



**Tatum**  
EVENT TECHNOLOGY

# Company Profile



## Our history

Trumin is a software and events company. We simplify complex events.

We started working in events as technical consultants with the London Marathon, coordinating their hugely complex timing systems. With our experience there, we moved into simplifying more of the race day work.

Working closely with Spartan Race, we developed an online platform where participants buy their tickets, and manage their bookings without having to get in touch with the event organisers. For event-day, we developed a system of dynamic chip allocation, where we associate a chip with a participant as they arrive at the event. This means no stuffing of envelopes, and no queues at registration.

Having proven our system of participant self service and dynamic chip allocation, we worked on generalising our platform so that it could be used by any event organiser for their race. We added analytics, merchandise sales, and more to the platform, and expanded our event-day technology to include features including a point of sale app, a medical app and heat management. We improved our live results offering to include an API for medal engravers, and live results kiosks at the finish line.

Our reputation as a complete solution for massive and complex races garnered attention from other markets, who were interested in a product like ours which would support their complexity. Working with key clients in the festival and expos industries, we have further expanded our feature set to support accommodation sales, multiple payment options, customisable and translatable registration questions, all of which are used by our clients in the race industry, allowing them to offer products and services that their competitors struggle to support.

## Who we work with

We work on three continents, in three distinct event industries, taking payments in 7 currencies.

Some of our key race clients are:

- Spartan Race
- DWC
- Dorian's Challenge
- Mudnificent 7
- Bear Grylls

Key clients in other event industries:

- Focus Festival



- Great British Apple Festival
- Hockwold Hall

## What we do

We develop an online platform and event-day technology to automate time-consuming tasks for the event organisers and their participants. Our technology is informed by our clients' needs and our years of event consulting and event-day experience.

### Our customisable online platform:

#### Registration

Our registration flow is customisable, allowing the event organiser to apply their own theme and branding. It supports custom questions in 8 languages, allowing for multi-lingual registration flows. Event organisers can choose to upsell merchandise or accommodation at the point of purchase.

#### Payments

We take payments in 7 currencies, support different payment options, and optionally offer instalment plans where participants can pay the cost of their order over the months before the event. With multiple tickets, early-bird discounts, group discounts, and promo-codes, event organisers have complete control over their pricing - no matter how complex.

#### Marketing and comms

With themed email templates, event organisers can market to potential leads who have dropped their registration, or communicate with their participants before and after the events.

#### Participant self service

Participants can change heat, join teams, and transfer events (subject to the event organiser's fees), at the click of a button; massively reducing the customer service requirements of the event organiser.

#### Event management

Events are tricky things. Sometimes plans change. Our platform allows for flexibility, whether that's changing the times of heats, automatically re-categorising participants into different age categories, or even changing the date of the event.



## Online waivers

Event organisers can define waivers that the participants must sign online to get their tickets. No more keeping paper waivers in the warehouse for years - just download the one you need from the platform.

## Reporting and analytics

Get dashboard data on who is coming to your events, who is buying what, and how your ticket sales are performing over time. With our CSV exports and our API, event organisers can plug the data we hold into whatever system they use.

## Race results

The results for your event are online during the event if we have internet, or immediately after. The results pages are themed to the event's branding. We field all queries about timing and results.

## Our event-day tech

### Dynamic allocation

At check-in, we dynamically allocate timing chips, wristbands, and race (bib) numbers. This means that with fewer volunteers, and no envelope stuffing, participants can turn up and get checked in without queues. Our tablet check-in app is so simple to use that no experience is needed for the volunteers - just look for the big green tick!

### Helpdesk

Some participants need a little more help at check-in. Our helpdesk app allows volunteers with a little bit of training to solve problems quickly and easily.

### Bag drop

Eliminate queues at bag drop with our self-service bag drop app.

### Heat management

Control who actually runs in a heat with the heat management app. Scan the participant's wristband to see whether they are signed up for that heat.

### Live results

Event organisers can get live results up on a finish line screen, stream them to our online results page, get them to medal engravers automatically, and set up a self-service results kiosk where the participants can check their own time by scanning their chip.



## Challenges and penalties

Event organisers can set up challenges around their course, and apply time penalties and awards which will display on the results page. The challenges app allows volunteers to set the results of these challenges.

## Expos

The expo app allows people on event-day to see the participant's answers to the custom registration questions.

# Why we are different

## Full service

We offer a full service. We will help you set up your event, offer advice from our years of experience, and train and support your team, all at no extra cost. Our event team will be at your event, to make sure everything goes off without a hitch. Our customer service team will make sure your participants get the help they need with the platform, and deal with any timing queries.

## Branded experience

Your participants will get an experience from your brand, not ours. The registration flow, results pages, email communications, and event-day check-in experience will all have your look and feel.

## No queues

With our dynamic allocation, and other event-day tech, your participants will notice how slick your event was. With no queues, they get to spend more of their day enjoying the event experience.

## Events anywhere

Our event-day technology works offline. We can go literally anywhere in the world and offer our same full service. With race timing, we have the experience and the technology to get our timing points pretty much anywhere you need - from snowy mountainside cliff ledges to sand dunes in the Sahara.



## Why work with us

We offer an end-to-end solution from ticket sales to race results, with everything in between; providing technology that you won't find elsewhere that has been specifically developed for complex race events.

This is backed up with our excellent customer service team who will help your participants where they need it, and support your team in setting up events, choosing how to react to new challenges, and communicating with your participants for the smoothest possible event experience.

At the event, you'll have our event team, who with their years of experience will be able to react to any event-day challenges, and make sure it all just works - no matter what's going on.