

## Duke Energy Children's Museum Simplifies Registration for Learning Through Play Conference

*Popular Cincinnati Museum Center conference for educators and families grows in size every year*

### About the Learning Through Play Conference

Fun and learning go hand-in-hand at the Cincinnati Museum Center's Duke Energy Children's Museum, which is consistently one of the most visited children's museums in the U.S. To help families and early childhood educators understand how open-ended, hands-on play contributes to children's growth and development, the museum hosts the annual Learning Through Play conference, which the American Alliance of Museums describes as "[an] exemplary conference for parents [that] serves as a national model for engagement with parents." The conference offers workshops on the many ways that children can learn through play at home and in educational settings. Educators who attend receive Ohio- and Kentucky-approved early childhood training hours for their participation, and families can experience the joy and benefits of playing together in specially designed sessions and activities.

### The Challenge

Since the first Learning Through Play conference in 2009, attendance has grown from approximately 400 to more than 600 participants. With more than 40 workshops across two days, the hosts sought a registration solution that would allow participants to select up to four activities; make it possible to purchase optional meals and museum admission during the conference registration process; identify educators eligible for credit; and make it easy for administrators to provide scholarships for families that couldn't otherwise afford to attend.

"Providing scholarships to families is very important to us and to our conference sponsors," says Tony Lawson, Duke Energy Children's Museum Director. "It's our goal to ensure that every child has the opportunity to learn through open-ended, child-directed play."

### The Solution

After learning about Doubleknot's powerful features at an Association of Children's Museums conference, Tony Lawson, Duke Energy Children's Museum Director, decided to implement Doubleknot's program registration and management solution for the 2015 Learning Through Play conference. Features of the solution included:

- **Multiple registrant types and price groups** that make it easy for administrators to understand exactly who's attending and ensure that the right price (including scholarships) is applied to registrations.
- **Support for multiple "session events" (40+ educational workshops) with built-in conflict checking** to ensure that no one registers for simultaneous or overlapping sessions.
- **Custom forms with conditional logic** collect exactly the right information from each registrant. While all registrants are asked if they'd like to pre-order meals, only educators are asked to identify their school and the kind of CE certificate they need, and museum members are not asked if they'd like to purchase admission tickets. Any additional costs for food and admission are automatically added to the final cost.
- **On-site electronic check-in** helped lines move quickly in the morning.
- **Registration pages designed to seamlessly fit the existing web site** delivered a seamless registration experience, and allowed the museum to include logos of the sponsors who provide generous support.

### The Results

According to Lawson, Doubleknot registration for the 2015 Learning Through Play conference went so well that the museum chose to use the solution again for the 2016 conference. "We were thrilled with the entire experience," says Lawson, who reports that a post-conference survey indicated that participants found the new registration process easier than in previous years. "Dan [the assigned customer support representative] was easy to work with, and got things done quickly. Our administrators had all the information they needed in reports. We definitely recommend Doubleknot's solution to other museums."

### Learn More

To learn more about Doubleknot's suite of solutions, including camp, class and conference registration; birthday party and field trip reservations; membership management; admissions and ticketing; and POS solutions (including mobile POS), contact us at (408) 971-9120 or [Sales@doubleknot.com](mailto:Sales@doubleknot.com).