iventis
visual event planning

How to plan a Road Event using the Iventis Planner

A road event can take on many forms, from marathons and torch relays, to cycling events and motorsport street circuits. They bring people together in activity and competition and can play a vital part in local and national communities.

Road events often take place over a significant area, taking over from regular vehicular traffic, and therefore require careful planning, approval from multiple stakeholders, clear communication with local authorities and collaboration with suppliers and sponsors. There's undeniably a lot to consider, but that doesn't mean it has to be complicated.

With Iventis, road event organisers can plan the event visually to the last detail and collaborate with suppliers and stakeholders on plans that are always up to date. Find out how to plan your road event, step-by-step, in our handy guide.

## Why should I plan my road event in the Iventis Planner?

- **Holistic view**
  Combine maps, CAD uploads, operational plans, and more into one centralised plan.

- **Flexibility**
  Plan all operational aspects, from transport and traffic management to security and staffing, or focus on one!

- **Asset planning**
  Estimate the assets and resources needed along the route, including barriers, scrim, and traffic cones.

- **Crowd control**
  Plot designated crowd spaces in 3D and quickly calculate safe capacities.

- **Event timings**
  Create a minute-by-minute timeline to visualise the sequence of operations like road closures and traffic regulations.

Why not **try the Iventis Planner Free** for 14 days?

The first step in creating your plan is to start a new project and create a base map where your road event will take place. You can choose from a range of background maps, including satellite imagery to view the roads, infrastructure, and spaces where your event will take place. Not sure how to get started? Take a look at our blog explaining how to begin your first project.

While setting up your **Base Map View**, it can also be helpful to set quick views for the start and finish of your event. Centre your map around the start of your race, then click the magnifying glass at the bottom of the map. Click **Create a New Saved View**, and save your map with a name ("Start" works well!). This way, your default map remains the same, but your starting point is always just a click away. Repeat the step with the finishing point to move quickly between the two without having to scroll across the map, which can be useful when building events around existing roads and infrastructure.
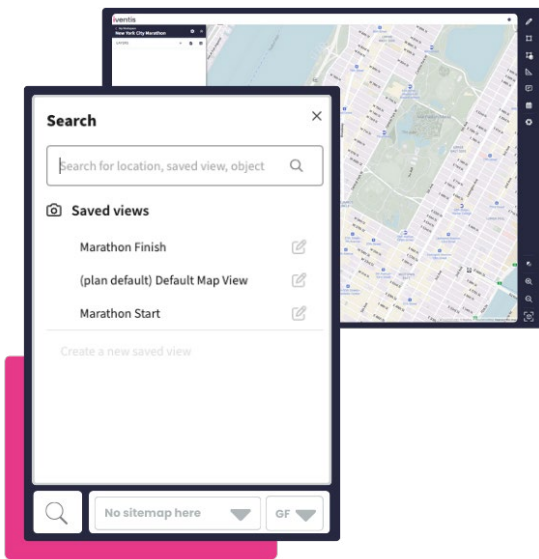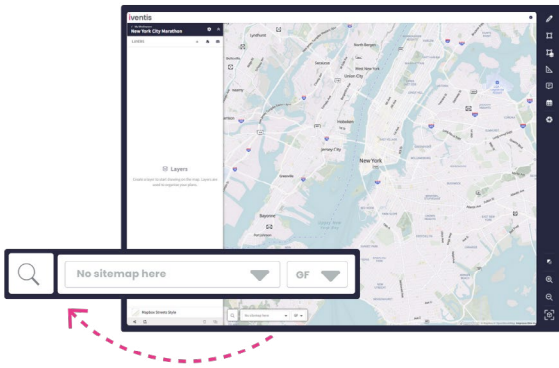
Step 2: Add your route

Iventis provides a **Road Events** category which contains every template you might need for your event in one handy place. You don't need to waste time searching for distance markers, vehicles, water stations, medical points etc. – it's all ready and waiting.

To plot a route, access the **Road Events** templates by clicking the + sign to add a new layer then selecting **Road Events**. Choose the type of route your event requires – whether it's a **Marathon Route, Cycle Route, Pedestrian Route** or **Motorsport Route** – and click **Add to Plan**. Before starting, you can customise your route however you like by changing your line colour, thickness, outline and more; select the three dots to the right of your Route Layer and select **Layer Settings**.
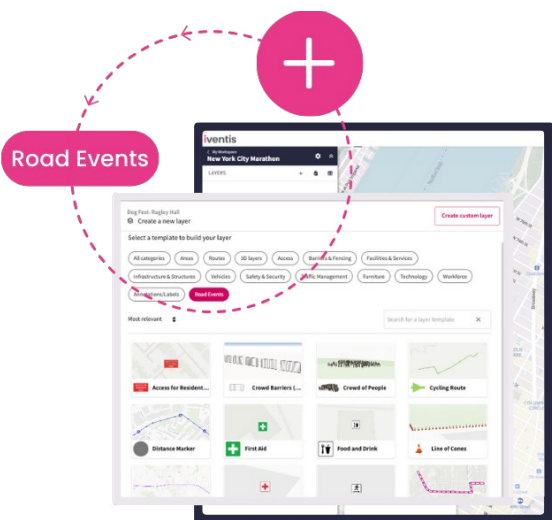
Now select the **Draw** icon, a pencil icon on the right-hand side and click the squiggly line. To start drawing, click your mouse at your starting point. Then, move your cursor along the road and click to place the next point along the route. When you're finished you can either double click, press enter or click the tick in the toolbar. You can always continue drawing the route later or make adjustments by editing the line.

In the **Object Details** panel, you'll be able to name the route (referred to as the Map Object) and see the distance of your route – an important factor in a race! Iventis provides metric measurements by default, but you can change this in your settings to show the distance in miles.
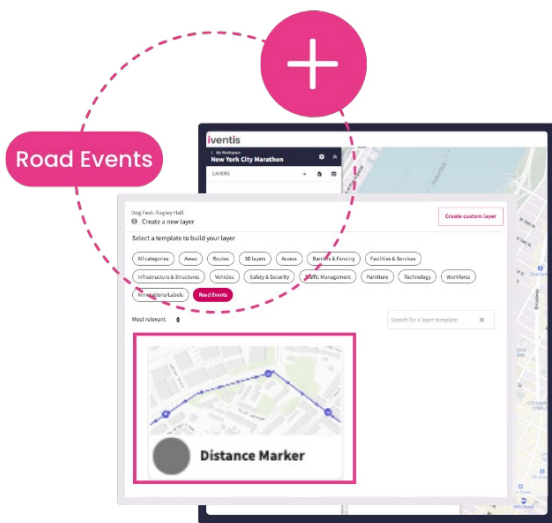

Step 3: Mark your distance

Mile (or kilometre) markers are useful for a variety of reasons. They help you visualise the distance between different parts of your route, such as the space between water points.

To add mile markers, click + to add a new layer, select **Distance Marker** from **Road Events** category and hit **Add to Plan**.
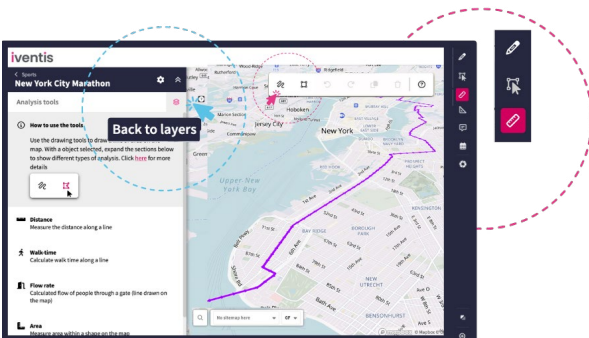

You can then use the measurement tool to place your markers. Select the **ruler (Analysis)** from the right-hand panel, which will display all available measurement tools on the left-hand side. Using the **Draw** function in the top right corner, begin tracing your route. You'll see a distance counter following your cursor as you draw. Continue tracing until the distance counter measures a mile (or kilometre).
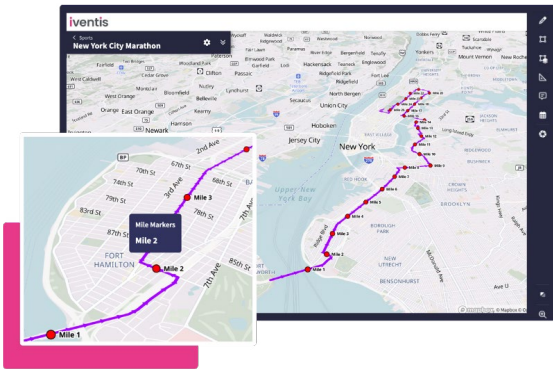
When you have found your milestone, click the **Return to Layers** icon near the top of the left-hand panel. This will allow you to access your mile markers layer. Click on the layer, and the **Draw** tool will automatically be chosen. From here, click on **Draw Point** and place your point in the location you measured as a milestone distance.

The measured line won't show up in this view, but if you toggle back to **Analysis** on the right-hand panel, you can see whether your point is in the correct place.

If not, return to the **Draw** function to adjust its position. Once you're happy with it, use the measurement tool to repeat the process for each mile of the race. It's helpful to name each point as "Mile 1", "Mile 2", and so on, so that you can easily find a specific distance on your map.
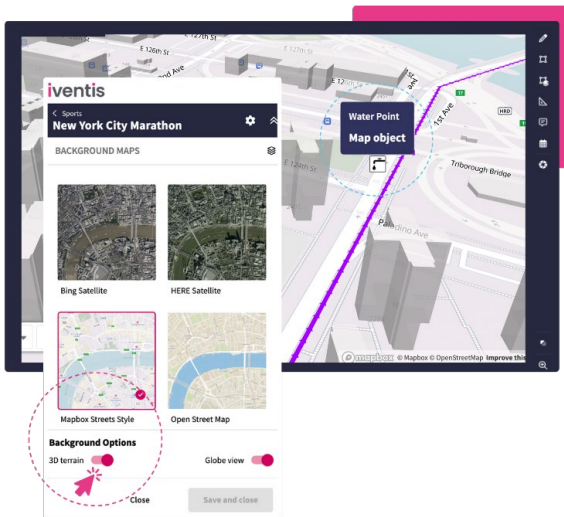

Step 4: Check your terrain

Wherever you're planning your road event, the route may not be completely flat. Hills and dips need to be considered when you plot services such as water, medical or other important areas such as bike racks.

To check the terrain along your route, toggle **3D Terrain** on the map panel. In this view, you can pan across your route and check for any significant hills, helping you to avoid these as service points and ensure the most practical placement.


Step 5: Add service points

Water stations and dedicated first aid areas are crucial when planning a safe road event. You can find water and first aid within the **Road Events** category, which you can place along your route.

However, it isn't enough to just place them anywhere – they should be in strategic locations that make sense for those competing. Your terrain check can help with this by showing you where uneven terrain might make competitors exert more effort, suggesting it might be beneficial to put a water station close by. You can also use your mile markers as guidance, ensuring that your service points are plotted at a reasonable distance from each other, and competitors are never too far from their next stop.
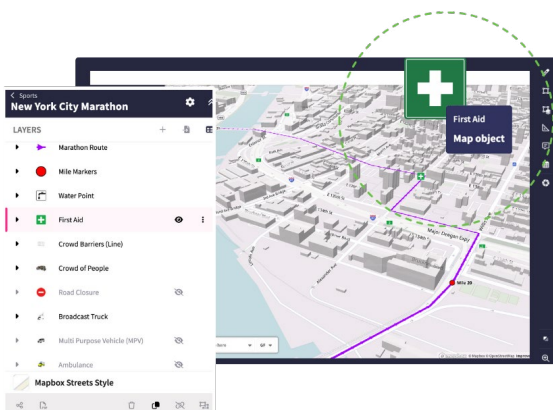
Road events often attract large crowds of spectators and supporters, and it's crucial that crowds are separated from the competitors in order to be kept safe. Crowd barriers are therefore important throughout your route, ensuring that there is a clear separation between supporters, athletes and drivers. There are two options for crowd barriers within **Road Events**: individual barriers for small areas, or a barrier line which can be drawn in the same way as a route.
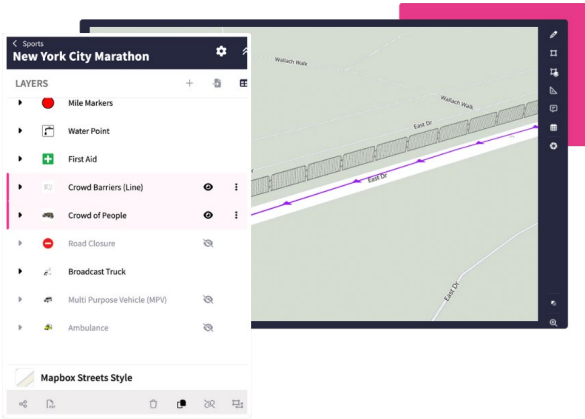

It's important to consider the space available for crowds behind the barrier, especially if your road event is taking place in a tightly packed area. To help visualise this, add a crowd behind your barriers to understand how much space is taken up by a group of people. You can do this by selecting the **Crowd of People** template within the **Road Events** category. Once selected, you can place the crowd on your plan and duplicate accordingly. This ensures that you can account for enough space around your event and reduces the risk of the race becoming too crowded.
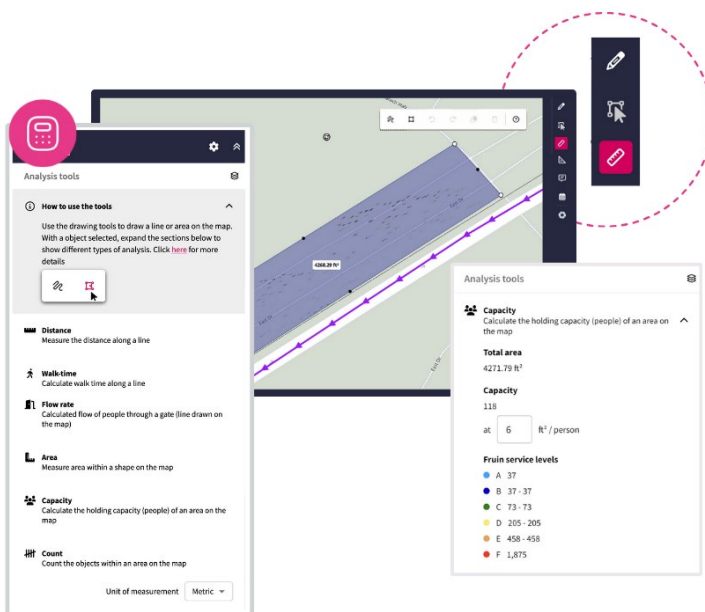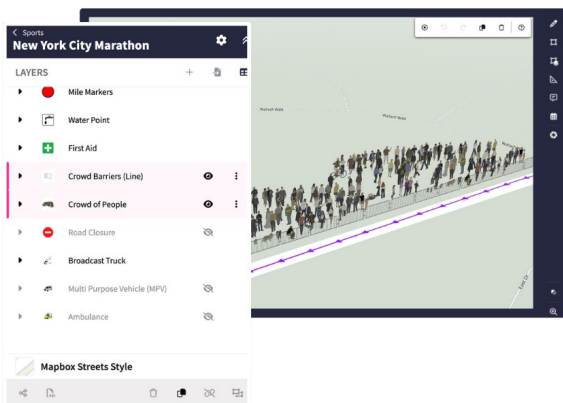
You can also use the **Analysis** tools to calculate safe capacity for your spectators in a given area. In the **Analysis** function, select the **Draw a Polygon** tool and map the designated spectator area around the race. Once selected, choose **Crowd Capacity** on the left-hand panel to find out how many people can safely occupy the space.

Step 7: Civil planning and sharing

[Road races](#) will always be a cause of disruption to local traffic, so it's important to ensure that vehicles have ample signage regarding any road closures, detours or alternate access routes. You can plot these using the **Road Closure** map layer, found in the **Road Events** category.
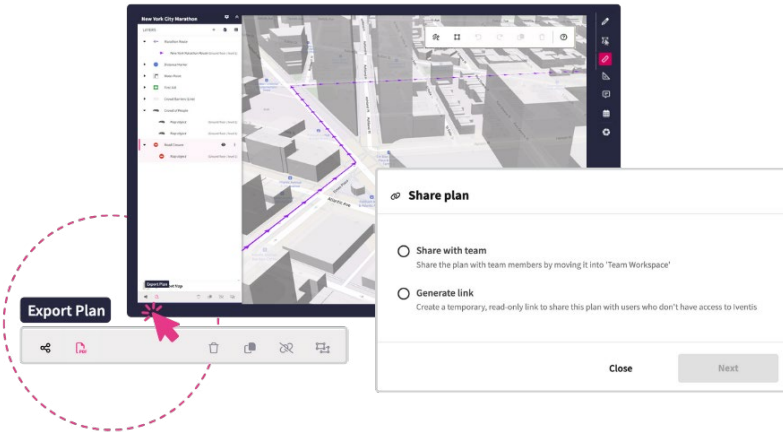
With Iventis, you are able to share either the entire plan as a link or by **exporting a PDF document**. You can also share isolated layers to help secure stakeholder approval and feedback where required. Simply click on the **Eye** icon to the side of each of your layers to toggle them as either visible or invisible. Once your map displays the desired layer(s), you can easily share it by selecting the **Export Plan** or **Share Plan** icons located at the bottom left of the screen.

Step 8: Further details

There are plenty more intricate details to consider adding to your plan. For example, you may choose to add press and broadcasting vehicles for optimal event coverage at specific points along the route, or ambulances etc.

Iventis offers an array of **3D models** which can be accessed in the **3D layers template**. And if you would like to import your own bespoke models, you can create custom layers!
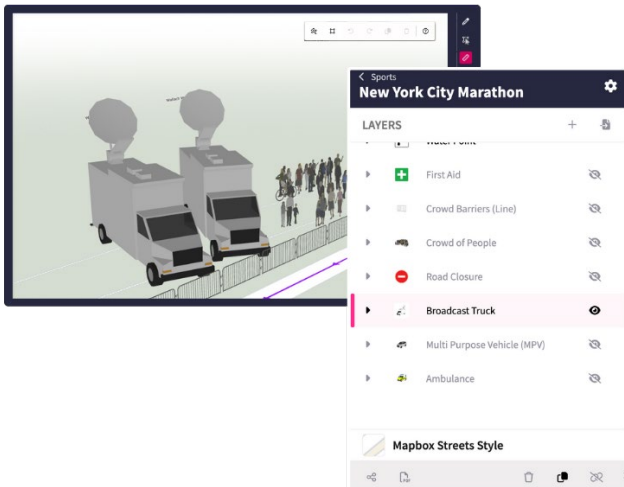
You've created your road event plan!

To find out more about using Iventis for planning your road event, **get in touch with our expert team** today.