



Case Study – Penrith Show

Penrith Show is a traditional one-day country show held at Brougham on the outskirts of Penrith in mid-July. Over 8,000 people attend and enjoy the livestock, show jumping, traditional country sports and crafts, industrial competitions, local food and entertainment.

Background:

Mandy Hitch became Show Secretary in 2013 and found that the show was lacking a 'user friendly' database. Initially MS Excel was used, but it was quite laborious re-starting every year from scratch, duplicating information for different areas of the show. So, **Cleverdata Show Manager** was installed in 2015 and made an immediate difference to the time spent on show administration. *"Previously I had to type in contact details for each area. So if someone, for example, had a trade stand, advertised, sponsored a class and requested extra tickets, details were put in 4 times each year ... even 'copy and paste' took time, opening and going between worksheets. Cleverdata was a godsend!"* The show has other Secretaries, with responsibility for horses, industrial and trade; knowing how easy and useful the program is, Mandy convinced the Committee that each Secretary needed Cleverdata Show Manager (in a cut down version). *"There was initial concern from those who were not so 'computer savvy', but it has proven its ease and help is always available by phone, e-mail or remote desktop support."*

Some of the things which have been particularly of benefit are ...

Contact records are held only once and are available and up to date from one year to the next. The show does not hold multiple lists of repeated contacts for committees, entries, results, etc

Judges records held from year-to-year mean it is easy to see who has been invited in the past and who has judged in the past ... and gaps where the show still needs a judge! Judges Books or Marking Sheets can be printed.

Letters to groups of contact, eg. Sponsors or Judges, are all user-definable and can be saved to be re-used and amended by the user.

Schedule and Programme are automatically created from the input of sections & classes, entries, judges, sponsors and prizes. They can be exported to a text file and edited to create a document that suits the show. Proof reading of the output before it is sent to the printer saves time and money!

Prize monies are accumulated by the system, this has saved time and man-power on show day, especially in the Industrial Section where previously lots of small amounts of money were handed out in individual envelopes at the end of the day. Now a total for each exhibitor is given, allowing speedier issue of prize monies.

Results are input into Cleverdata Show Manager on the show field. So trophies presented for accumulated points can be given out on show day. The results output is very clear and results reports can e-mailed to the local press and to breed societies immediately after the show.

Exports of any of the data allows the secretary to produce customised lists for any additional purpose that isn't covered by the program, so there is no limitation as to what the show's data can be used for.

Updates to Cleverdata Show Manger are on-going. As requirements change due to legislation or events – such as show cancellation – or ideas from users and other event organisers, Cleverdata continually enhances the program to make it ever more useful. All updates are available to all users.

The future:

Penrith Show hasn't to date done on-line entries and this is one area that Cleverdata is currently working on. There are a number of on-line entry systems on the market and Cleverdata can export the show schedule in a format which can be used to populate these system. In future Cleverdata will also be able to import online entries and thus provide another efficiency to the show.

"I particularly like the way that the program evolves every year. We all send a 'wish list' to Margaret at the end of the season. She takes on board our ideas and works out how they can be implemented to work for all."

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