



## **Doubleknot Delivers Registration and Management for AZA 2015 Educators' Soiree** *Utah's Hogle Zoo offers online registration, easy communications and fast checkin for signature event*

### **About the AZA 2015 Conference Hosted by Utah's Hogle Zoo**

The Association of Zoos and Aquariums (AZA) a nonprofit organization founded in 1924 dedicated to the advancement of zoos and public aquariums in the areas of conservation, education, science and recreation. Hosted in 2015 by Utah's Hogle Zoo, the AZA annual conference is one of the largest gatherings of zoo and aquarium professionals in the United States.

The Educators' Soiree is one of the AZA conference's most anticipated events, enabling education professionals from around the country to meet and share ideas in a friendly, informal atmosphere. The 2015 Educators' Soiree was held at Keys on Main, a popular Salt Lake City live music venue.

### **The Challenge**

The organizers of the Educators' Soiree needed a solution to manage registration, payment, communications, ticketing and admissions for the event. Their requirements included:

- Selling tickets online
- Providing complimentary tickets for VIPs while still including them in the overall headcount
- Allowing registrants to print their tickets or display them on smartphones
- Eliminating entry lines by quickly scanning and validating tickets upon arrival
- Communicating with attendees before, during and after the event

### **The Solution**

As in previous years, the organizers chose Doubleknot's registration and mobile check-in solution for the Educators' Soiree. The online registration process gathered exactly the information that the hosts needed, and support for different registrant types allowed administrators to add VIP registrants to the ticketing list at no cost. Before the event, attendees received reminder emails with links to download and display mobile tickets on their smartphones, a helpful option at an event where most attendees are staying in hotels. (Print-at-home tickets were also supported.)

Because Doubleknot's QR-coded tickets can be scanned with any iPhone or iPad, the planners didn't have to arrange for any special check-in equipment at the venue. A single host equipped with an iPhone stood ready to check in the attendees as they arrived. Using Doubleknot's mobile check-in app for iOS, he was able to check people in, greet them by name and be automatically informed if a balance was due.

"Although check-in is only a small part of an event or program, it's an opportunity to make a great first impression. Waiting in line while staff looks up and confirms each registration isn't anyone's idea of a good time, whether it's a one-time event like the Educators' Soiree, a popular attraction like a holiday lights exhibit or a summer daycamp," says David Mimeles, Doubleknot Vice President for Sales and Marketing.

Attendees definitely appreciated the event's registration and checkin process. According to one guest, "It was great! Registration was very smooth and I loved being able to just have the code to scan on my phone."

"We're very pleased with how well Doubleknot handled registration and checkin, especially at a site outside the park," says Chris Schmitz, Hogle Zoo's Education Curator. "I would definitely recommend Doubleknot's event management and checkin solutions to other AZA organizations."

### **About Doubleknot**

Zoos and aquariums across the United States rely on Doubleknot's integrated solutions for registration and program management, reservations and facilities management, ticketing and admissions, membership management and online fundraising and donations. To learn more about Doubleknot's solutions for AZA members, including Sales Station POS and mobile POS, contact David Mimeles at (408) 971-9120 x203 or [dmimeles@doubleknot.com](mailto:dmimeles@doubleknot.com).