

Organizer Guide

How to create tours, build routes, set up cue cards, and share with your drivers.

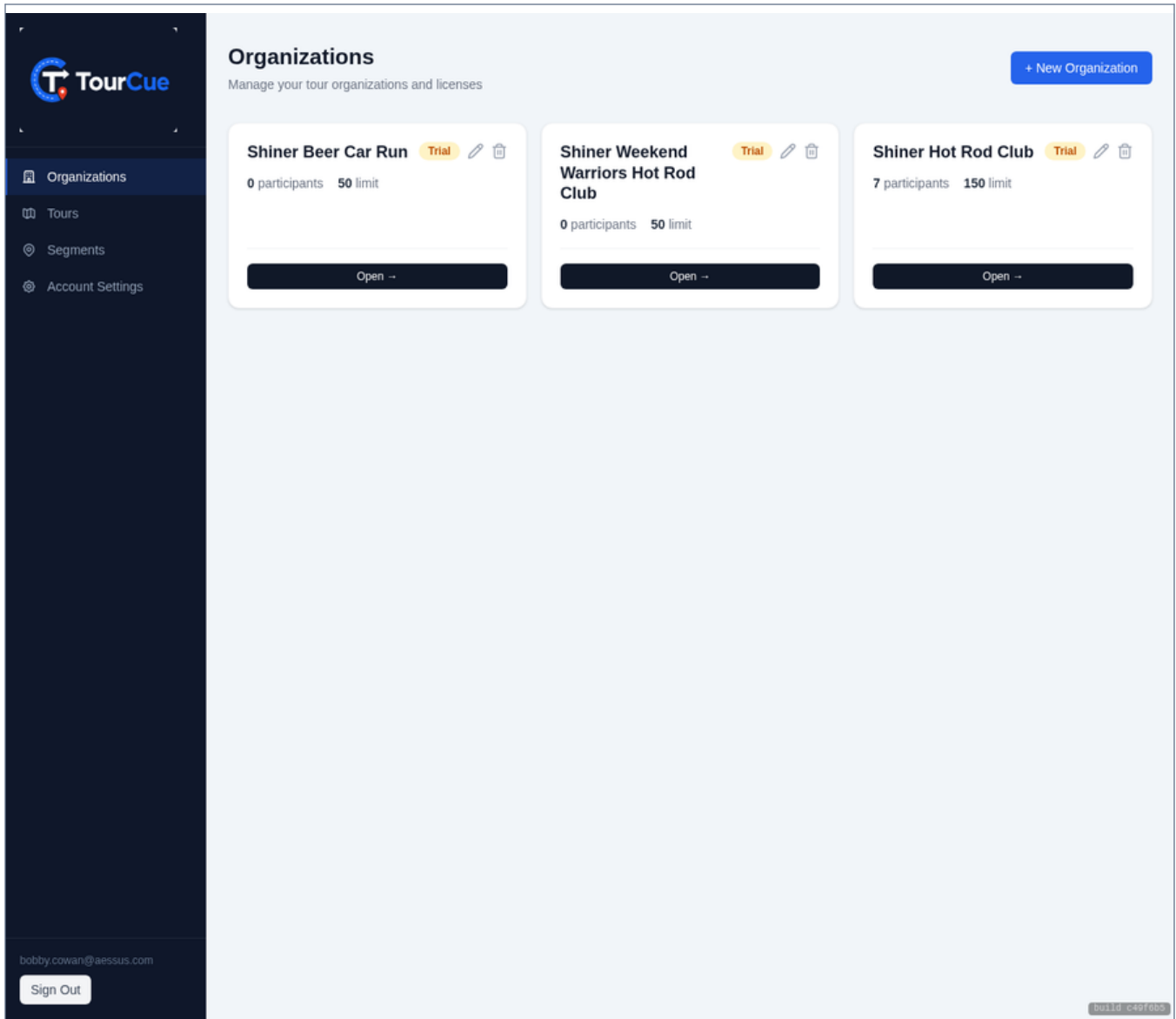
What's in this guide:

1. Creating your organization and tour
2. Adding segments (route legs)
3. Building a route on the map
4. Reviewing and editing cue cards
5. Adding Points of Interest
6. Setting up Quick Messages for the Lead Car
7. Sharing with drivers — QR code and participant link
8. Running the simulation before event day

■ You don't need to install anything. TourCue runs entirely in your web browser at tourcue.app.

1. Creating Your Organization and Tour

Everything in TourCue is organized in a hierarchy: **Organization** → **Tour** → **Day** → **Segment**. An Organization is your club or group. A Tour is a multi-day event. Each Day has one or more Segments (route legs). You can also create a standalone Segment directly without a Tour if you just need a single route.



The Organizations page — your starting point at tourcue.app/organizer

Sign in and go to tourcue.app/organizer

You'll see your Organizations list. Click **New Organization** to create your club or group. Give it a name (e.g., 'Shiner Hot Rod Club') and click Save.

Create a Tour

Click your organization name, then click **New Tour**. Enter the tour name, start date, and end date. Click Save. For a single-day event, set the same date for start and end.

Add Tour Days

Inside your tour, click **Add Day** for each day of driving.

Each day can have multiple segments (legs). Most single-day events have just one segment.

The screenshot shows the TourCue web interface. On the left is a dark sidebar with the TourCue logo and navigation links: Organizations, Tours (selected), Segments, and Account Settings. The main content area is light blue and shows the breadcrumb 'Organizations > Shiner Hot Rod Club' and the tour title 'Shiner Beer 5 Miller' in bold, with 'Draft' to its right. Below the title is the date range 'Thu, April 30, 2026 - Thu, April 30, 2026'. The 'Tour Days' section features a '+ Add Day' button in the top right. Two tour days are listed: 'Bobs house to park' (Day 1 - Thu, April 30, 2026) and 'May 1st 2026 runs' (Day 2 - Fri, May 1, 2026). Each day has edit and delete icons and a 'Segments --' dropdown menu. Below this is the 'Quick Messages' section, which includes a description of broadcast buttons and a '+ Add Button' link. A dashed box contains the text: 'No quick messages yet. Click "Add Button" to create one.' At the bottom left of the sidebar, the email 'bobby.cowan@aessus.com' and a 'Sign Out' button are visible. A small 'bu110 c497602' tag is in the bottom right corner of the main content area.

Tour Days page — each day shows its segments below

2. Adding Segments (Route Legs)

A Segment is a single route leg — from a starting point to an ending point. Each segment has its own route, cue cards, POIs, and quick messages. For a simple one-day drive, you'll have one segment.

Click 'Add Segment' on the Day page

Enter a name for the segment (e.g., 'Bob's House to Park').

Set the date and optionally add a description.

Set a **Lead Car Passcode** — this is the code your lead car driver enters to claim the Lead Car role.

Save the segment details

Click **Save Details**. The segment is now ready for route building.

You'll see tabs across the top: Details, Route, Cue Cards, POIs, Quick Messages, Simulation, Share & QR Code.

The screenshot shows the 'Bobs House to park' segment details page in the TourCue application. The page is titled 'Bobs House to park' and is dated 'Thu, April 30, 2026'. The breadcrumb trail is 'Organizations > Shiner Hot Rod Club > Shiner Beer 5 Miller > Bobs house to park'. The page has a navigation bar with tabs: Details (selected), Route, Cue Cards, Points of Interest, Quick Messages, Simulation, Share & QR Code, Feedback, and Completions. The form fields are: Event Name (Bobs House to park), Date (04/30/2026), Description (optional) (empty), Lead Car Passcode (SB5M), and Segment # (#1). A 'Save Details' button is at the bottom. The footer shows 'bobby.cowan@aessus.com' and a 'Sign Out' button.

Organizations > Shiner Hot Rod Club > Shiner Beer 5 Miller > Bobs house to park

Bobs House to park

Thu, April 30, 2026

Details Route Cue Cards Points of Interest Quick Messages Simulation Share & QR Code Feedback Completions

Event Name

Bobs House to park

Date

04/30/2026

Description (optional)

Lead Car Passcode

SB5M

Only the Lead Car driver needs this code.

Segment #

#1

Auto-assigned by creation order within the day.

Save Details

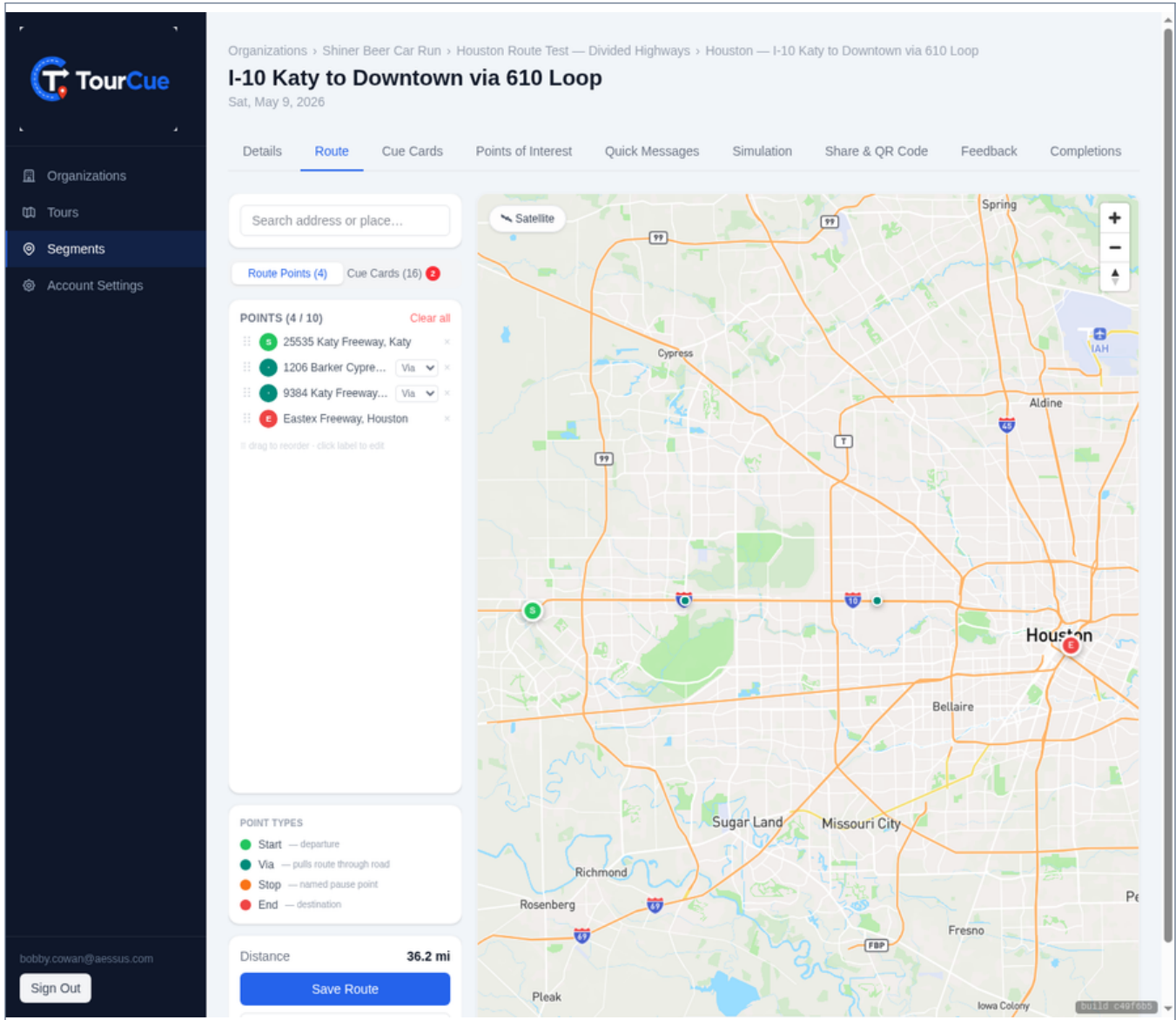
bobby.cowan@aessus.com

Sign Out

Segment Details tab — set the name, date, and Lead Car passcode here

3. Building a Route on the Map

The Route tab is where you define the path your drivers will follow. TourCue uses a **shaping-point model** — you place points on the map and TourCue calculates the best road route between them. Think of it like Google Maps, but you control exactly which roads the route follows.



Route Builder — blue line shows the calculated route; sidebar lists all points

Click on the map to place your Start point

The first click places the green **S** (Start) marker.
Click on the road or intersection where your group will depart from.
TourCue automatically snaps the point to the nearest road.

Click to add Via (shaping) points

Every click after the Start adds a teal **Via** point.

Via points pull the route through that location without creating a driver stop.

Add Via points wherever the route needs to follow a specific road — especially at turns, exits, or anywhere the default routing might take a wrong path.

Click to place the End point

The last point in your list is automatically the **End** (red E marker).

You can also change any Via point to a **Stop** using the dropdown in the sidebar — Stop points show up as orange markers and tell drivers to pause there.

Drag the blue line to reshape the route

If the route takes an unexpected path, grab the blue line and drag it to the road you want.

A new shaping point is inserted automatically where you drop it.

This works just like Google Maps — no need to manually add a point first.

Use the Satellite toggle for rural roads

Click the **Satellite** button in the top-right of the map to switch to aerial view.

Satellite view makes it easier to identify roads in rural or unfamiliar areas.

Click again to return to street view.

Search for an address

Use the search bar at the top of the sidebar to find a specific address or place.

Click a result to add it as a point at that location.

Save the route

Click **Save Route** at the bottom of the sidebar.

TourCue calculates the route, generates cue cards automatically, and saves everything.

The distance is shown at the bottom (e.g., '36.2 mi').

■ **Tip:** You can drag any existing point to a new location by clicking and holding the point marker on the map. The route recalculates automatically when you release.

■ **Note:** If you see a U-turn warning (amber banner) after saving, it means a shaping point may have landed on the wrong side of a divided highway. Go back to the Route tab and move the flagged point to the correct carriageway or on-ramp.

4. Reviewing and Editing Cue Cards

Cue cards are the turn-by-turn instructions your drivers see on their screen. TourCue generates them automatically from the route, but you can review and edit every card before the event.

Organizations > Shiner Beer Car Run > Houston Route Test — Divided Highways > Houston — I-10 Katy to Downtown via 610 Loop

I-10 Katy to Downtown via 610 Loop

Sat, May 9, 2026

Details Route **Cue Cards** Points of Interest Quick Messages Simulation Share & QR Code Feedback Completions

Cue Cards
16 active Save Changes

U-turn detected — 2 cue cards contain a U-turn. This usually means a shaping point landed on the wrong side of a divided highway or feeder road. Go to the **Route** tab and add a shaping point on the correct carriageway near the flagged turn.

Tip: Click any instruction to edit it. Use the × button to hide a cue card from drivers. Add notes to give drivers extra context at any turn.

- 1 Drive south on Pin Oak Road.** 772 ft
onto Pin Oak Road
+ Add note for drivers
- 2 Turn left to take the ramp.** 3112 ft
onto Katy Freeway Frontage Road
+ Add note for drivers
- 3 Take the I 10 East ramp on the left.** 7.5 mi
onto Katy Freeway
+ Add note for drivers
- 4 Take the I 10 Toll exit on the left toward Katy Tollway.** 3.5 mi
onto Katy Tollway
+ Add note for drivers
- 5 Take the I 10 exit.** 1.5 mi
onto Katy Freeway
+ Add note for drivers
- 6 Take exit 760 toward Bingle Road/Voss Road.** 4076 ft
onto Katy Freeway Frontage Road
+ Add note for drivers
- 7 Make a left U-turn toward Katy Freeway Frontage Road, if permitted.** 902 ft
onto Katy Freeway Frontage Road
+ Add note for drivers
U-turn
- 8 Take the I 10 West ramp on the left.** 1.4 mi
onto Katy Freeway
+ Add note for drivers

bobby.cowan@aessus.com Sign Out build c49f60a

Cue Cards tab — each card shows the turn arrow, instruction, and distance

Click the Cue Cards tab

You'll see all auto-generated cards listed in order.

Each card shows: a turn arrow, the instruction text, and the distance to that turn.

Edit an instruction

Click on any instruction text to edit it.

For example, change 'Turn right onto TX-46' to 'Turn right at the Whataburger — TX-46'.

Add a note for drivers

Click **+ Add note for drivers** under any card to add extra context.

Notes appear below the instruction on the driver's screen in smaller text.

Use notes for things like: 'Fuel stop here — last gas for 40 miles.'

Hide a card

Click the X button on any card to hide it from drivers.

Hidden cards are grayed out in your editor but invisible to drivers.

Use this to remove routing artifacts like minor lane changes that don't need to be called out.

Save your changes

Click **Save Changes** at the top right when you're done editing.

■ **Note:** If the Cue Cards tab shows 'Legacy route format', go to the Route tab and click Save Route. This upgrades the route to the current format and auto-generates cue cards.

5. Adding Points of Interest (POIs)

Points of Interest appear on the driver's map as pins. When a driver gets close to a POI, a notification appears on their screen. Use POIs for fuel stops, photo opportunities, historical landmarks, or anything worth calling out along the route.


Click the Points of Interest tab

Click **+ Add Point of Interest** to add a new pin.

Place the pin

Click on the map to place the pin at the exact location.

Or search for an address in the search bar.



Name the POI

Give the POI a name (e.g., 'Luckenbach General Store') and optionally a description. The name appears in the notification on the driver's screen.

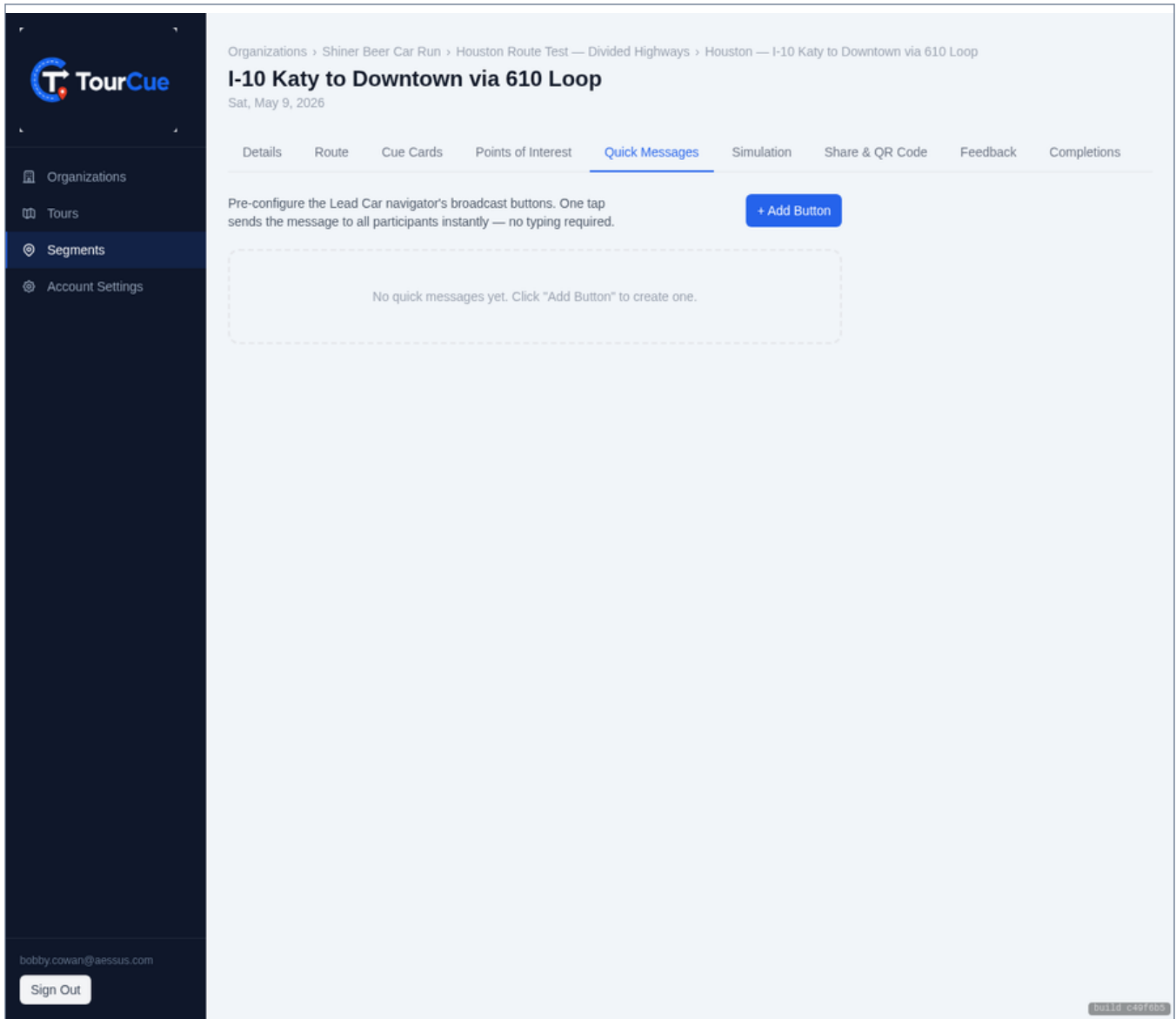


Save

Click Save. The pin is now visible on all driver maps during the event.

6. Setting Up Quick Messages for the Lead Car

Quick Messages are pre-written broadcast buttons that appear on the Lead Car driver's screen. One tap sends the message to all participants instantly — no typing required. Set these up before the event so the Lead Car can communicate without distraction.



Quick Messages tab — pre-configure broadcast buttons for the Lead Car

Click the Quick Messages tab

Click **+ Add Button** to create a new quick message button.

Write the message

Enter the button label (e.g., 'Slowing Down') and the message text (e.g., 'Lead car slowing — watch your spacing').

Keep messages short and clear.



Save

Click Save. The button now appears on the Lead Car driver's broadcast panel during the event.

■ Tip: Suggested quick messages: 'Slowing Down', 'Fuel Stop Ahead', 'Hazard on Road', 'Pull Over When Safe', 'Resume Normal Speed', 'All Clear'.

7. Sharing with Drivers — QR Code and Link

Drivers join the event by scanning a QR code or opening a link on their phone. No app download is required — TourCue runs in the mobile browser.

The screenshot shows the 'Share & QR Code' tab in the TourCue interface. The breadcrumb trail is: Organizations > Shiner Beer Car Run > Houston Route Test — Divided Highways > Houston — I-10 Katy to Downtown via 610 Loop. The event title is 'I-10 Katy to Downtown via 610 Loop' on 'Sat, May 9, 2026'. The 'Share & QR Code' tab is selected, showing a 'Participant Link' field with the URL <https://www.tourcue.app/event/fx110fq4sa9q> and a 'Copy' button. Below the link, it says 'Drivers open this link on their phone to join the event as a participant.' A QR code is displayed with the event title and date below it. A note says 'Print this and display it at the starting line. Participants scan to open the navigation app instantly — no download required.' A yellow box contains the 'Lead Car Passcode' **houston2026** with the instruction: 'Share this only with your Lead Car driver. Required to claim the Lead Car role at event start.' The left sidebar shows navigation options: Organizations, Tours, Segments (selected), and Account Settings. At the bottom left, there is a 'Sign Out' button and the email 'bobby.cowan@aessus.com'. At the bottom right, there is a small ID 'b011d-c49f60a'.

Share & QR Code tab — print the QR code and display it at the starting line

Click the Share & QR Code tab

You'll see the Participant Link and a printable QR code.

Print the QR code

Click the QR code to download it, or print this page directly.
Display it at the starting line. Drivers scan it with their phone camera to join instantly.

Share the link

Copy the Participant Link and send it via text or email before the event.
Drivers can open it on their phone and have it ready before they arrive.

Share the Lead Car passcode separately

The Lead Car passcode is shown below the QR code.
Share this **only** with your Lead Car driver — it gives them access to broadcast controls.

■ Tip: Drivers do not need an account. They just open the link, enter their name, and tap Join Event.

8. Running the Simulation Before Event Day

The Simulation tab lets you preview the entire driver experience from start to finish without getting in a car. Use it to verify cue cards, check POI placements, and catch any issues before your participants arrive.

Click the Simulation tab


Click **Start Simulation**. A virtual driver begins moving along the route.

Watch the cue cards advance

Each cue card advances as the simulated driver approaches the turn.
Check that the instructions make sense and the turn arrows are correct.

Adjust speed

Use the speed controls to fast-forward through long straight sections.



Fix any issues

If a cue card is wrong, go back to the Cue Cards tab and edit it.

If the route takes an unexpected path, go back to the Route tab and add a shaping point.

■ Tip: Run the simulation at least once before every event. It takes about 5 minutes and can catch problems that would confuse drivers on the day.

You're ready to run your event!

Quick Checklist

- Route saved and distance looks correct
- Cue cards reviewed — instructions make sense, no U-turn warnings
- POIs placed for fuel stops and key landmarks
- Quick Messages set up for Lead Car
- QR code printed and ready for the starting line
- Lead Car passcode shared with your lead driver only
- Simulation run — no surprises

■ Questions? Visit tourcue.app or email support. Safe travels!