

CASE STUDY

ALBERT PARK COMMUNITY ASSOCIATION



Albert Park Community Association is a non-profit organization serving southwest Regina in supporting fitness and recreational activities for the young and young at heart. APCA was established in 1964 and incorporated as a Non-Profit in 1971. During its life, they have evolved along with the ever-changing neighborhood by donating annually to local charities and community councils for playground and auditorium upgrades.

Fitness, art, and cultural programs are scheduled throughout the year, for all ages. Winter, spring, and fall programs run the gamut from a wide variety of fitness classes, soccer, power skating, badminton, drawing, floor hockey, pickleball, improv, and much more.

CHALLENGES

One of the biggest challenges APCA was facing in the past was expensive ticketing vendors. Being a newcomer to the event ticketing landscape, they were looking out for a budget-friendly yet robust platform that was easy to navigate and came with a dedicated set of features and customer support.

SOLUTIONS

Being a newcomer to the online event ticketing landscape, APCA was overwhelmed to have come across our feature-rich platform with a dedicated customer service team that was able to guide them as and when needed. After signing up with us in June 2020, Albert Park Community was able to sell their tickets with ease, and use a host of our event marketing services for better event visibility

1. Non-Profit Pricing

We, at Yapsody, have always given back to our community of event presenters and entities. Part of that outreach is our FLAT 50% Rebate Offer For Non-Profits which APCA was glad to have made use of for their community and cultural programs.

2. 24/7 Customer Care

With 24/7 customer support by their side, APCA was able to focus on their community-building activities and events while our dedicated team of customer care handled every bit of their event day queries and issues

3. YapScan & YapStats

Why do it yourself when you have mobile apps to do it for you? That's exactly what Albert Park on-ground staff made use of to streamline their event day checklist such as scanning, validating, and viewing attendee data through our mobile apps YapScan and YapStats

4. MailChimp Integration

With all that event attendee data lying around, the APCA marketing team took the smartest decision of running that contact list through our Mailchimp Integration feature for following up with them post-event and also for communicating about their upcoming programs.

5. Extensive Feature Set

It would seem that the Albert Park Community Association didn't restrict their event management with only a few of our features like other non-profit organizations. They went full regalia by giving our 30+ premium ticketing features a run for its money by organizing various charitable events for the upcoming months.

"My favorite part about Yapsody is they provide lots of great features, including how easy it is for people to buy tickets. How easy it is to see a summary of the ticket sales for the events. The export features of customer information are awesome! The scanning app is amazing as well and very easy to give limited access to our volunteers who have found it easy to use the app. Yapsody helped me resolve the biggest challenge I had in the past that the fees were really expensive to others but this is our first experience selling tickets and overall has been a good experience."

- Adam Hicks, Volunteer Board Chair & Event Organizer

THEIR EXPERIENCE

Nothing gives us greater pleasure than knowing that we are of the utmost value to our clients in a time like this. Solving challenges for a non-profit that does so much for its community especially during this pandemic was quite heartwarming for us.

This is what their management had to say about their experience - "The fees were really expensive for others but this is our first experience selling tickets and overall has been a good experience. The reporting is easy and the feature to download ticket holder information is great as we transfer that to Mailchimp and allows us to market our current base of customers about our upcoming movies."