

SUCCESS STORY: NSCAA

Moving from a manual process to a solution that integrates with iMIS, event efficiency has increased from the internal processes to the client facing side

CHALLENGE

When planning their annual convention, the NSCAA needs to manage 30 plus categories, hotel accommodations, air travel, ground transportation to and from, speakers and much more. All of this is happening while the NSCAA has over 200 educational sessions going on during the convention. This five-day event was being planned manually through spreadsheets. While this process was working, there were a few limitations and downsides to this manual way of doing things.

When it came the show itself, staff struggled with event management and organization. It was also very time consuming with editing and reviewing event information. The NSCAA was looking for a solution that would allow them to manage their large event in one place, increase efficiency and improve the registration process for attendees. They also needed a solution that would integrate with iMIS, to automatically update and add new members based off of the event registration.

“Since integrating Aventri into all of our events, we have advanced our association. With the ease of Aventri, the National Soccer Coaches Association of America has been able to immensely improve the attendee experience by simplifying the registration process, expediting on-site registration process, and much more.”

SOLUTION

Aventri took the NSCAA from a manual to an automated event process. “Everything we needed to manage for our convention is now online and accessible for all staff involved,” said Geoff VanDeusen, NSCAA’s director of events. The team at the NSCAA is able to log in and manage their respective responsibilities in one place, from the event website to the agenda, to the speakers and more. Attendees are now able to use the Aventri registration module to update their hotel, travel and sessions themselves without having to send emails to the NSCAA team.

NSCAA found many benefits from different Aventri modules, from seeing the financials in budget to viewing room set up for sessions in scheduler, to viewing custom generated and detailed reports for all event aspects.

With Aventri’s integration with (C) Systems’ (C)onnect, the association was able to link the event registration with iMIS. This created a new account for all registrants not currently in iMIS, and any modifications to the registrations would write back to iMIS. With over 6,000 registrations for 2015’s convention, the NSCAA saved time, increased their organization, and, with detailed reports on this year’s attendees, have valuable insights on their behaviors that will help with planning future events.

KEY HIGHLIGHTS



National Soccer Coaches
Association of America

Industry
Sports

Location
Kansas City, Missouri

Products & Services

- **Registration**
- **Travel management**
- **(C) Systems integration**



Geoff VanDeusen
Director of Events

The National Soccer Coaches Association of America (NSCAA) is the world largest soccer coaches’ organization that serves members at every level of the game. The NSCAA works every day to inspire coaches and ignite their passion for the game, so that they can pass it on to players and others in the soccer community.

www.nscaa.com

Founded in 1941

Over 30,000 national members

Average 10,000 attendees at the annual NSCAA Convention