



Run. Walk. Wheel. Together.

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.



#ForwardForArne: Event Tips

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](#).

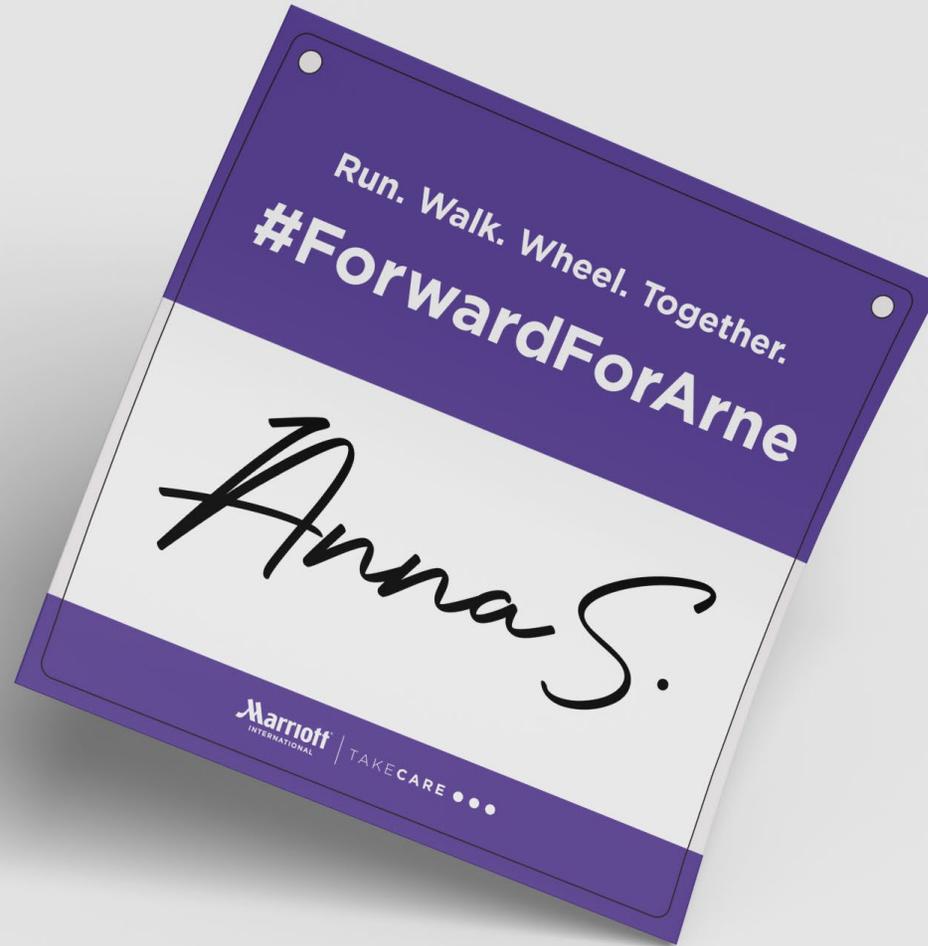
Post Event

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.





Signage



#ForwardForArne

T-Shirt Design



Instagram Stories Background



#ForwardForArne