

# Accreditation & Guest Management for Climbing World Championships Innsbruck, Austria in 2017 and 2018

## The Requirement

The Austrian Climbing Federation is hosting two World Championships within 13 months only. First, the IFSC Youth World Championships took place from 30th August to 10th September 2017 in the brand new 'Climbing Centre' located in the heart of the city of Innsbruck, Austria.

At this global event for youth and junior climbers, 1,300 athletes, supported by more than 300 coaches, from 65 were competing in the disciplines Lead, Boulder, Speed and the first time in the new Olympic combination mode. These figures made it the largest climbing event worldwide in 2017, and an operational challenge for the organiser, Austria Climbing Event GmbH, a 100%iges subsidiary of the Austrian Climbing Federation, also because in 2018 Innsbruck will host the Championships for 'adults' then, with the qualification at the Climbing Centre and the final rounds in the city's main event hall, Olympiaworld.



For this reason, the Climbing Federation obviously was selecting systems from the start, which can help in creating synergies between both events. In addition, as Sports Climbing will be part of the program of Olympic Games 2020 in Tokyo, another step in making the events more professional should be done.

A management tool for all accredited persons – teams, officials, media, suppliers, exhibitors and invited guests – was needed, that could be adapted to the special needs of Sports Climbing (e.g. different disciplines) and provide support in the logistical preparation of the event, e.g. resource planning by collecting travel information, accommodation needs etc.

## The Solution

Finally, after an intense discussion, Austria Climbing decided to go for a CRM-based solution provided by eventDATA-services. Within only a couple of weeks before registration for the first event started, the team of the Salzburg, Austria based events software specialist developed a bespoke application process, which was integrated seamless into the website of the event applying 'responsive design'.

A central database for both events was set up based on Dynamics 365, the intelligent, cloud-based CRM application of Microsoft, in which the numerous applications for accreditation were managed. Athletes, coaches, officials, crew, suppliers, exhibitors – for each role or individual, a range of specific parameters can be configured within the solution provided by eventDATA-services.



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Info (e.g. short ,sport CV's') about athletes, their participation in certain disciplines, assignment of hotels, planning for catering, travel and access information – a virtual file card a multitude of attributes can be displayed at a glance, which helps in optimising the work on-site as well as the use of resource, finally making the event more efficient both economically and ecologically.

## The Customer

Sports Climbing is a young sport, enjoying a large clientele. Climbing halls and outdoor areas provide easy access to this fascinating simple, but also complex movement pattern. The mere number of climbing events show its growing relevance as sports competition, whose establishment requires structures, rules, security standards and international coordination.

At a national level, Austria Climbing is one of the most successful summer sports federations since joining the Austrian Sports Organisations Board in 2005. It comprises 180 clubs, organising more than 60,000 active members of all age groups, making it one of the strongest sports federations in members.

## The Next Event

The IFSC Climbing World Championships will return to Austria, under the motto 'Innsbruck 2018 – climb. come together, celebrate'. Already in 1993 the capital of Tyrol was host.

Around 750 athletes from 70 countries will compete for titles in the Climbing Centre at the banks of the river Sill and the Olympiaworld. The range of disciplines will be the same as for the Youth in 2017. More than 40,000 spectators are expected. And eventDATA-services will be on board again as Official Partner for Accreditation.



## Customer Statement

We had a very smooth cooperation with eventDATA-services. The accreditation process was a relevant contribution to the successful organisation of the Youth World Championships. The system guaranteed for efficiency and getting quick overview on relevant data. Austria Climbing is looking forward to the continuation of this success story for the events in Innsbruck 2018.

