

Kleinwort Benson's 'Entrepreneurs Club' uses Xara Online Modules to add Event and Membership Management functionality to their website.



Website: Kleinwort Benson
www.the-entrepreneurs-club.com

Industry: Financial services

Type of application: Event and Membership Management

Benefits summary:

- The Event and Membership Management solution was created by a non-programmer so that resources were not drawn away from the busy Kleinwort Benson IT department.
- The club administrator can easily manage the membership database from any Internet connected computer at any time.
- Members can search online for other members' details before and after networking events and they can search for a member or potential investors with the business knowledge they require.
- The online event booking administers attendance at networking events, saving time for both members and the club administrator
- Potential members can now apply online.

Website background

Kleinwort Benson Private Bank created an Entrepreneurs Club that provides an environment for the owners of UK private businesses to share ideas and ideals with like minded aspirational individuals. Members are also drawn from the private investor community to discuss and source new investment opportunities. The Club holds regular meetings in London and Birmingham to hear the experiences of other entrepreneurs on a variety of topics relevant to growing and expanding new and established businesses. Through Kleinwort Benson's extensive network of professional connections Club members have access to vetted introductions to venture capital finance and advisers on corporate, accounting and legal issues.

The Club's website is a crucial tool for members to access information about fellow members and professionals who can help the growth of their company. Members also need to access information and register for forthcoming networking events.

Challenges

The Entrepreneurs Club's website required a solution that would address several issues:

- The most basic requirement for the Club was to have a secure, reliable online database in which they could store information about their members accessible only by authorised members.
- Creating an online automated solution would save on the administration time to process new membership applications and event registrations.

“We are very pleased with our new member and event management system. It was essential for members to be able to interact on line as well as at Club meetings and a bespoke solution was necessary” said Derek Wright, director of the Entrepreneurs Club. “Xara Online offered a non-programming solution to create a system for our website that incorporated all the functionality we wanted. The online automated membership and event management has provided a facility for the members to find out more about each other, and to access information and register for events. These are all very important facilities to ensure a successful networking club”

- Event information on their website needed to be updated regularly and an online pre-registration for future events was needed.
- The Entrepreneurs Club wanted to provide a better service for its members by providing them with a secure online area where they could look up other members' details. A frequent problem for members attending networking events is retaining all the information about the people they meet. Ideally, they need to be able to access other members details at their leisure, either before or after networking events.
- Fast and easy communication with the members is vital so the Club needed a solution that would allow non-technical staff to easily create HTML emails and manage sending them to either a specified group, or the entire membership.

Solution

The Entrepreneurs Club chose to use Xara Online's connectable module system for their Event and Membership Management. One of the main driving factors for this was the speed and ease with which the web application could be created by a non programmer and integrated into the bespoke Entrepreneurs Club website.

Prospective members can now apply for Club membership via an online form. Email notification is then sent out to the club administrator that an application has been received, allowing them the opportunity to review the applicant for suitability.

Upon acceptance the administrator clicks a button that triggers the database entry and an automatic approval email sent to the member, with their username and password to access the website. This dramatically reduces the amount of administration time required to process and respond to applications.

Members can sign into a secure members area using their private username and password. They are able to update their own personal details and also search for other members details to discuss partnerships or problems.

The Club administrator can use the mail list manager to send HTML emails to the whole Club or a selected group with information that would be relevant to them. The administrator can easily compose effective emails with the ability to set fonts, sizes, colours and also create links.

The final element is event information and booking. Event details can be easily added or updated with no need for extensive HTML programming skills.

In the secure area, members can now search through forthcoming events, find out more details about them and register to attend them online. This registration is automatically added to a database making it easy for the administrator to create reports for attendance lists.