



## Case Study: Zoo Atlanta

*Managing registrations and reservations for more than 200 education programs with Doubleknot*

### About Zoo Atlanta

Founded in 1889, Zoo Atlanta strives to inspire visitors to value wildlife on Earth and to help safeguard existing species through conservation. Highlights of the zoo's collection include the only giant panda twins in the United States; North America's largest zoological collection of great apes; and a global center of excellence for the care and study of reptiles and amphibians. Zoo Atlanta is committed to providing an informative, educational and engaging experience; being respectful and responsible stewards of the animals and the physical and financial assets entrusted to them; and engaging in related conservation activities and research.

### Education Programs Serving 140,000+ Annual Registrants

One of the ways that Zoo Atlanta fulfills its mission is through the delivery of dozens of unique education programs for families, adults, children, college students, tour groups, scout groups, schools, homeschool students and teachers. Programs include day camps; early childhood and school-age programs; keeper-for-a-day and behind-the-scenes experiences; overnight visits for families, adults, and groups; instructor-led and self-guided tours and field trips; "living laboratories" for middle- and high-school students that incorporate STEM concepts; Zoomobile options that include programs for all age groups; continuing education workshops for teachers; a lecture series for veterinary students; scout workshops and overnights; and many more.

### Zoo Atlanta Manages All Education Programs with Doubleknot

With more than 140,000 participants in 2015 and more than 200 different events and reservation options scheduled for 2016, Zoo Atlanta requires a registration and reservation management solution that's robust and secure enough to handle customer demands, and flexible enough to handle each program's unique needs. Since 2010, Zoo Atlanta has relied on Doubleknot to manage registrations and reservations for all education programs. Doubleknot features that Zoo Atlanta uses include:

- The **searchable availability calendar** displays up-to-the-minute information that makes it easy for visitors to find and book the programs they want
- **Payment schedules** can be customized for any program and **automatic billing reminders** can be sent on a custom schedule for different events or reservations.
- **Custom forms** collect important information about each registrant or group, and can add costs for optional items like train and carousel tickets. Mandatory information such as emergency contacts and liability waivers must be completed before submitting a registration or reservation.
- **Online and offline payment options** are available to support the needs of any kind of group or individual registrant, while **early registration discounts** and **late fees** encourage timely payments.
- **Custom discounts** promote participation and increase revenue. Examples of Zoo Atlanta's discounts include one free adult for every ten paid youth registrants for field trips; automatic discounts for groups of ten or more for college lecture programs; and custom discount codes for specific events and workshops.
- **Comprehensive reporting** includes dozens of standard built-in reports, a custom report writer and an ad hoc query tool to create and save reports that contain exactly the information needed by any department.

"Everyone is happy with Doubleknot," says Gerri Perkins, Manager of Education Reservations and Database Administration. "In fact, I've had requests to use Doubleknot for events that aren't in the education department." For example, when Zoo Atlanta hosted the International Gorilla Workshop, the organizers relied on the education department's implementation of Doubleknot to register guests, gather presenter and presentation information, offer optional trips, manage payments and collect additional details like meal preferences and T-shirt sizes. "It worked out very well," says Perkins. "Doubleknot delivered everything they needed and the reporting was on point."

### Learn More

To learn more about Doubleknot's solutions for zoos including event and program management; group reservations and party bookings; membership management; ticketing and admissions; online donations; and the new Sales Station POS/mobile POS solution, contact David Mimeles at (408) 971-9120 x203 or [Dmimeles@doubleknot.com](mailto:Dmimeles@doubleknot.com).