

## CASE STUDY



[www.afia.org](http://www.afia.org)

### INDUSTRY

Non-profit

### BACKGROUND

AFIA is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments.

### CHALLENGE

AFIA needed a page that they could register members for meetings that integrated with their association management software.

### WHY SITEFINITY

AFIA needed a CMS system that is user-friendly and requires minimum efforts to update and add events.

### TECHNICAL DETAILS

AFIA uses Sitefinity version 3.x, and is running on Windows Server 2003 and Microsoft SQL Server 2005. One developer worked on the project for two months, creating a unique meetings control.

## THE AMERICAN FEED INDUSTRY ASSOCIATION (AFIA) RELIED ON SITEFINITY TO DELIVER A DYNAMIC, PROFESSIONAL-LOOKING WEBSITE.

### THE CHALLENGE

The American Feed Industry Association (AFIA) needed a page that they could use to present multiple meeting registrations. They required a data-driven website developed in Microsoft .Net and SQL Server, all built within and managed by a single system.

AFIA wanted to be able to present both registered and public users with a list of meetings and links to register, whereas upon clicking a link, the user is taken to the appropriate meeting registration page.

### THE SOLUTION

The team at Cobalt developed a custom Sitefinity control that allows members to use an online form to register for AFIA meetings. This form has custom fields and drop down menus. Once the form is completed, the information is submitted into AFIA's database.

Cobalt's solution allowed AFIA to take advantage of self-service member portals. The self-service approach helped reduce AFIA's staff time spent registering and managing their meetings. The page also allowed users to process payments for the meeting and register additional attendees.

Sitefinity also allowed Cobalt to provide different layers of information security. Dynamic pages allowed for different content to be displayed based on the user's credentials. Through this feature, AFIA could offer different pricing structures and information to the public and private members.

### THE RESULTS

The amount of time required from association employees to publish meetings to the web has been reduced. The website content is highly dynamic and integrates with many existing business procedures. As a result, members are spending twice as much time on the website as before. The overall performance of the website has improved through Sitefinity services.

## RESULTS

Staff time has been significantly reduced in publishing new meetings to the website, and registering attendees. Members are spending twice as much time on the website as before.



*"Overall, we are very happy with Sitefinity. The new CMS has made our life much easier."*

- AFIA

The new website offered increased levels of functionality, with which came increased opportunities to deliver more content to the association's members. Overall, member adoption of the new meetings control has been very successful.

SOLUTION PARTNER



Telerik  
**Sitefinity CMS**  
Envision. Build. Manage.