



## Case Study – Ripley Show

Ripley Show is traditionally held in the grounds of Ripley Castle and has grown in visitor numbers since it moved to a Sunday three years ago. Today over 8,000 people attend, with in excess of 1,750 exhibits and 65 members of the show committee.

### Background:

The show already had a database in place when Marjorie Periam took over as Show Secretary in 1999. She continued to use that system, but with only basic computer skills, she felt that there were opportunities to improve how a database could help run the show more effectively - despite what she described as 'limited computer ability!' Marjorie was introduced to Cleverdata Show Manager when attending The Yorkshire Federation of Show Societies AGM.

### Implementation:

Although they were already part way through the 2013 show year, Marjorie was keen to transfer to Cleverdata. The show schedule had already been produced, but the new Show Manager package was installed and populated, thanks to the on-going support from Cleverdata's Margaret Francis. Now in her 70's, Marjorie said the dial-up contact to get her up and running was *"invaluable – it gives you every confidence because you are not entirely on your own"*.

Ripley Show used the Show Manager contacts, entries and results modules, as well as the judges module which Marjorie feels will become *"increasingly beneficial and come in to its own in future years."*

Entries were uploaded and the catalogue was produced as a result. The ease with which entries were input surprised and impressed Marjorie, *"it definitely saved time before the show and entries were easy to add - we already have so much information about exhibitors for next year."*

On show day Marjorie described the results module as *"fantastic and a huge bonus – the results were easy to record and reports came out quickly"*

Traditionally the Overall Points Trophies were given out post event – but having seen the results module in action, Marjorie can see no reason why the trophies can't be handed out on show day – which would be an added bonus, great for the winners and for the extra publicity.

### The future:

Ripley Show is set to extend the use of Show Manager and Marjorie is looking forward to her 15<sup>th</sup> year at the helm – fully aware of the time savings and efficiencies. She is ready to start at the beginning next year when she puts the schedule together and uses Show Manager to continue to master the long term running of the show.

*"Having all the information in one place and easy to access means our show data is in safe hands. It is future proofing the show."*

### Improvements:

The fact that recommendations from Show Secretaries are reviewed and Cleverdata Show Manager updates distributed to all users, means everyone benefits from shared experience.

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