

### PROFILE

The National Future Farmers of America Organization (FFA) has a membership base over close to 500,000 in 7,210 chapters across the United States. Each year the organization hosts a massive convention to bring together agricultural students and educators.



### CUSTOMER CHALLENGES

- Improve registration experience for both their planning staff & attendees
- Accommodate 50,000 attendees effortlessly
- Implement easy-to-use online registration system

### SOLUTION

Certain Meetings delivered FFA a highly flexible online registration application capable of scaling to the demands of such a high volume. Certain's Online Registration streamlined the registration process for both staff and attendees alike by allowing the FFA to collect and use registration data online prior, during, and after the convention.

### BUSINESS RESULTS

- Saved more than \$283,000 in annual costs since the system was implemented
- Streamlined planning experience by allowing FFA to collect and use registration data online prior, during and after the convention
- Reduced member wait times in on-site registration lines by 75% over the previous year
- Enabled staff to generate customized, comprehensive reports
- Allowed staff to process a variety of payment types including credit cards, checks, purchase orders and cash
- Minimized effort to generate attendee name badges on-site

“Certain Software presented the best off-the-shelf solutions for our online event registration needs. Due to the size, scope and unique properties of the annual National FFA Convention, Certain also had to be willing to modify their existing product right up to the limit of its capabilities, as well as support those modifications for us. Throughout this process, they have exceeded our already high expectations.”

- Mark Cavell,  
FFA Director of  
Information Technology  
National FFA Organization

Registration for past FFA conventions was done via manual processes or on-site, which was not time efficient for anyone involved. Certain Meetings was able to deliver the FFA a highly flexible online registration application capable of scaling to their high volume demands. The implementation of online registration forms created with Certain Meetings streamlined data collection during the pre-convention registration period, freeing staff up to focus on completing on-site preparations.

Though a large amount of member registrations were entered directly online during preregistration, FFA also allowed members to register on-site at the convention. Certain's account management team was able to help FFA move members through lines faster by equipping staff with special registration forms designed for rapid data entry. Certain Meetings generated reports on session capacity to help staff keep members informed of what sessions were still available for buying tickets.

The National FFA Organization was named the 2008 Indiana Excellence Award Winner for their success on significant improvements to their conference registration system. FFA Director of Information Technology Mark Cavell recognized Certain Software as a catalyst to that success. Without Certain's event registration solution and the constant support, programming flexibility and dependable performance of Certain Software systems, the vaunted FFA project could not have achieved the same results.