

Summary

NOCA, a newly formed curling organization, needed to streamline Playdowns management and enable online registration. The solution had to be turnkey, easily deployed, and managed by a small staff.

Compete-At provided a system tailored to meet the specific needs of curling organizations. With minimal training, NOCA created over 40 events that were accepting entries online in just a few short days.

Event Manager was a perfect fit for NOCA because there were no upfront costs, it removed the burden of maintaining an IT infrastructure and eliminated internal software maintenance.



About Compete-At

Compete-At provides tailored online event management solutions to meet the unique needs of select sports. Clubs, national organizations and associations rely on Compete-At to manage world class events. Visit us online at: www.Compete-At.com

Background

In 2007, the Northern Ontario Curling Association (NOCA) was born from the amalgamation of four separate curling associations to form a single, strong governing body in Canadian curling. In the first year, NOCA was in charge of events in the Northern Ontario area and was in need of an event management solution to help its staff run 33 Playdowns. Additionally, NOCA wanted the capability to extend the solution down to its 57 curling clubs so the entire organization could benefit from this new technology.

The Challenge

In its first year of existence, NOCA was charged with overseeing 33 Playdowns hosted at 33 different venues. With a very small office staff, NOCA needed a solution that would provide a consistent registration process to curlers and provide management tools to clubs spread over a wide geographic area. In the past, all registration and event management was done on paper by each individual association. This manual process made it very difficult and time consuming to track registrants waivers, requirements and payments. NOCA, like most new organizations, had budgetary constraints and lacked an internal IT department and technical resources to develop something internally.

The Solution

For NOCA, Compete-At's Event Manager provided a turnkey solution for online registration and a curling specific system for management of Playdowns and bonspiels. In just a few days, every event was configured into the web-based system and registration opened. Before and during the Playdowns, NOCA and each of the venues were able to send event information through automated notifications to all registrants and easily track that all team members fulfilled the event requirements. In addition, results for each Playdown were posted online and each event could post photos into online galleries.

"We are extremely pleased with the results of using Event Manager to streamline online event management" says Leslie Kerr, Executive Director of NOCA. "As a newly formed governing body with high expectations, but limited resources, it is my job to make sure things run smoothly for our members. Compete-At offered us a curling specific solution that allowed me time to focus on the directives of the Board of Directors and the future of the sport in Northern Ontario. Whether you are a small club or a large governing body, I recommend using Compete-At's product suite to reduce IT costs and streamline your event management."

Compete-At's Event Manager successfully helped NOCA transition from a paper-based process to a streamlined system which ultimately benefitted the hundreds of curlers competing in NOCA events. Compete-At offers a suite of integrated products including; Event Manager, Membership Manager, Content Manager, Store Manager, and Passport Profile for athletes. For more information and to schedule a demonstration of our products, please visit: www.Compete-At.com .