Single-Source-of-Truth CiviCRM for Classical:Next
International CiviCamp Hamburg June 3rd 2024
Introduction of presenters

**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
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.

<table>
<thead>
<tr>
<th>Professionals</th>
<th>Companies</th>
<th>Speakers</th>
<th>Artists</th>
</tr>
</thead>
<tbody>
<tr>
<td>900</td>
<td>550</td>
<td>121</td>
<td>320</td>
</tr>
</tbody>
</table>
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

- Historical data
- Booking flows
- Registration side events
- Profile edits in C:N portal

C:N Data warehouse

- C:N portal
- C:N website (wic-list, synced side events)
- External app

Future improvements

classicalNEXT

nußknagger
civilisten
Live-Demo with 2D Booth-Booking
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

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.
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, so we will enforce social distancing and will not exceed maximum capacities.

Please allow up to 30 minutes early to these events, as we can only reserve places for everyone in, should there be fewer spaces available by the end.

- Opening & Reception, Concert, Speech
  - 16 May 2021 19:00 - 17 May 2021 13:00

- Innovation Award
  - 18 May 2021 13:00 - 18 May 2021 17:00

- X N Showcase: Candelight Concert – The Richter Scale
  - 16 May 2021 13:00 - 17 May 2021 20:00

- Boat Trip and Talk
  - 17 May 2021 09:00 - 17 May 2021 16:00

Book tickets Regular and Melodic
Book tickets Student Rate
Book tickets and outings
My events
My account
Log in

Legal: ClassicaNEXT GmbH | Ganderkesee 30 | 97717 Berlin · Germany
FAQ | Sitemap
Ready? – No, there was this mobile app...
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
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...

around 50 working days until now...

and our beloved gadget...

the name badge printers.

C:N Opening May 12th Berlin
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
Thank you!