link to courses

Check if your course designer already uses CrossCountry Toolkit. They may have already created the digital maps





# TOP TIP! MAKE A PLAN

---

- Decide who will do the recording, who will make the courses public and at what point
- Let your riders know, if nothing else, it stops them from hounding you :)



# COMMUNICATING WITH RIDERS



# COMMUNICATING WITH RIDERS/VOLUNTEERS

---

- Email direct (with draw)
- Put maps up at event in several places so riders don't congregate (take photos)
- Link or Embed on your website



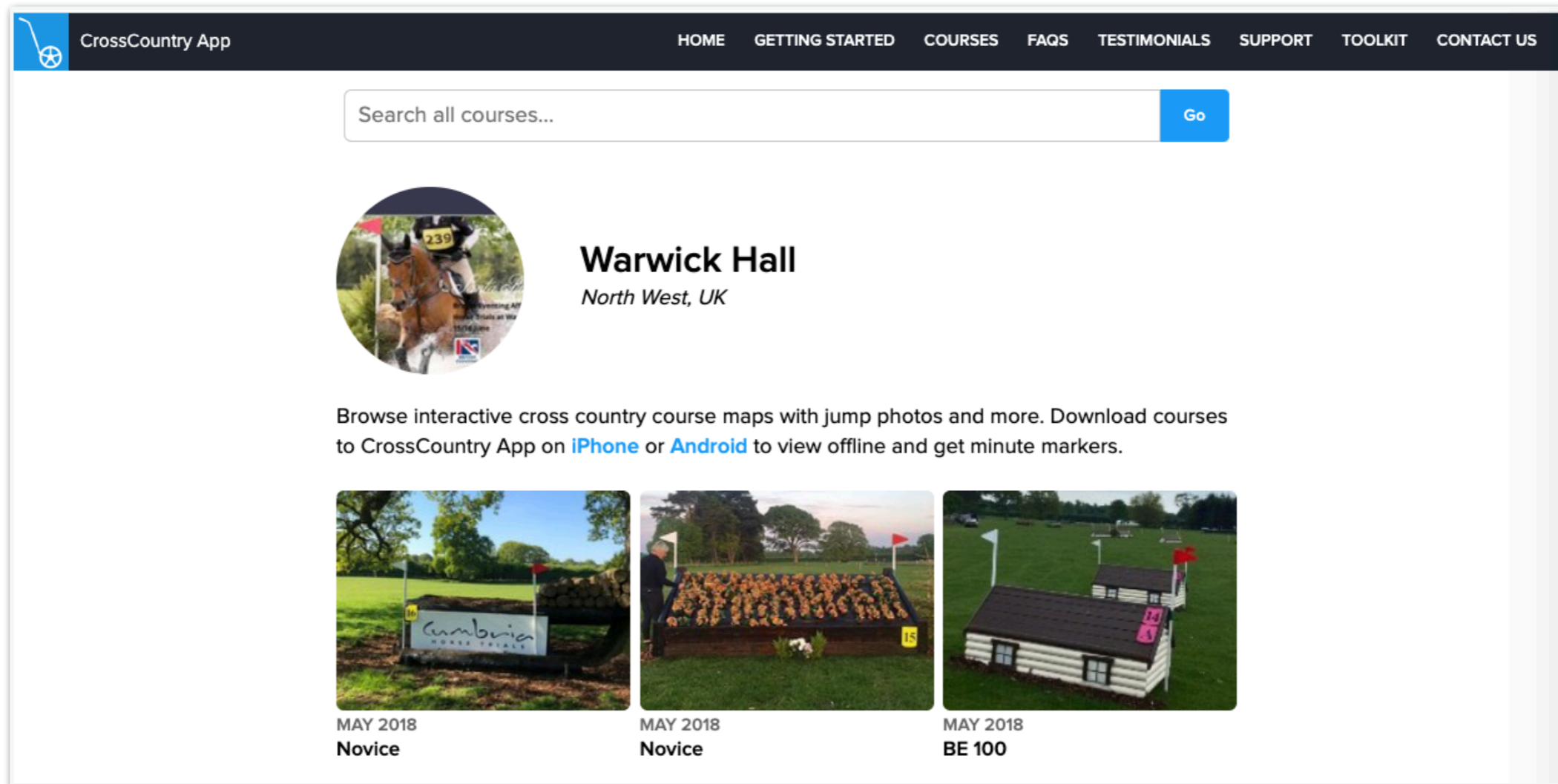
*Find useful templates in the Course promotion kit*



# LINK TO YOUR EVENT PAGE ON CROSSCOUNTRY APP

---

- Every event has a dedicated page listing all its courses



The screenshot shows the CrossCountry App website interface. At the top, there is a navigation bar with the app logo and menu items: HOME, GETTING STARTED, COURSES, FAQs, TESTIMONIALS, SUPPORT, TOOLKIT, and CONTACT US. Below the navigation bar is a search bar with the placeholder text "Search all courses..." and a blue "Go" button. The main content area features a circular profile picture of a horse and rider, followed by the event title "Warwick Hall" and the location "North West, UK". Below this, there is a paragraph of text: "Browse interactive cross country course maps with jump photos and more. Download courses to CrossCountry App on [iPhone](#) or [Android](#) to view offline and get minute markers." At the bottom, there are three small images of course jumps, each with a caption: "MAY 2018 Novice", "MAY 2018 Novice", and "MAY 2018 BE 100".

[crosscountryapp.com/events/warwick-hall](https://crosscountryapp.com/events/warwick-hall)



To find your event page, type [crosscountryapp.com/events/\[your event name\]](https://crosscountryapp.com/events/[your event name]) using hyphens for spaces. Any problems contact us

# CONSIDERATIONS + TIPS FOR SUCCESS



# CONSIDER MOBILE RECEPTION AT THE EVENT

---

- If reception is poor or non-existent, publish courses a couple of days in advance
- Riders can download maps and use them offline with CrossCountry App



# ALERT RIDERS ABOUT UPDATES TO COURSE MAPS

---





- If changes are made to a course that is already published on CrossCountry App riders will need to be told to download the latest version
- Inform riders of changes via loudspeaker, email or text message
- Future feature: Push notifications or 'new version available' banner when course is opened







# DISCLAIMERS + OFFICIAL NAMING

---

- Add your own disclaimer to the course description. Indicate when/where official times will be published.
- Automatic disclaimer appears on recent courses
- Add 'official' to level or event name to indicate it is the official map

11:05    

[← Courses](#) **Course Library** 



  
 

**Eland Lodge Hunter Trial 1.1m (Yellow)  
27th June**  
Staffordshire, UK | June 22nd 2020

Recorded by Eland Lodge. Maps and images are for reference only, images may show fence numbers from previous events. Official time, length and final maps will be on display at the event.

**Riders must check the official map and optimum time at the event, and walk the course.**

[Download](#)

**2020 Official Red Hills International  
Horse Trials Preliminary**  
Leon County, FL, USA | March 3rd 2020

Now with dressed fence photos by Shems Hamilton.  
Designed by David O'Connor, built by Tyson Rementer.

[Download](#)





# INCLUDE EXTRA DETAILS IN THE COURSE DESCRIPTION

---

- Use the description/comments to add extra details that are included in paper maps which aren't automatically displayed in CrossCountry App

12:55

Close Details Edit

Published on 6 Sep 2019  
Sydney, NSW, Australia

**TD approved. Optimum Time and official distance are set. You must always walk the course as presented**  
Minimum time 4:44 Time allowed 10:08

Upload Share

<b>EvA 95</b> Level	<b>450 mpm</b> Speed
<b>2280m</b> Official Distance	<b>2298m</b> Measured Distance
<b>5 min 4 sec</b> Optimum Time	<b>22</b> Efforts
<b>0</b> Compulsory Passages	

*Course details on the  
Android App*



**GET STARTED**

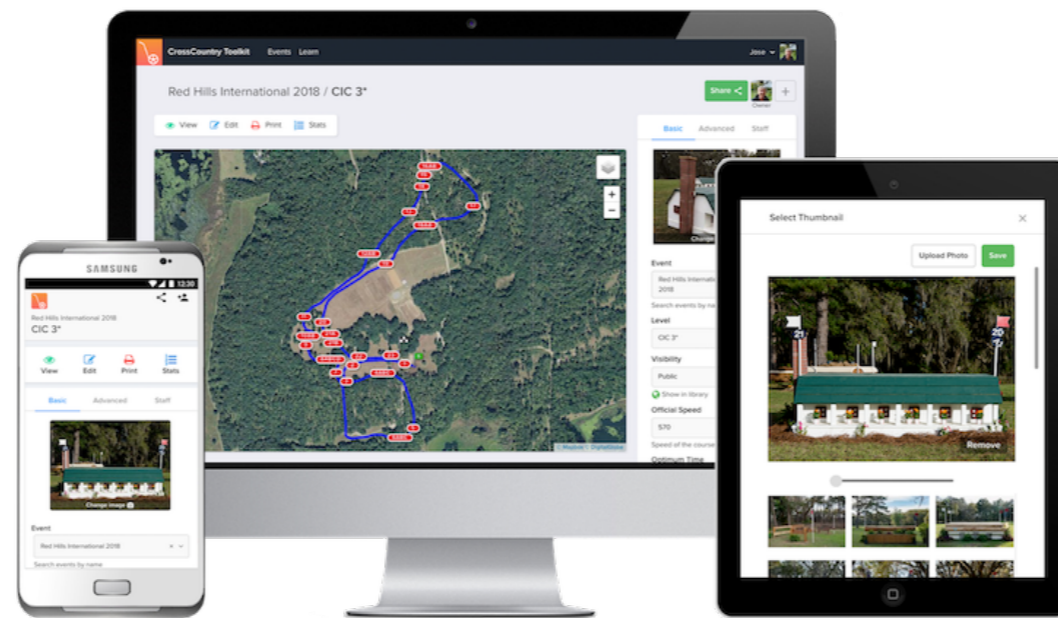
# DOWNLOAD CROSSCOUNTRY APP



<https://play.google.com/store/apps/details?id=com.crosscountryapp.mobile>

<https://itunes.apple.com/au/app/crosscountry/id466312281?mt=8&uo=4>

# SIGN UP FREE TO CROSSCOUNTRY TOOLKIT



[toolkit.crosscountryapp.com](http://toolkit.crosscountryapp.com)

# VISIT OUR LEARN HUB

The screenshot displays the CrossCountry Toolkit web application. At the top, the navigation bar includes 'CrossCountry Toolkit', 'Events', and 'Learn', with 'Learn' circled in red and an arrow pointing to it. Below the navigation bar, the page title is 'Toolkit demonstration / CCI3\*-L'. A toolbar offers options: View, Edit, Print, Stats, and Download. The main content area features a satellite map of a cross-country course with numbered checkpoints (1-22) and a 'Basic' tab selected. To the right, there's a 'Share' button and a 'Change image' option. The bottom navigation bar includes 'HOME', 'GETTING STARTED', 'COURSES', 'FAQS', 'TESTIMONIALS', 'SUPPORT', 'TOOLKIT', and 'CONTACT US'. A 'Learn' section is visible, containing a 'Getting Started' subsection with links for 'Create an Account', 'Download CrossCountry App', 'Log in on CrossCountry App', and 'Create a Course'. A 'Getting Started' heading is also present, followed by the text 'Welcome to the CrossCountry Toolkit Help.' and 'Learn the basics with tutorials and step by step instructions.'

For step by step instructions and video tutorials go to our Learn Hub  
[crosscountryapp.com/toolkit/learn](https://crosscountryapp.com/toolkit/learn) > Create a Course

**THANK YOU :) )**

# APPENDIX

# HOW IT WORKS

---



RECORD A COURSE  
WITH CROSS-  
COUNTRY IPHONE  
OR ANDROID APP



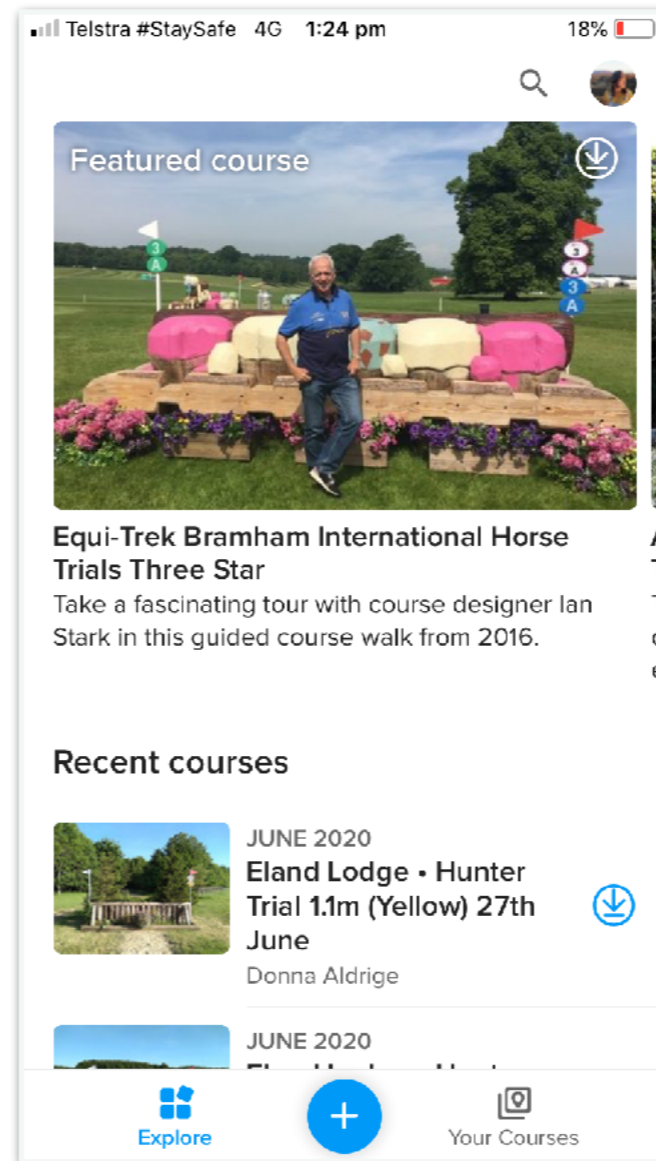


# HOW IT WORKS

---



RECORD A COURSE  
WITH CROSS-  
COUNTRY IPHONE  
OR ANDROID APP



PUBLISH INSTANTLY ON CROSS-  
COUNTRY APP



# CROSSCOUNTRY APP + CROSSCOUNTRY TOOLKIT

---



RECORD A COURSE  
WITH CROSS-  
COUNTRY IPHONE  
OR ANDROID APP



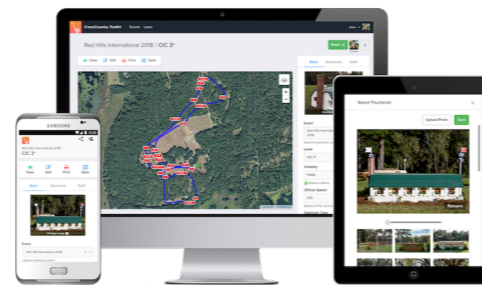
# CROSSCOUNTRY APP + CROSSCOUNTRY TOOLKIT

---



RECORD A COURSE  
WITH CROSS-  
COUNTRY IPHONE  
OR ANDROID APP

UPLOAD



TOOLKIT

Edit the track, move jumps,  
drag the track

Update thumbnail

Share privately and collaborate  
with team members

Get info for officials, scorers  
and commentators



# CROSSCOUNTRY APP + CROSSCOUNTRY TOOLKIT

---

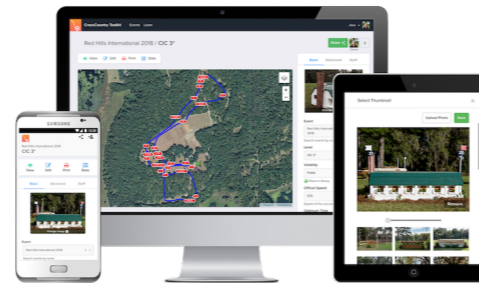
View course offline  
and make further  
edits in  
CrossCountry App

DOWNLOAD

UPLOAD



RECORD A COURSE  
WITH CROSS-  
COUNTRY IPHONE  
OR ANDROID APP



TOOLKIT

Edit the track, move jumps,  
drag the track

Update thumbnail

Share privately and collaborate  
with team members

Get info for officials, scorers  
and commentators



# CROSSCOUNTRY APP + CROSSCOUNTRY TOOLKIT

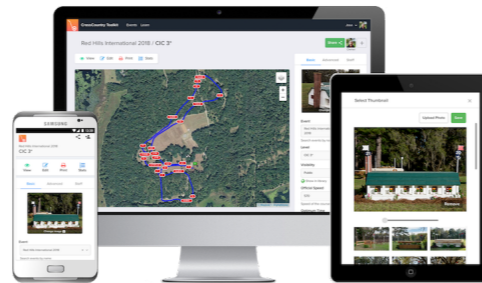
View course offline  
and make further  
edits in  
CrossCountry App



RECORD A COURSE  
WITH CROSS-  
COUNTRY IPHONE  
OR ANDROID APP

DOWNLOAD

UPLOAD



TOOLKIT

Edit the track, move jumps,  
drag the track

Update thumbnail

Share privately and collaborate  
with team members

Get info for officials, scorers  
and commentators



PRINT MAPS



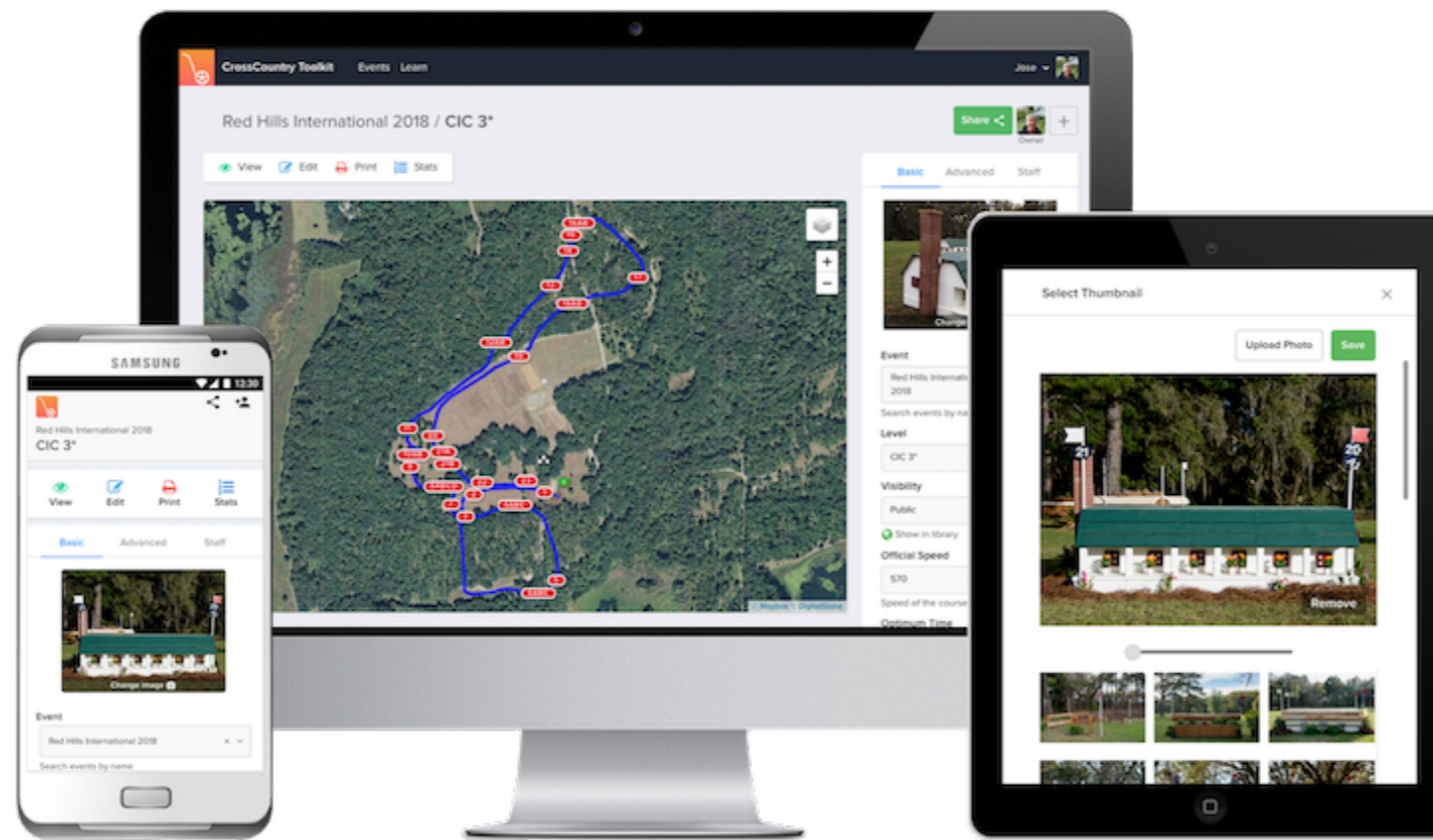
PUBLISH COURSES

Publish on  
CrossCountry App,  
embed in a website  
and share on social  
media



# DO MORE WITH THE CROSSCOUNTRY TOOLKIT

---



Sign up free at [toolkit.crosscountryapp.com](http://toolkit.crosscountryapp.com)

Runs in the browser on any smartphone, tablet or computer

