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

International CiviCamp Hamburg June 3rd 2024

Introduction of presenters DE EN

Todays 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

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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.

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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 managment 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

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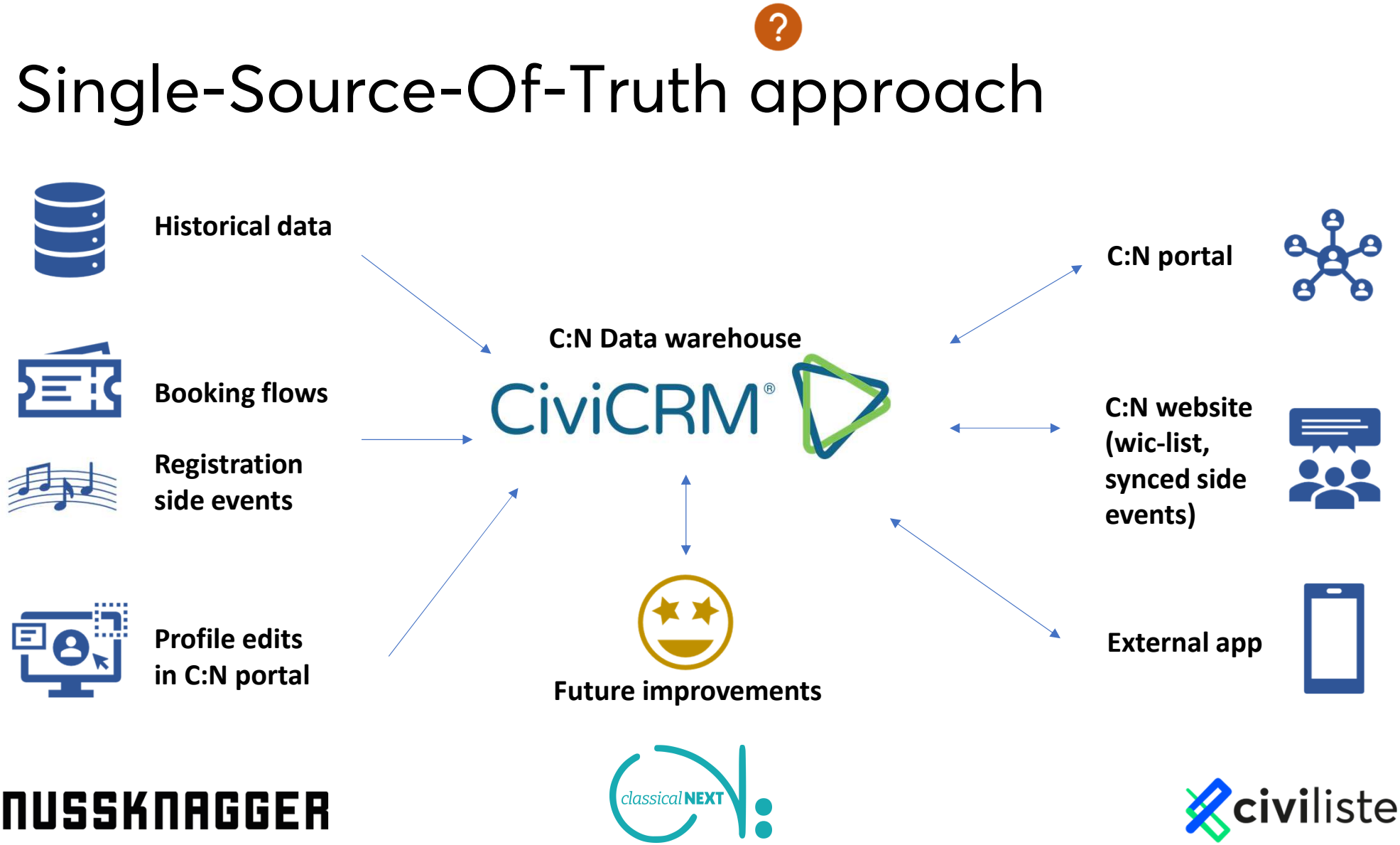
Single-Source-Of-Truth approach



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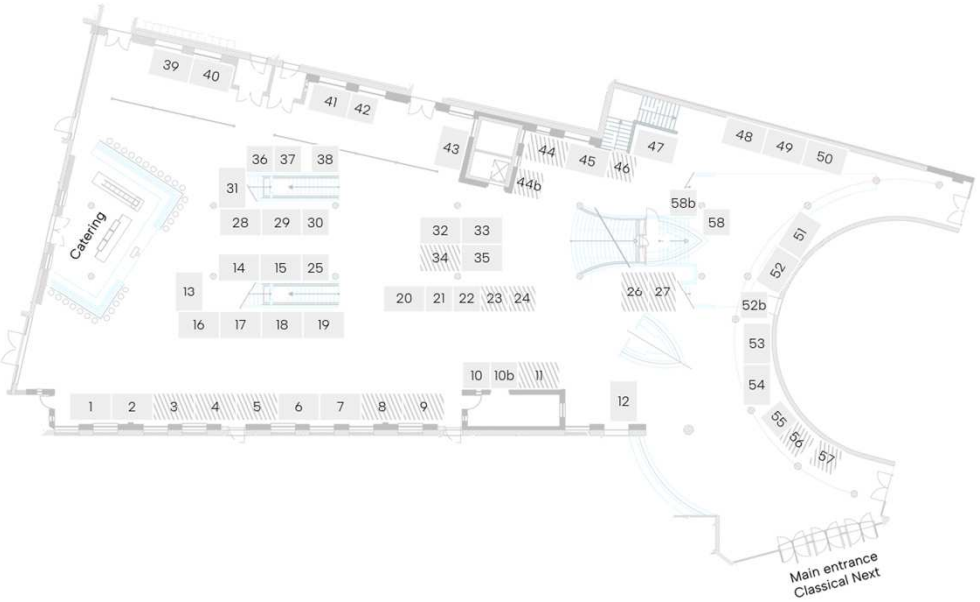
Live-Demo with 2D Booth-Booking



Tradefairbooth Booking ☆

Home » CiviCRM » 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 gGmbH	kultursystem gGmbh	Yes	€950.00	€3.00	€2.00
4	1	134	Meandl	Meandl - 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

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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

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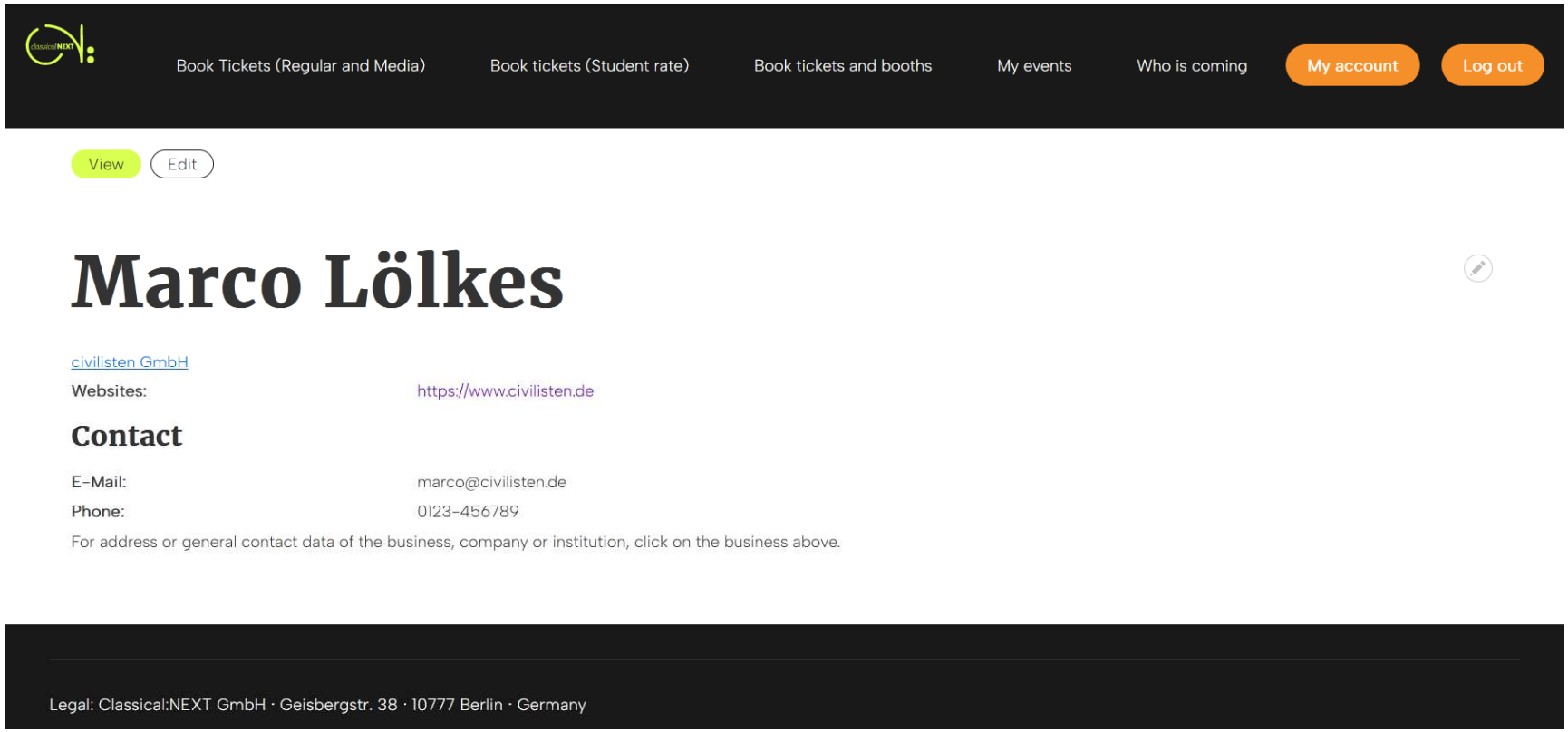
Sample profile with delegate data



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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

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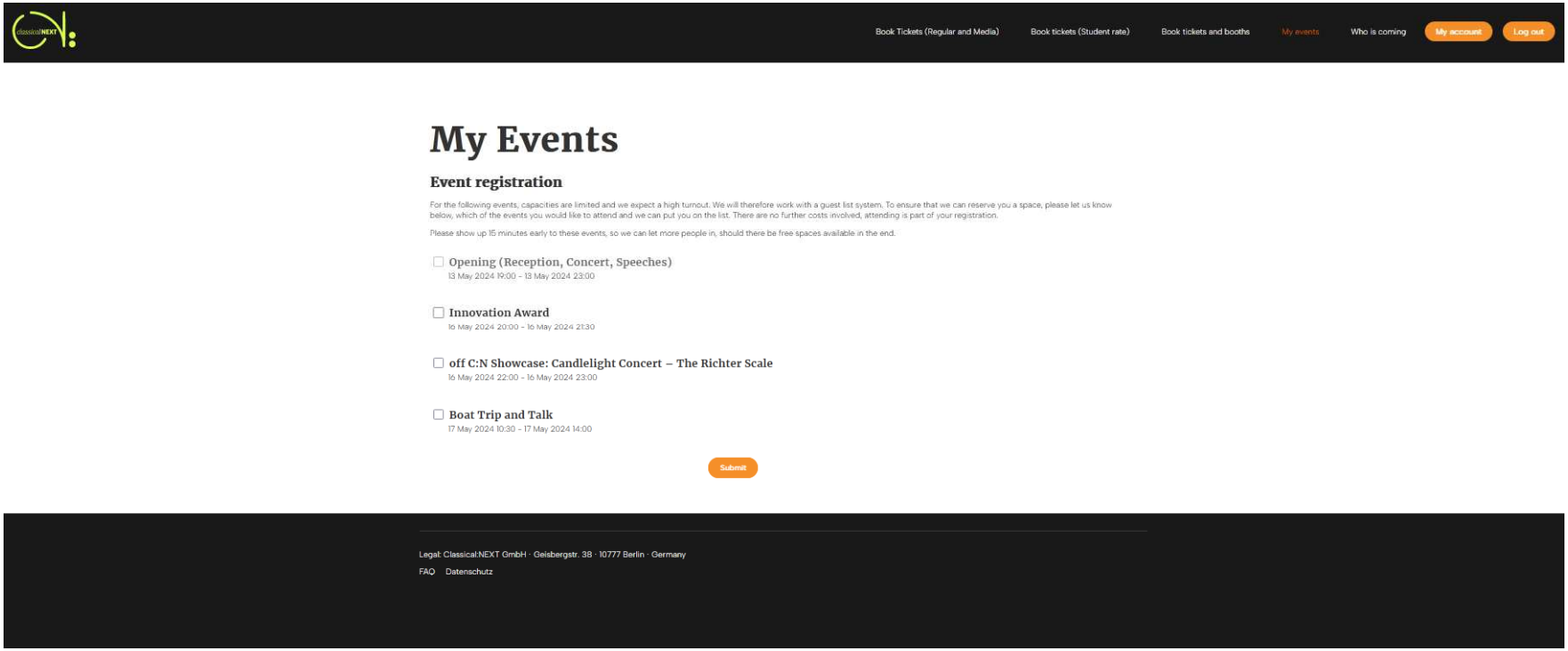
Booking of side events directly from profile



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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

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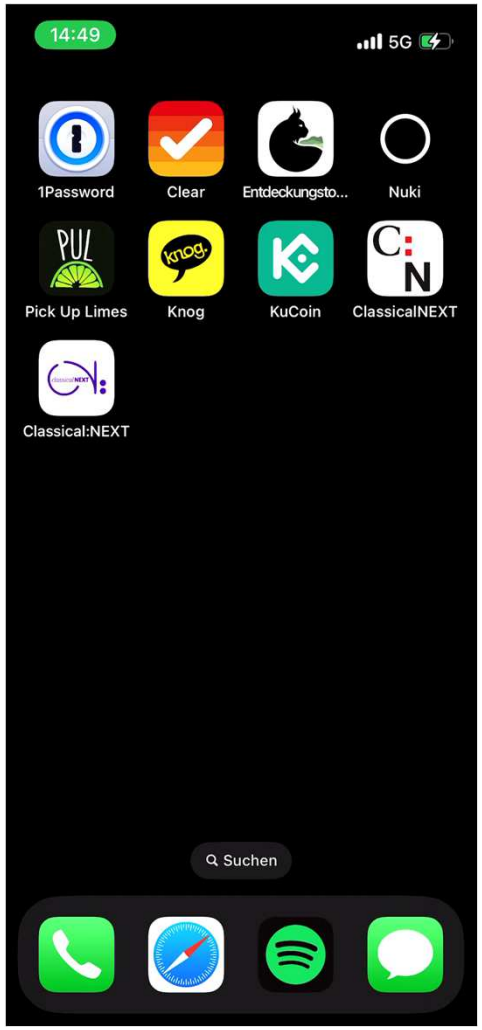
Demo



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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

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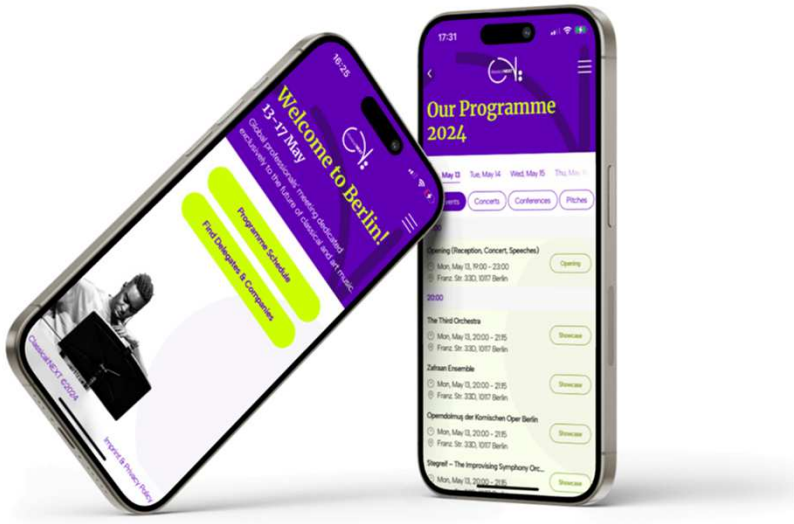
C:N Web App (PWA) development

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



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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.

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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.

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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.

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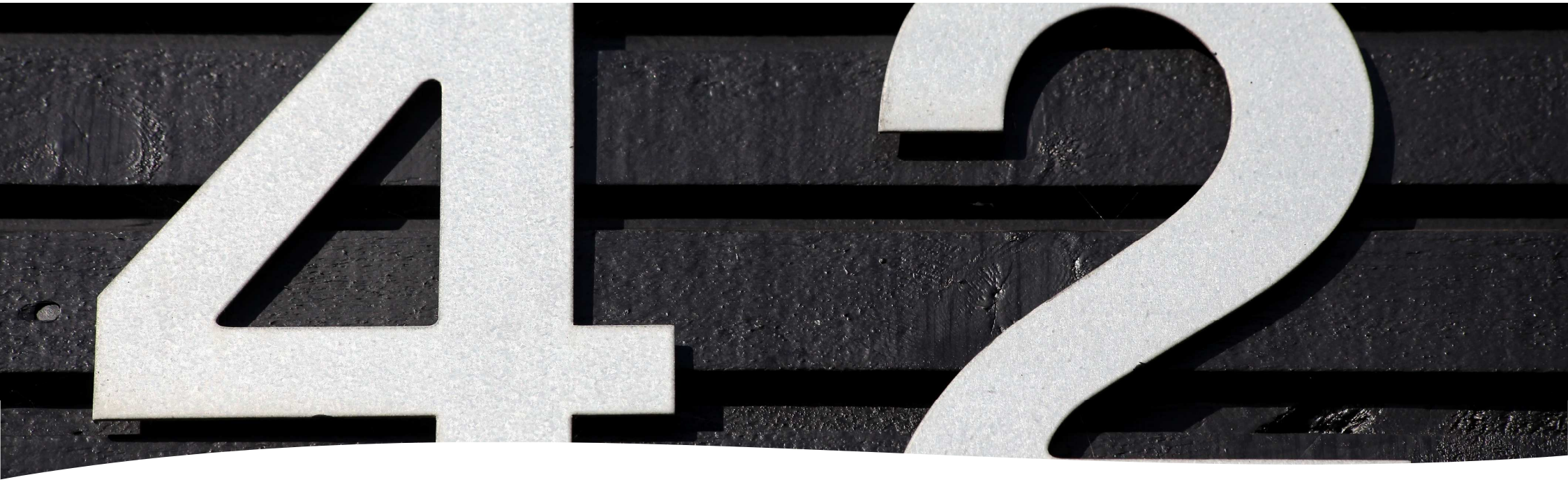

Your questions DE EN – our answers

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Thank you!

CIVICRM SUSTAINING PARTNER

CiviCRM Partner GOLD