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Single-Source-of-Truth CiviCRM
for Classical:Next

International CiviCamp Hamburg June 3rd 2024

Introduction of presenters

Today's presenters

Clemens Seemann / MD Classical:NEXT & kultursystem gGmbH

Jens Werling / Founder & MD nussknagger GmbH

Nadja Rathenow / Process development civilisten GmbH

Marco Lölkes / Data analyst civilisten GmbH

Patrick Förg / Founder & MD civilisten GmbH



Project overview

What is Classical:NEXT?

The Global Gathering For All Art Music Professionals

- Classical:NEXT is the global networking and exchange hub dedicated exclusively to classical and art music, for all professionals – artists, managers, presenters, orchestras, labels, educators, press, media, publishers and more.
- Classical:NEXT consists of an interactive conference, project pitches, showcase concerts, expo, innovation award and networking.

900	550	121	320
Professionals	Companies	Speakers	Artists



Needs and role of CiviCRM

Data to be hosted inside CiviCRM

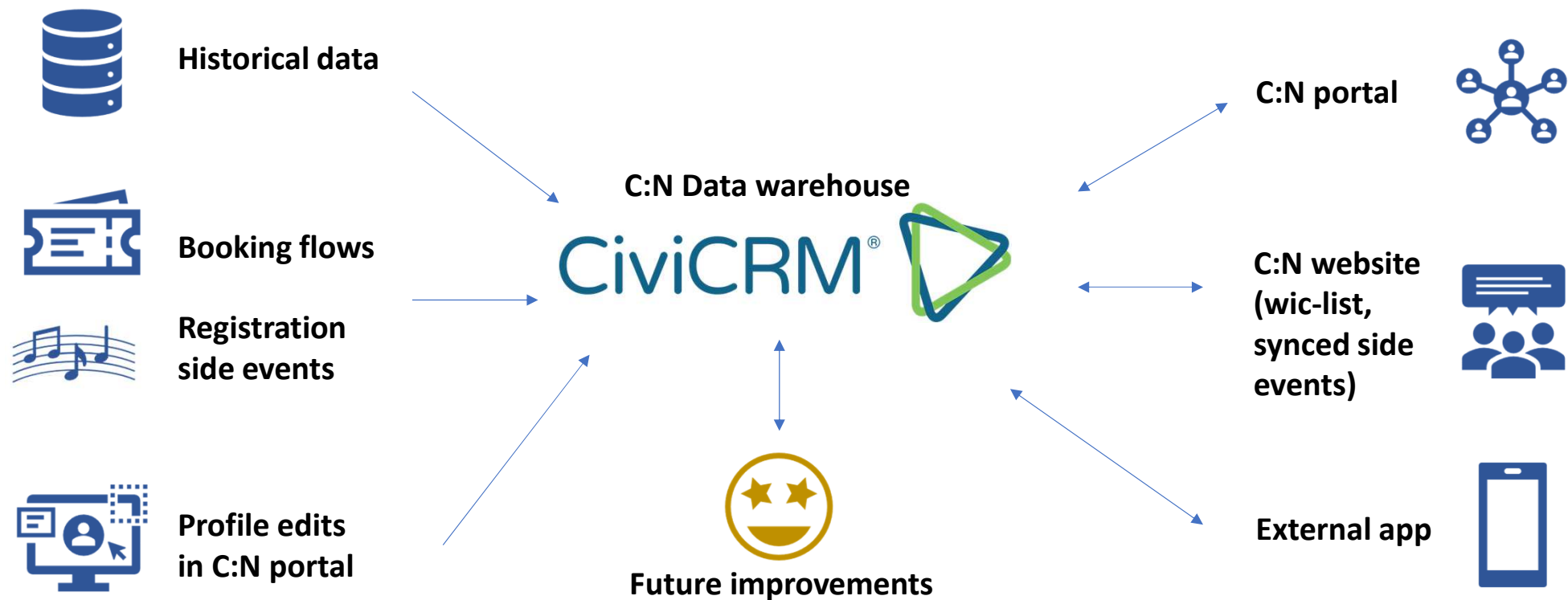
- Registration data and meta data of attending...
 - Exhibitors and/or „companies“
 - Delegates, VIPs, artists, speakers, single visitors, students etc.
- Invoicing and payment data
- Rights management for portal / external apps
- Historical data of all above categories (we made a data analysis before!)

Functions delivered by CiviCRM

- Booking flows for...
 - Attendees
 - Trade fair booths
 - Artists
 - Students
- Flows for invoicing and payment
- Sync/endpoints for portal and external apps



Single-Source-Of-Truth approach

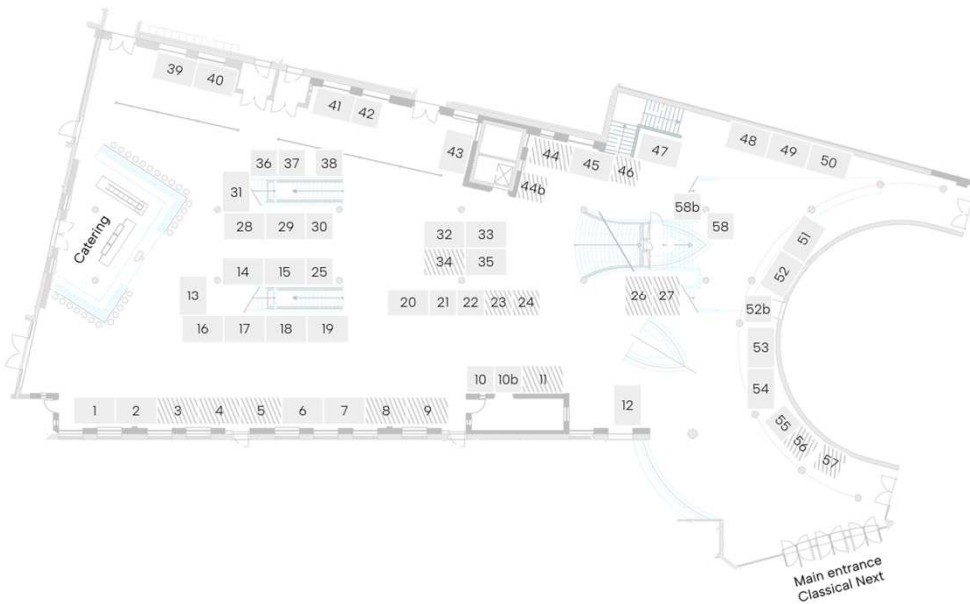


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Live-Demo with 2D Booth-Booking



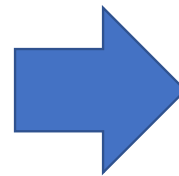
Tradefairbooth Booking ☆								
Home > CivCRM > FormBuilder > Edit Form > Tradefairbooth Booking								
BOOTH_PUBLIC_NR	BOOTH_FLOOR	CONTACT ID	CONTACT ID DISPLAY NAME	BOOTH_PUBLIC_NAME	ENABLED	BOOTH_PRICE	BOOTH_DIM_X	BOOTH_DIM_Y
1	1					€950.00	€3.00	€2.00
2	1					€950.00	€3.00	€2.00
3	1	108	kultursystem gmbh	kultursystem gmbh	Yes	€950.00	€3.00	€2.00
4	1	134	Meandi	Meandi - Solo Artist Label	Yes	€950.00	€3.00	€2.00
5	1	96	The Scorpions	The Scorpions	Yes	€950.00	€3.00	€2.00
6	1					€950.00	€3.00	€2.00
7	1					€950.00	€3.00	€2.00
8	1	1	Classical-NEXT	Classical Next - Merchandise	Yes	€950.00	€3.00	€2.00
9	1	256	Piano Pete	Piano Pete - Best Pianos in the world		€950.00	€3.00	€2.00
10	1					€820.00	€2.00	€2.00
10b	1					€820.00	€2.00	€2.00
11	1	153	Music1234	Music1234 - Music is our passion	Yes	€950.00	€3.00	€2.00
12	1					€950.00	€2.00	€3.00
13	1					€950.00	€2.00	€3.00



Have a ticket? – Start networking right ahead!



C:N portal system



C:N Berlin Trade fair venue



Portal, Accountmaker & WIC-Sync

Portal:

- Portal is accessible to all registered participants
- Profiles can be used to manage own data and control visibility
- Portal as a place where users view the profiles of other participants

Accountmaker:

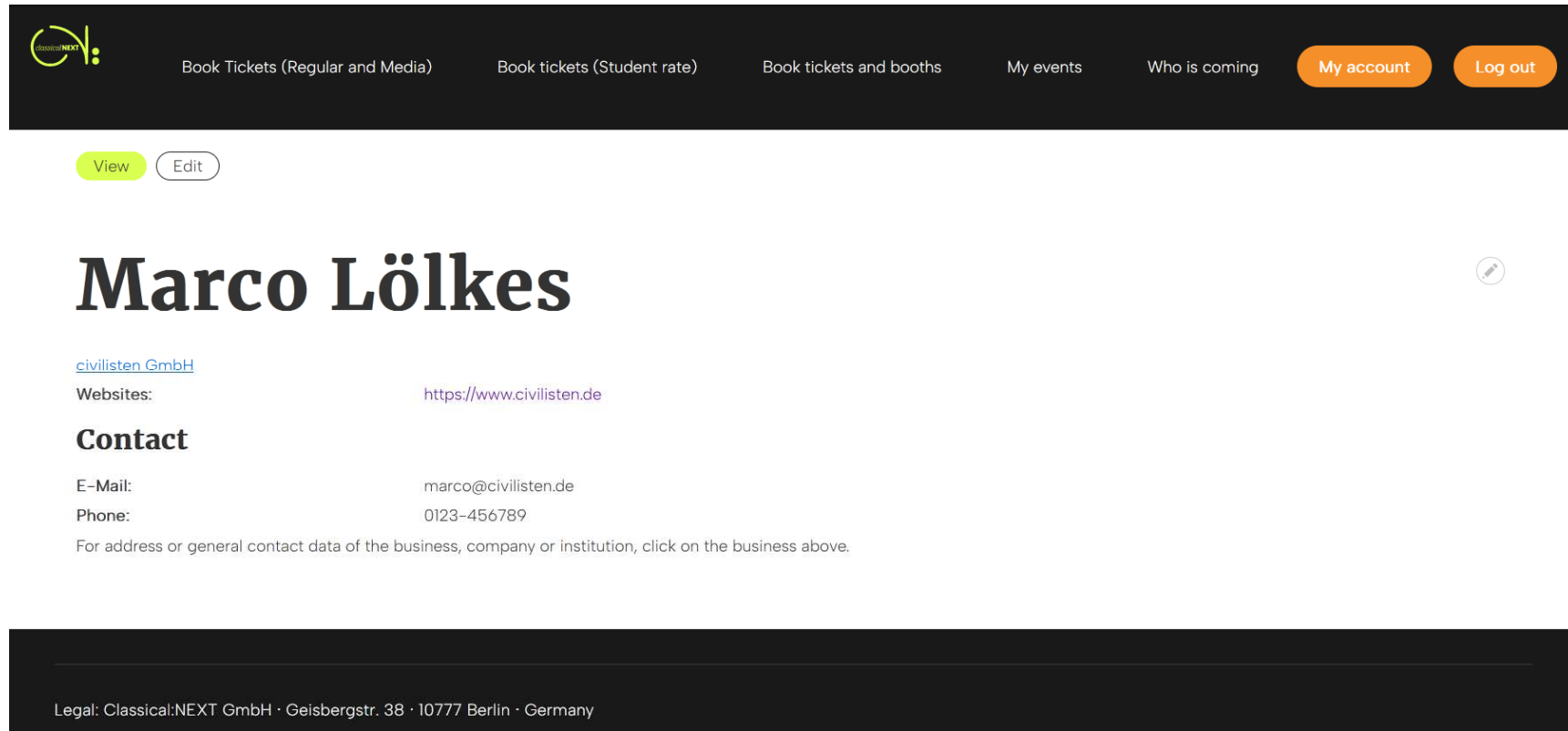
- Problem: Registered event participants do not yet have a Drupal-account
- Solution: Accountmaker-extension creates Drupal-Accounts 😊

Who-Is-Coming-list

- Who-Is-Coming-list is available on website, portal and app
- Public Who-Is-Coming-list shows all public attendee information
- Data for WIC-list comes from CiviCRM



Sample profile with delegate data



The screenshot shows a user profile for Marco Lölkes. At the top, there is a navigation bar with the Classical:Next logo and several menu items: "Book Tickets (Regular and Media)", "Book tickets (Student rate)", "Book tickets and booths", "My events", and "Who is coming". On the right side of the navigation bar are two orange buttons: "My account" and "Log out". Below the navigation bar, there are two buttons: "View" (highlighted in green) and "Edit". The profile name "Marco Lölkes" is displayed in a large, bold font. To the right of the name is a small circular icon with a pencil, indicating an edit function. Below the name, the text "civilisten GmbH" is shown in a smaller font. Underneath, the "Websites:" field contains the URL "https://www.civilisten.de". The "Contact" section lists the following information: "E-Mail: marco@civilisten.de" and "Phone: 0123-456789". A note at the bottom of the contact section reads: "For address or general contact data of the business, company or institution, click on the business above." At the bottom of the page, there is a dark grey footer bar containing the text: "Legal: Classical:Next GmbH · Geisbergstr. 38 · 10777 Berlin · Germany".

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Book Tickets (Regular and Media) Book tickets (Student rate) Book tickets and booths My events Who is coming My account Log out

View Edit

Marco Lölkes

[civilisten GmbH](#)

Websites: <https://www.civilisten.de>

Contact

E-Mail: marco@civilisten.de

Phone: 0123-456789

For address or general contact data of the business, company or institution, click on the business above.

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Sync of Side-Events, booking of side events

- Organization of side events in the context of Classical:Next
- Creation of all side events in CiviCRM as events
- Synchronization of data to C:N-website and mobile app
- Registration and deregistration for side events in profile

Booking of side events directly from profile



My Events

Event registration

For the following events, capacities are limited and we expect a high turnout. We will therefore work with a guest list system. To ensure that we can reserve you a space, please let us know below, which of the events you would like to attend and we can put you on the list. There are no further costs involved, attending is part of your registration.

Please show up 15 minutes early to these events, so we can let more people in, should there be free spaces available in the end.

Opening (Reception, Concert, Speeches)

13 May 2024 19:00 - 18 May 2024 23:00

Innovation Award

16 May 2024 20:00 - 16 May 2024 21:30

off C:N Showcase: Candlelight Concert – The Richter Scale

16 May 2024 22:00 - 16 May 2024 23:00

Boat Trip and Talk

17 May 2024 10:30 - 17 May 2024 14:00

Submit

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FAQ · Datenschutz



Ready? – No, there was this mobile app...



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C:N Web App (PWA) development

Goals (why)

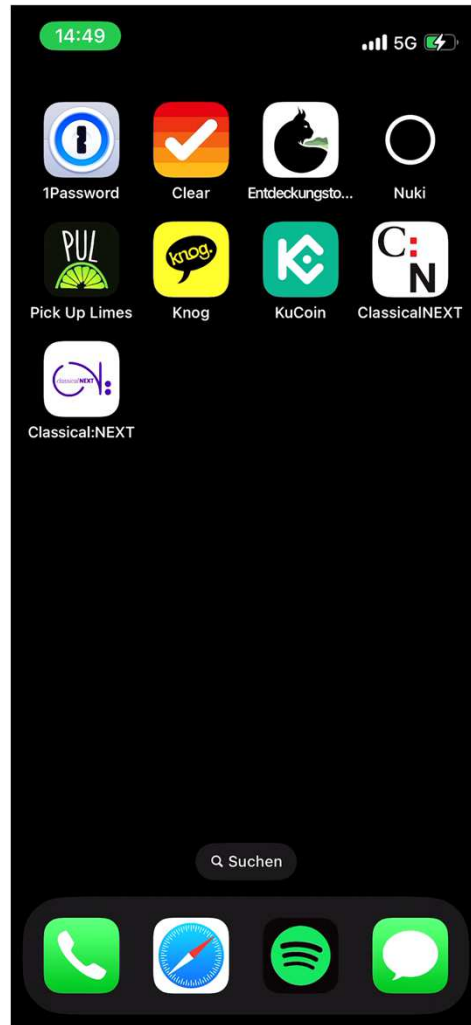
- Easy access for most important data of the event
- Encouraging networking
- Only private access
- Offline availability

Features (what)

- Simple interface/ intuitive navigation
- Structured program overview with filter + detail view incl. iCal integration
- Who is coming with filter & search + detail view



Demo



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C:N Web App (PWA) development

Development Process (how)

- High speed < 30 days for wireframes, design, development, testing and deployment
- Tech stack: CiviCRM Backend, SvelteKit Frontend + PWA functionality
- CiviCRM Endpoints via REST-API as JSON
- Authentication via JSON Web Token



C:N Web App (PWA) development

Conception, design and development of a web app for the world's largest gathering of experts from all areas of classical and artistic music.



And then there was day 0...



C:N Opening May 12th Berlin

around 50 working days until now...

and our beloved gadget...

the name badge printers.






Summary: most challenging

- **Complexity of Both Fields:** The Classical:NEXT has deep, intricate properties and processes well known to the team. Conversely, the programming language and the Civi program appeared very complex to us.
- **Freedom vs. Structure:** The freedom offered by CiviCRM was both wonderful and challenging. Our team was used to working with more structured programs, so we needed to rethink and clearly formulate our ideas in this new, flexible environment.
- **Different Communication Styles:** Our side framed technical processes artistically and descriptively, while the civil engineers needed clear, task-oriented language that could be translated into computer code.
- **Time Constraints:** It was highly unusual for us to go through such an intensive process in such a short period, which added to the challenge of the collaboration.
- **Handling Problems and Subsequent Issues:** Unexpected problems and follow-up issues frequently arose. This highlighted the need for us as team to fully trust the development process, remain calm, and rely on the experience of both teams to navigate these challenges effectively.

Summary: outlook

- **Team Proficiency and Points of Contact:** Our team can now largely handle Civi, with two members becoming detailed users and primary points of contact within the team.
- **Future Implementation and System Application:** We are excited about the next implementation and the application of the system we've built. The initial process felt like an extensive live test phase, which ultimately proved to be successful.
- **Optimize Automated Communication:** Focus on optimizing automated communication for registrations and flows, and utilize the sequenced communication functions.
- **Simplify the System:** Simplify the system and logical processes (e.g., institutions/persons).
- **User Perspective Review:** Review and optimize the entire process from the user's perspective, particularly focusing on visual aspects.



Your questions  
– our answers

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Thank you!

