



The Calgary Kiwanis Music Festival

Canadian festival customizes RegOnline's event management software to fit its unique needs

Background

The Calgary Kiwanis Music Festival is a tradition that brings people of all ages together to share their love for music and the speech arts. As one of North America's largest amateur competitive classical music festivals, the Calgary Kiwanis Music Festival gives nearly 11,000 amateur musicians and speech arts performers the opportunity to perform, compete for scholarships, listen to others, and be judged by national and international adjudicators.

The Calgary Kiwanis Music Festival features performers of all ages in 1,000+ classes in 16 categories including piano, harp, speech, choirs, and musical theatre. Classes are open to individuals, duets, small ensembles and groups.

Why Active?

Since 2008, the Festival has been using online registration technology to sign up performers and organize classes. Prior to that, all registrations were manually collected and recorded. "Can you just imagine how many hours it took for us to key in the information for our thousands of participants?" comments Sharon Cook, registration coordinator for the Calgary Kiwanis Music Festival. "It was very time consuming to manually input the data for participants and classes into our database." The Festival quickly saw the wisdom in automating the registration process.

Solutions

For the past two years, the Festival has been using Active Network's RegOnline product as an online registration and event management tool. In this second year with Active, the Festival has refined its processes and customized RegOnline to work exactly the way they want it to. Here are a few of the ways the Calgary Kiwanis Music Festival uses RegOnline to maximize resources and save time:

- ▶ **Online Registration**—Musicians and performers can easily sign up and submit payment online. Not only is this convenient for participants, but online registration saves the Festival staff hours and hours of time.
- ▶ **Multiple Event Forms**—Instead of creating one event registration form with thousands of class offerings, the Festival has built 20 smaller events broken out by category type to better manage the agenda. This is more cost-effective (minimizes the number of transaction fees) and creates a more meaningful experience for registrants. When signing up online, performers only answer questions that are specific to them, which also arranges data into more manageable chunks for the staff.



Customer at a Glance

Customer:
Calgary Kiwanis Music Festival

Solution: RegOnline

URL:
www.calgarykiwanisfestival.ca

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- ▶ **Customizable Functions**—RegOnline allows users to customize form questions, reports, pricing, email communications and more. The system has a balance of standard, hard-wired functionality and modifiable tools that can be tailored to fit the needs of any organization.
- ▶ **Email Marketing**—RegOnline comes equipped with a built-in email tool, which can be used to send automatic confirmation emails as well as e-marketing blasts. For example, the Festival emails all previous registrants from past years to inform them of registration open/close dates and update them on any new information. The contact lists for the emails can be segmented to send to a specific group of participants—say, pianists—to ensure all messages are meaningful and targeted. “The email facility is absolutely wonderful,” notes Sharon. “Very handy.”
- ▶ **Reporting**—RegOnline offers detailed, comprehensive reporting on every facet of the Festival, from financials to participant demographics. All information collected during registration is stored in a central database for efficient use and easy access. “We download all transactions and load them into an Access database for on site management,” explains Sharon. “It makes it easy for us to ensure the right composer is being played in a certain class or a student is where they are supposed to be. The information that comes out of RegOnline is the basis for the entire festival.”
- ▶ **Payment Gateway**—The Festival also switched over to RegOnline’s payment gateway to help improve financial processes. “We had a terrible time with reconciliation previously,” notes Sharon. “Now we get paid regularly and see every penny. Going with RegOnline’s payment gateway has been one of the best things we’ve done.”



Results

The Calgary Kiwanis Music Festival processes nearly 4,000 transactions annually, 70% of which are handled through RegOnline. The Festival has seen a tremendous amount of time and money savings since switching to an online software system. “We used to spend hundreds of hours keying in names and addresses,” notes Sharon. “It’s quite noticeable when you don’t have people slogging away for hours on those manual processes any longer.”

The Festival is also appreciative of Active Network’s personal approach to customer support. Active offers free, unlimited, 24/7 email and phone support. Plus, Sharon has worked closely with two members of Active’s team to tweak and customize the system to ensure that it is the best fit possible for the Festival and its participants. “We’ve been well looked after,” says Sharon. “Active has been very responsive. For anything that has concerned me, I’ve been able to get help. I believe that we are the first music festival to use RegOnline so there’s been learning curve on both sides. I want other festivals to learn from us and see how they can use the system to their best benefit.”

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