



Practice and Play with EMS

With 36 varsity teams, The Ohio State University's Athletic Department has its work cut out for it when scheduling games, tournaments, team practices, administrative meetings and banquets. At this university, where the 50,000 students and most of the community bleeds scarlet and gray, the department even has to keep track of who is having their engagement or wedding photos taken in the famed "Horseshoe," Ohio State's football stadium.

Brittan Roth, who handles the department's facility scheduling, said she uses EMS to keep the master schedule of all events taking place in Ohio State's 14 athletic facilities as well as hundreds of off-site facility rentals and reservations each year. Whether the football team needs a practice space, the women's lacrosse team is having an awards banquet or the hockey coaches need meeting space to strategize, the athletic department has turned to EMS Professional since 2004.

"It is very easy to use and is a great tool for scheduling and communication," Roth said.

Every week she updates the facilities schedule information that various athletic and university staff members use to keep all the necessary players in the loop. In addition to streamlining communication, Roth said she appreciates EMS ability to prevent double bookings and scheduling conflicts. No newly married couple wants to arrive at the football stadium for photographs and instead find 100,000-plus screaming Buckeye fans.

A Winning Way to Communicate

The neat and professional appearance of EMS' event confirmations gives the athletic department the perfect opportunity to communicate details with class.

"I create an event confirmation for every facility rental - approximately 175 a year - as well as over 50-plus confirmations for engagement/wedding photo reservations at Ohio Stadium," Roth said. These event confirmations ensure that the client and athletic department staff are aware of the event, and the event details.

Easy access to information is essential for such a busy department. Approximately 30 facility operations staff members have access to view the EMS schedule, and 12 of those members have the authority to work in EMS as administrators.

Team Players

In addition to EMS software's user-friendly nature, Roth has found the same level of responsiveness to her needs when it comes to working with EMS staff.

"Anytime I do have a question, when I contact our EMS account manager, they are always willing to help."

For more information on Dean Evans & Associates, and the company's event management, master calendaring, online registration and survey software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.