

IOA Major Events Conference  
30 January 2016

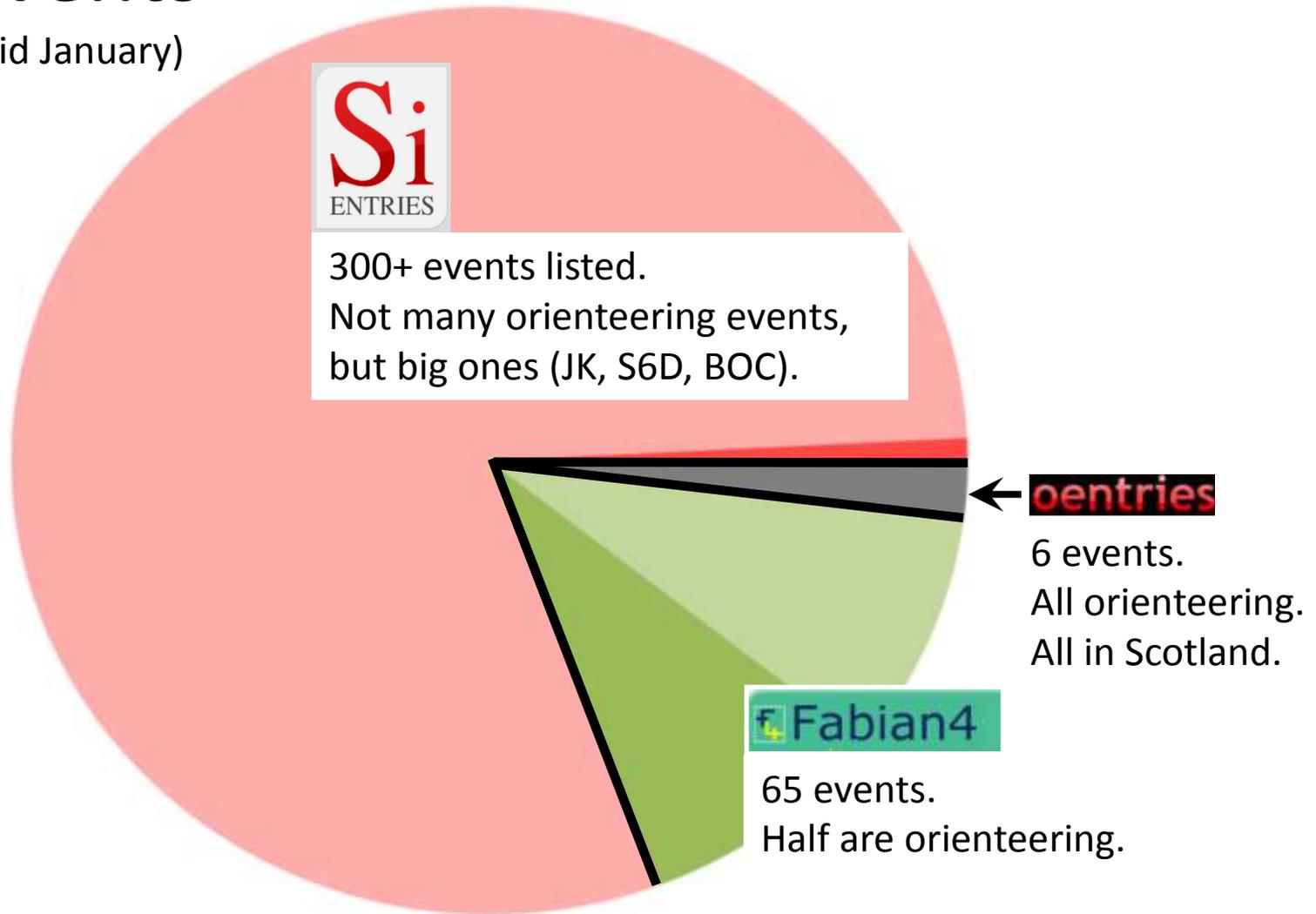
# Online Entry Systems

Harry Bell  
LVO



# 2016 Events

(snapshot in mid January)



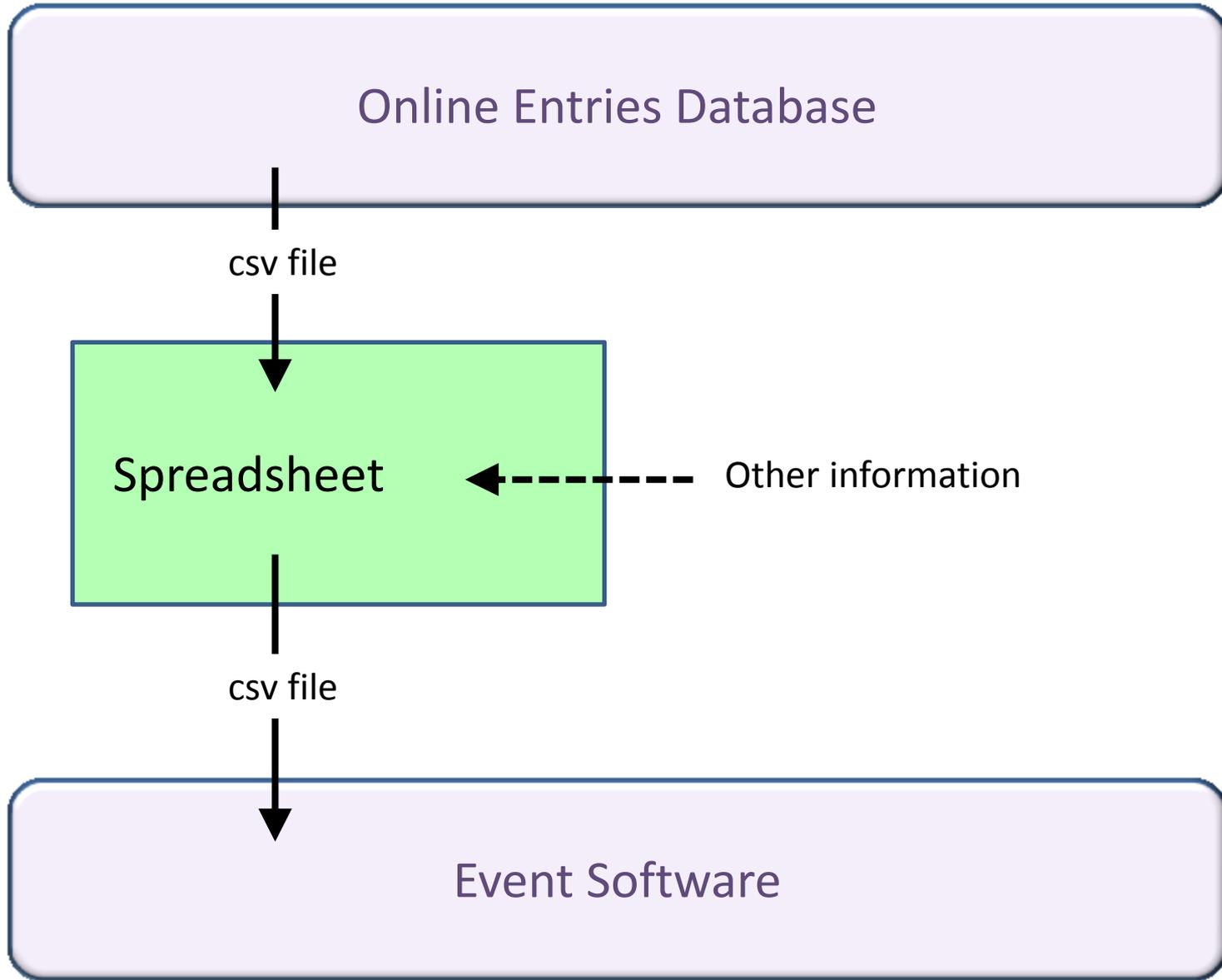
			
Charge	5% + 20% VAT. Total 6%		5%. No VAT(?)
Minimum charge	€1.20 per transaction.	€0.50 per transaction. <i>(Only if average transaction is less than €10)</i>	£0.50 per transaction. <i>(Can be free)</i>
Bank charges (Club)	None	None	None
Card charges (Entrant)	None	None	None
Payment to club	15 days after month end	1 month after month end	1 week after event
€ entry fees?	Yes	Yes	No
Comments	Expensive for small events	Fair value for events of all sizes	Inappropriate for € events

# Why use an online entry system?

- Efficient - releases scarce people for other jobs.
- Entry fees and deadlines rigorously defined. Helps avoid late entry issues.
- Details scrutinised by experts.
- Can be thoroughly checked before event goes live.
- Convenient for competitors – we hope...
- Fast & efficient communication with competitors.
- Comprehensive, up to date, readily accessible entry data.
- Entry fee collection.
- Credit card payment, no currency issues.

Is online entry worth the cost?

# Transferring entries data to event software



# Spreadsheet can become a master 'database' for the event

Online Entries Database

csv file

Individ	Entry S	Particip	Participant L	Participa	In	Inc	Indiv	Individ	Club
1	1 A	Helge Ma	Erdal	Ma	20/08/1960	Individ	54 M		Samna
2	2 A	Nick	Barrable	Ma	08/06/1974	Individ	40 M		SYO
3	3 A	Sarah-Jan	Barrable	Fer	10/06/1984	Individ	30 F		SLOW
4	4 A	Nigel	Pim	Ma	08/04/1970	Family	115 MIX		WatO
5	4 A	Jeni	Pim	Ma	29/06/1998	Family	115 MIX		WatO
6	4 A	Robert	Pim	Fer	18/08/2002	Family	115 MIX		WatO
7	4 A	Jordan	Pim	Fer	11/05/1949	Individ	65 F		EBOR
8	5 A	Christine	Roberts						

participant list-1

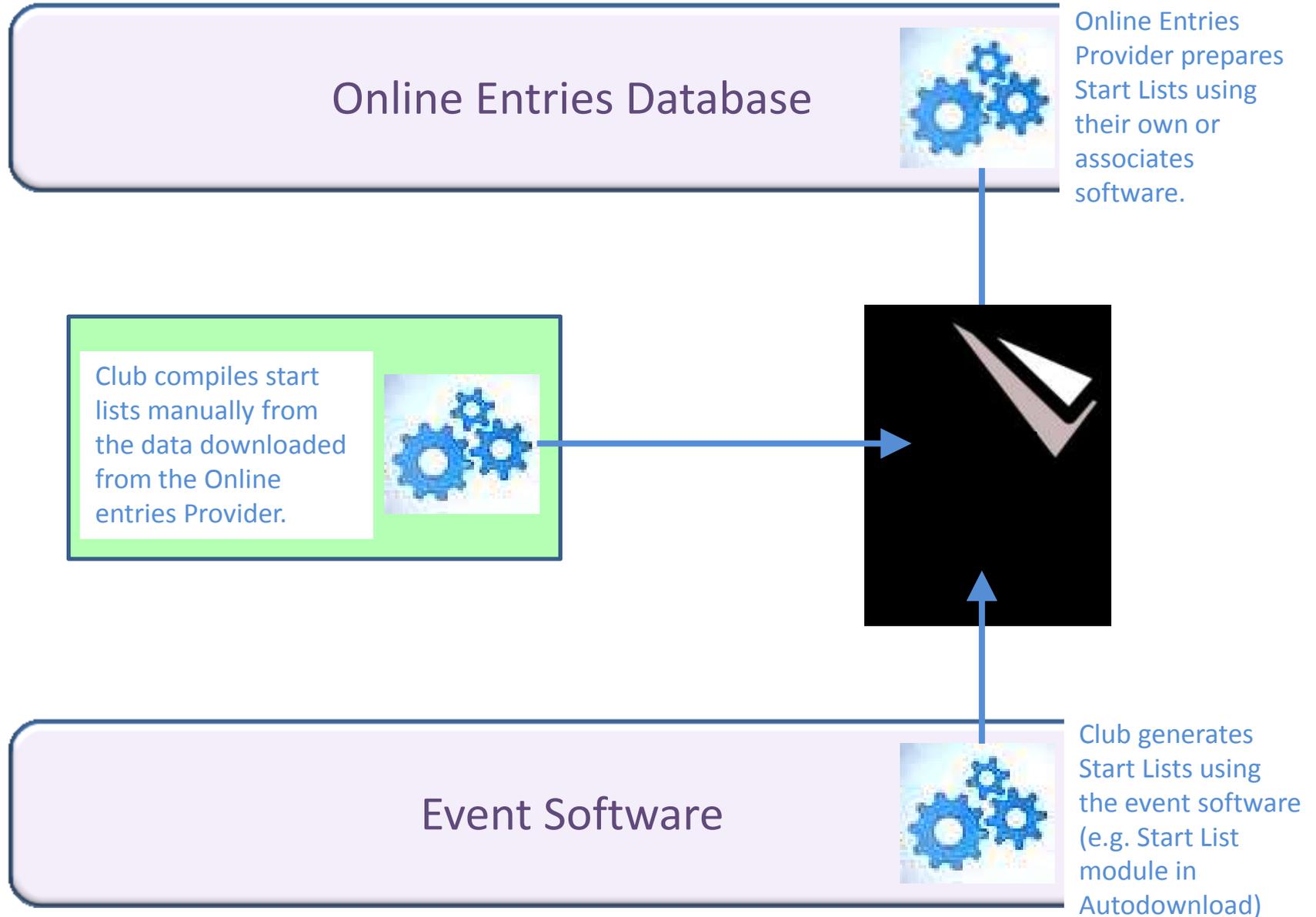
Day 1 Sprint

Day 2 Long

Day 4 City

Event Software

# Options for Start Lists



# The usual features....

Multiday events & relays

Entry lists

Complex entry fees, e.g. early/late entry, card hire, discounts non-member supplements

Payment direct to bank account

Comprehensive data export facilities

Bulk email (& texts)

Technical support

Financial reports

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SiEntries and Fabian 4  
offer similar features



# Consider

Cost.

Remember 5% fee for secondary activities, e.g. meals, accommodation. Can be costly for expensive items such as meals & accommodation. Is there a way to avoid this charge?

Cost of major changes, e.g. Cancellation.

Level of each Provider's expertise & support.

Will the Provider's service suffer if problems arise, e.g. illness, IT failure? Unlikely to be a serious issue with smaller events but an important consideration for large events.

How will Start Lists be prepared?.

Except for very large events there is little benefit using online entry service from the same stable as event software?

For large events, consider buying in all functions – online entry, start lists, event software and results from a single provider.



SiEntries presentation is 'cleaner'. Remember beauty is only skin deep – both systems are very powerful



Sleagill Head Farm, Sleagill, Penrith CA10 3HD  
 Tel: 01931 714 106  
 VAT No. 534 2538 54

Sales Invoice No: 62474  
 Invoice Date: 13 Mar 2015

Lagan Valley Orienteers  
 c/o Harold White  
  
 haroldwhite29@btinternet.com

**SiEntries Invoice and Financial Summary**

Transaction		Fees			Charges				Transfer
Type	Name	Received	Previous Transfers	Amount Due	Total Charges	Previous Payments	Charges Due	VAT	Nett Transfer Due
Event	Irish OChamps and Lisburn City Race	£733.00	£535.00	£198.00	£36.65	£26.75	£9.90	£1.98	£186.12
<b>Totals</b>		<b>£733.00</b>	<b>£535.00</b>	<b>£198.00</b>	<b>£36.65</b>	<b>£26.75</b>	<b>£9.90</b>	<b>£1.98</b>	<b>£186.12</b>

The nett fees will be transferred on: 13 Mar 2015 **£186.12**

For a further breakdown of any event charges, please download the report from the relevant Event Finances page in the Admin screens

Charges due for SiEntries Services	<b>£9.90</b>
VAT	<b>£1.98</b>
<b>Total</b>	<b>£11.88</b>

This invoice is for your records and does not require payment as the transfer is nett of charges

# Testimonials

This level of customer satisfaction must, in no small part, be due to the efforts of your colleagues and the efficiency of your systems.

The agility that you guys showed in pulling everything together was a treat to experience – it's nice to know there are folk out there who operate in that way.

I am in awe of your patience and attention to detail in supporting events - really really love the Fabian 4 master spreadsheet of entrants and all their options for the event - really helped keep track of things!

... quick and easy, plus everything has worked as you said it would. As one runner who emailed me wrote, "Very impressed with the entry process. Easy and straightforward".

Although we pay for your service; what you deliver is excellent value. I feel that you bend over backwards to support our competitors and our event officials and I can heartily recommend you as a service.

... much precision, much appreciated. You really do have a very slick system.