

# EMS Case Study *First Baptist Church of Woodstock*



## Background

Founded in 1837 as Enon Church, with a membership of 12, First Baptist Church of Woodstock (Georgia) now has over 14,000 members on the rolls and accommodates more than 7000 attendees at Sunday services each week.

## Two Event Coordinators, 900 Events Per week, One Powerful Event Management Tool

Prior to purchasing EMS Professional, the church was using a paper-based scheduling process. While it was a workable system for many years, the opening of a new building and the resultant doubling of the number of events held at the church created mountains of event-related paperwork that were tough to overlook (not to mention *look over*). “We simply outgrew the paper system,” says one church staffer. “There were too many events occurring to be able to accurately keep up using just pen and paper.”

The dramatic increase in event volume left the staff wondering: Can two event coordinators, along with an event services director and a part time secretary, effectively manage 600,000 square feet of facility space comprised of four buildings and more than 250 rooms, lobbies, hallways and other areas? Can they book and coordinate nearly 47,000 events per year? Just looking at the numbers, you might be

inclined to say “No”. But First Baptist Church of Woodstock has learned that with a lot of dedication and patience, and a little help from EMS Professional, the answer is a confident “**Yes!**”

Such impressive scheduling output is possible, in part, due to the growing self-sufficiency of the church’s various ministries when it comes to researching room availability and finding information on existing events. “Our ministries pick up EMS with ease,” says Mary Wallace, event coordinator. “We train them to do the basics, like determine if a room is available or whether a date is open or blocked for a major event.”

## Fast Facts

- Replaces outdated paper scheduling system with EMS Professional; creates **impressive** scheduling process
- **600,000** square feet and **250** rooms
- **47,000** events per year
- **14,000** members

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## On the Horizon

Although EMS Professional has already helped First Baptist Church of Woodstock successfully contend with a doubling in their workload - while at the same time achieving their goal of “going paperless” - there are many features and functions of the system that they have yet to explore.



“When we can find the time, I’d love to have more training on all the benefits EMS has to offer,” says Wallace. “For example, one of our goals is to be more proactive in identifying situations in which we can book an event in a room where the prior event has the same setup requirements so that little if any room maintenance is required between the two events. I’m sure EMS can help with that, and it would be a significant time-saver for our setup crew.”

“Our ministries pick up EMS with ease.”

Also on the agenda is the implementation of Virtual EMS, the web-enabled component of the system, which allows a church’s members and ministries to check space availability, get information on existing events and, with proper authorization, submit space requests or create reservations directly from the Internet.

Completion of that project will free up valuable time and allow event coordinators to tend to other tasks. And, thankfully, the shuffling of event-related paperwork is no longer one of them.

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For more information on Dean Evans & Associates, and the company’s event management and master calendaring software products, go to [www.dea.com](http://www.dea.com) or contact the Sales department at [sales@dea.com](mailto:sales@dea.com) or 1.800.440.3994 ext. 863.

