

Case Study: Alberta Teachers' Association



The Alberta Teachers' Association

Background

The Alberta Teachers' Association (ATA) is an organization that represents teachers in the Province of Alberta. The Association has 43,000 members and is responsible for professional development, member discipline and grievances, and collective bargaining. The ATA supports 22 specialist councils that represent different subject specializations for teachers across geographic regions of the Province. As part of the organizational structure there are also 10 convention associations and 54 regional locals.

The Challenge

The Alberta Teachers' Association (ATA) has 22 specialist councils located throughout the province of Alberta. Traditionally ATA processed event registrations and payments manually for all conferences, workshops and planning sessions. This method of processing registrations was time consuming and subject to human error, particularly with the specialist council offices being located throughout the Province of Alberta.

ATA began sourcing an online registration software provider in November 2010. It was imperative that the chosen solution met strict requirements for ATA, including; being cost-effective, easy to use and learn, feature rich, availability of support, and look and feel of the registration forms.

The Solution

Event Wizard was chosen as ATA's registration software provider shortly after the process of finding the right solution began. The decision came easy for ATA as there were no contracts or annual commitments with Event Wizard. This allowed each council to run events on their own without concern of contractual obligations or budget constraints posed by such requirements. In addition, ATA noted the following key benefits:

- Increased efficiency among councils resulting in time and money savings
- Ability to integrate the ATA Beanstream payment gateway meant the Association was able to maintain full control over all event registration payments, refunds and adjustments.
- A La Carte pricing options meant ATA wasn't forced to pay for all features of the software when some councils required much less functionality than others.
- Comprehensive reporting with 24/7 secure web access



“Since implementing Event Wizard we have realized a tremendous amount of time and cost savings.”

Case Study: Alberta Teachers' Association (cont'd)

The Result

Since implementing Event Wizard as the standard online event registration solution there has been immediate positive results for many ATA councils. ATA has realized a tremendous amount of time and cost savings, as well as more successful reporting with Event Wizard. Now that the registration component of ATA is standardized across all councils it has immediately reduced ATA's event set-up and administrative time.

The Alberta Teachers' Association councils quickly adopted Event Wizard and have found it very successful. As a result the ATA will continue using Event Wizard for all online registration needs.

REGISTRATION PAGE FOR: **OUTREACH EDUCATOR'S CONFERENCE 2011**
THE POWER OF PERSEVERANCE
September 29, September 30, October 1, 2011
Marriott at River Cree, Enoch, Alberta

WELCOME PAGE REGISTER CONTACT US

PERSONAL INFORMATION

First Name
Last Name
Address 1
Address 2
City
Province
Postal Code
Home Number
Work Number
Cell Number
Email Address

REGISTRATION PAGE FOR: **CELEBRATING THE CHALLENGES 2011**
Sponsored by:
Special Education Council, Alberta Teachers Association
Different isn't so different anymore....
October 13 - 15, 2011
The Delta Lodge at Kananaankis
Early Bird registration rates are in effect until September 30th, 2011. Don't delay - register today!
Visit the conference website at for the most current information and updates

PERSONAL INFORMATION

First Name

REGISTRATION PAGE FOR: **Digital Citizenship and 21st Century Learning**
The Future of Middle Years Education
April 14 - 16, 2011
Radisson Edmonton South
Edmonton, Alberta
Radisson Edmonton South

REGISTRANT INFORMATION

First Name *
Last Name *
Name of School/Organization *
District Name *
Home Address *
City *
Province *
Postal Code *
Phone *

REGISTRATION PAGE FOR: **Educational Futures**
Invitational Symposium
International Perspectives on Innovation from the Inside Out
March 18 & 19, 2011 • Sutton Place Hotel, Edmonton, Alberta, Canada

Personal Information

Title *
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Postal Code/Zip: *
Business Phone: *
Residence/Cell: *
Email: *
Confirm Email: *

Organization Information

Representing: *
Alberta Education
Alberta Regional Professional Development Consortium
Alberta School Boards Association