



iatselocalone.org



Theatrical Stage Employees
Local One - IATSE
NEW YORK CITY STAGEHANDS™

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Local One

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Local One

iMedia

Local One does it all – lights, sound, video, scenery and rigging, special effects.

LABOR UNION

Overall increase in pages per
session by

39%

Background

Local One is the premier stagehand union of the International Alliance of Theatrical Stage Employees (I.A.T.S.E). They construct, install, maintain, and operate the lighting and sound equipment, the scenery and special effects which thrill and delight audiences attending Broadway shows, concerts at Radio City Music Hall, Madison Square Garden, and Carnegie Hall, the magnificent, spectacular productions at The Metropolitan Opera and throughout Lincoln Center, and the many entertaining broadcasts from CBS, NBC, ABC, FOX, and PBS.

Goals

The primary goal was for Local One – IATSE to create a more updated, member-friendly/audience-specific, creative, and responsive website. The new website needed to be readily accessible to all members from any computing device. The Local One – IATSE webmaster and other editorial staff required more control of the website's content via an updated information architecture and design.

The intent of the new site was to ensure more member engagement and add value to all of the audiences it serves as well as to endure changes in any technology for years to come.

Challenges

This web project's main challenge was to improve the website experience for its members by providing secure access to member-only content and leverage the Kentico newsletter functionality for sending multiple monthly email alerts to more than 3000 members. Monthly newsletters ran on a system called iMakeNews. This platform is only editable on IE8 and became very cumbersome to update and manage. Additionally, it was difficult for Local One's users to view due to the lack of responsiveness and all the information was crucial and time-sensitive to their organization's members.

The new website also needed to allow for a more usable and robust reporting feature for the 40+ stewards, and offer quick access from any desktop, smartphone, or tablet device.

The final challenge was to migrate the membership and profile data from the previous Ektron platform into Kentico. Training on how to manage the site in a new, more robust CMS was a key element for the Local One team.

Solution

iMedia created a responsive design in order to be completely accessible from desktop, smartphone, and tablet devices. The team focused on a cleaner design with less attention on the theatrical theme. iMedia kept the existing branding and optimized where appropriate.

The iMedia team migrated the users from Ektron and built a new registration process. By doing so, this improved the process for members by making it a cleaner and shorter registration form.

Next, the steward reports that were initially a paper format for time reporting, have been improved by creating custom web tables within Kentico. This allows the stewards to efficiently report their employees work time into the system and get it approved and sent to the billing department.

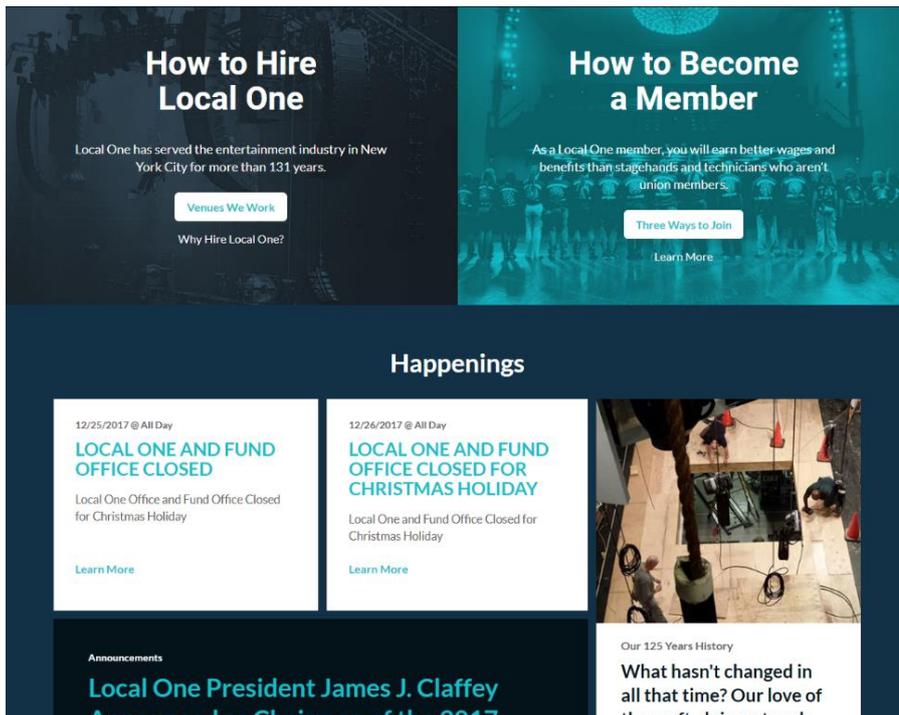
Another feature created was the "Availability Room". This is where the union go in-person to wait for available work, which was once a tedious in-person task, but has now been updated to a digital version. Through Kentico, an "availability button" was developed to alert managers when workers are free to work within a 72-hour time period. The feature is set to expire automatically after the 72-hour window has been reached.

There was also a need to create a monthly newsletter that would be sent out to specific members of the Local One organization. This was set up via the newsletter feature within Kentico. A dynamic email was created that is easy for content editors to update accordingly and then send to the unique contact group of members.

As a Kentico Hosting Partner, iMedia was selected to be the hosting provider for the Local One website. Using Microsoft Azure, iMedia provides support services for the Local One–IATSE hosting environment.

The support is for both the web server and database servers.

These machines host the Local One–IATSE web site.



Results

Since launching in early October 2017, the team has increased overall web traffic and conversions. The new mobile-friendly, responsive site has helped Local One members tremendously in finding their necessary information quickly. The team are able to send their monthly newsletters much more efficiently and seamlessly than prior to the migration where the process was clunky and time-consuming. Pages per session increased by 39%.

Key Criteria for Choosing Kentico

- Ease of use and ability to quickly train team members
- CMS and Email marketing available within the same work area
- Out-of-the-box, feature-rich functionality
- Extendible and Customizable CMS that allowed for limitless customization
- Social integration

iMedia

iMedia provides cutting-edge, customized websites and mobile experiences using innovative digital strategies and techniques. These services, coupled with our expertise in IT solutions and digital marketing, help companies communicate more efficiently and maximize productivity and profitability.

iMedia works with clients in multiple verticals including manufacturing, professional services, software, education, the performing arts, medical / pharmaceutical, retail, and in the non-profit sector.



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