



# ASLI Case Study: Event Management

Learn how the Association of Sign Language Interpreters (ASLI) are enhancing member engagement and event management with a ToucanTech-powered membership platform.



# Event management made easy with ToucanTech

The **Association of Sign Language Interpreters** (ASLI) serves as the professional membership association and support network for British Sign Language (BSL) interpreters and translators across the United Kingdom.

With a mission to support the BSL interpreting community, ASLI's membership encompasses working interpreters and translators, those in training, and supportive individuals and organizations.

To enhance member engagement and streamline event management, ASLI has teamed up with ToucanTech to build a dynamic online space for its community.

In its first five months, ASLI's community amassed more than 2,100 active members, and its launch email was opened by nearly 80% of recipients!

ASLI'S **2024 Conference**, an event designed for practitioners to learn about cutting-edge research and participate in interactive sessions, is also being managed from start to finish on the organization's ToucanTech-powered website.

Here's how ASLI is making use of ToucanTech's impressive event functionality to ensure a successful conference.

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**NEW** event calendar and search panel.

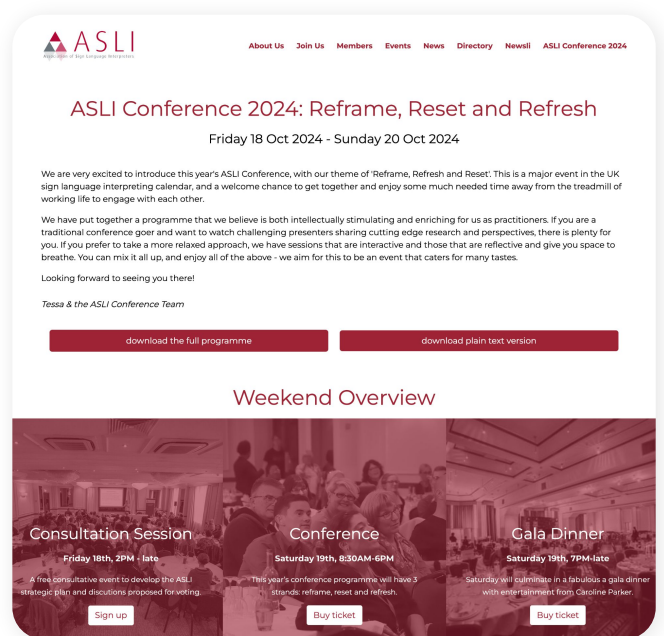
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## Polished design with a user-friendly layout

ASLI has created a beautifully designed, dedicated conference page that incorporates its branding and all essential conference details. The page is complete with two options to download the conference full program, ensuring accessibility for attendees.

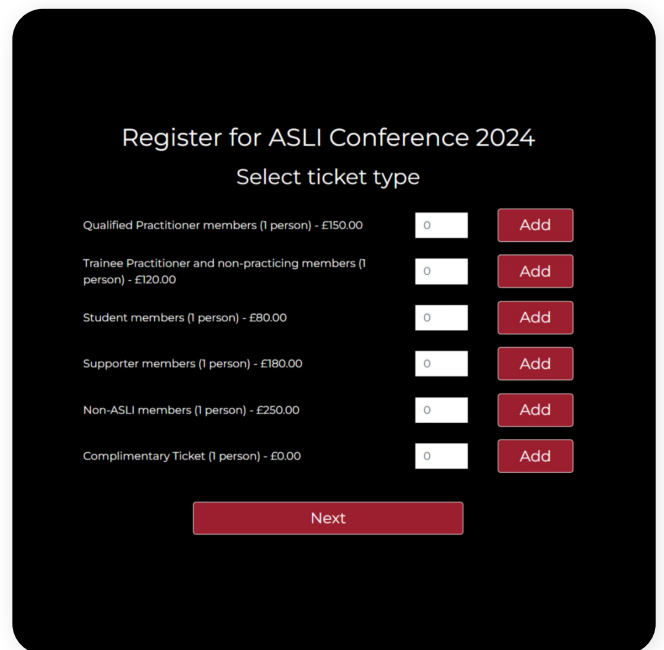
ASLI uses ToucanTech's website block panels to display the three event ticket options, making it easy for members to register.



## Tailored event ticketing

Thanks to ToucanTech's advanced events features, ASLI can ensure members have access to the correct ticket option based on their membership type.

And when registering for the Conference event, ASLI can also allow certain members to enjoy special discounts. For example, while non-ASLI members have to pay full price, students and members who are qualified practitioners receive a discounted rate. This helps to guarantee fair pricing and boasts an incentive to purchase a membership.



## Automated segmentation and access control with flexible user groups

To manage workshop access during the conference, ASLI uses ToucanTech's dynamic group management system. This feature automatically works by including individuals who meet specific criteria.

An example of this might be a group that is set to include only people who are 20 years old. As users turn 21, they're automatically removed from the group, while those turning 20 would be added. In this specific case, the dynamic group will only include those who are attending the conference, ensuring access is granted exclusively to ticket holders.

## Smart calendar panel to showcase events

To promote workshops and sessions, ASLI is using ToucanTech's smart event calendar and search panel. This panel offers an overview of current and future events, and is configured to show only events under ASLI's 'Refresh' and 'Reset' categories.

Those with tickets can filter events by category, date, location and speaker, and view event summaries with the option to click for full details. The calendar features color-codes and blurring to differentiate between events, and logged-out users won't be able to view the calendar.

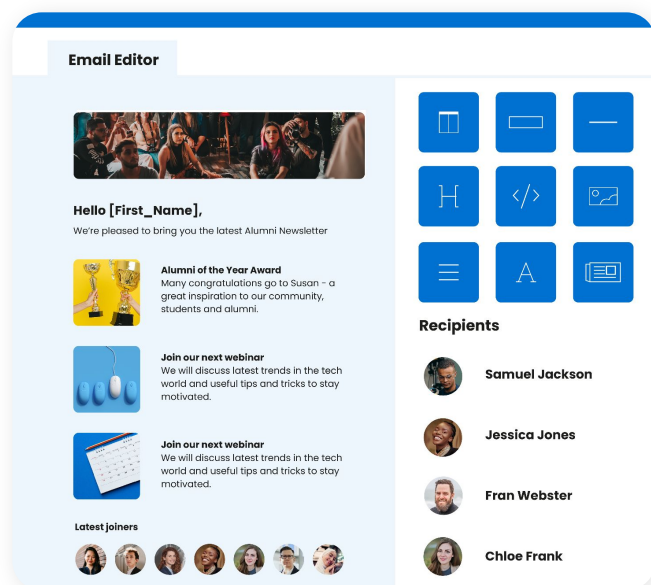
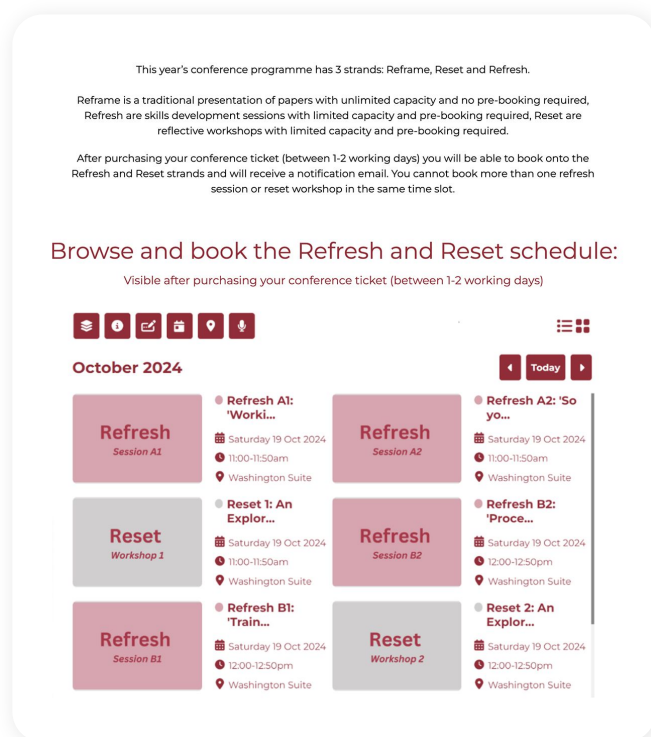
## A process backed by effective comms

ASLI is also making use of ToucanTech's mass and system email functionality for event communications.

Automatic system emails immediately notify users of ticket purchases, as well as alert admins of any new purchases. The ASLI team can also design and send email comms to targeted groups using the integrated advanced filter functionality.

For example, the team can filter users by specific membership types to promote the conference and encourage sign-ups, or target users who have already purchased tickets with further information or special offers. Automatic system emails also remind members of upcoming events or notify them of failed payments.

ASLI's collaboration with ToucanTech has helped streamline its event registration workflow, ensuring a great experience for members.



## Full conference and event management with ToucanTech

ToucanTech streamlines conference management for associations, handling everything from registration to event communications and networking—all in one platform.



Beautiful custom conference page or mini site



Custom tickets and bespoke registration form



Early-bird pricing and member discounts



Group ticket options including tables and guests



Multiple payment options, including Apple Pay



Flexible content sections for news, photos and videos



Speaker submissions, program planning and abstract uploads



Optional attendee login for pre and post event networking



Mobile app for notifications and check-in



All event comms including reminders and thank yous

Want to learn more about how ToucanTech can help you take your event management to the next level? **Book a demo** with one of our software experts.

[Book a demo →](#)

ToucanTech is a community management software for schools, associations and companies.

In one simple, beautiful system we provide the power to manage all community activities in one place. Synched with social media and combining a CRM, AMS, email, events, fundraising, news, mentoring, payments and more, it's a complete digital solution at an affordable price.