
EVENT PREP PACKET
#ForwardForArne: Pre-Event Tips

At any point between March 18 – March 25, come together as a global community to celebrate Arne's life by doing something he loved. Run, walk, or wheel any distance of your choice, wherever you are – as a socially distanced team or as individuals. Be sure to share photos or video using #ForwardForArne.

Included here are logistical considerations, and other tips to capture the generous and positive spirit of how Arne lived his life.

**Pre-Event**

**Mark Calendars**: While many are distanced physically, you may stay socially connected. Consider setting a date + time to safely participate together.

**Create a Keepsake**: Print the event bib. An open space is included for you to fill in a name, memory, quote or other inspiration. Signage and t-shirt designs (front black/sleeve or front white/sleeve) are also included.

**Stay Safe**: Choose a less crowded route. Aim to maintain a 6-12-foot distance between others and carry your own fuel and water.

**Commemorate**: Think about adding elements that signify Arne’s broad influence. These could include making signs, creating chalk art, and/or playing music.
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**During Event**

**Spread Kindness:** Challenge yourself to say ‘Hello’ to at least one person you pass.

**Clean Up:** If you see litter along your route, properly dispose of it.

**Be Curious:** Make it a goal to discover at least one new thing on your route. This could be passing a new building, stopping to read a sign, or finding a new path.

**Recollect Together:** As you move, think and/or talk about your favorite Arne memory – maybe something he taught you, words of wisdom or even that time you ran with him.

**Plug In:** Listen to Arne’s wisdom on podcasts: Masters of Scale and Corner Office.

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**Post Event**

**Snap + Share:** Capture your heartfelt moments with photo or video and use #ForwardForArne to post on the Marriott tribute board and social media. Find an Instagram Stories background on page 7.

**Pro Tips:**

- If you are gathered in a group, ensure everyone is wearing a mask over their nose and mouth.
- Avoid hand gestures (e.g., peace sign, thumbs up) – they mean different things to different cultures.
- Upload clear and well-lit high-res photos.
- Keep video content under 60 seconds.
Event Bib


#ForwardForArne

Anna S.
T-Shirt Design

#ForwardForArne
Run. Walk. Wheel. Together. • • •
Instagram Stories Background