

Web sites & applications addressing the unique needs of PSOs



Considering a new web site?

As a PSO you serve a broad, diverse membership with limited resources.

A well-designed, organized, up-to-date web site provides service to members while reducing time spent responding to routine inquiries.

Articulating the PSO's vision and brand through the web site is critical to attract new funders and sponsors.

Make your web site a team player

Gone are the days when you needed specialized skills and software to maintain your web site.

Making changes to your web site is as simple as using a word processor when it's integrated into a state-of-the-art content management system.

You don't have to give up your unique brand to achieve this. New Wavelength consults with you throughout the process to create an original design that reflects your vision while being flexible for change and growth.

Web applications: Your web site's MVPs

The current sport funding climate requires PSOs to provide statistics for most programs, activities and projects. Reporting requirements are becoming more and more comprehensive.

Many PSOs don't realize the full potential of their web site as a medium for data collection and management.

New Wavelength creates custom, integrated web-applications to help PSOs work efficiently by distributing workload—saving time and headaches!

Examples include:

- ▶ member registration and database
- ▶ event calendar and participation stats
- ▶ championship/tournament registration
- ▶ officials scheduling and tracking
- ▶ e-newsletters and mailouts

Case Study

CanoeKayak BC was initially looking for a simple application to list upcoming competitions. As events were added to this database, I realized there were other applications that could help address their challenges. Auto reminder e-mails were soon being sent to event organizers, and follow-up participation statistics were collected and compiled. Eventually, course registration, competition entries, and officials were all tied in.

Experience

New Wavelength is led by Jaden Langford, a web professional and former sprint kayaking athlete who has been involved in the BC sport system holding positions at the club and PSO level from 1995 to present. Contact Jaden today for a free consultation or estimate.

Jaden's knowledge of the sport world and attention to detail has resulted in easy data management systems that meet the needs of our organization and funding partners and save us hours of time.

Mary-Jane Abbott, Executive Director, CanoeKayak BC