

TALKING IT UP

With Online Camp Management Software



Debate Camp is a well-known organization with 17 Canadian and 2 U.S.-based locations, and a goal to strategically expand even more.

For 15 years, the goal of the organization has been to empower students with the skills of effective communication and teamwork through the avenues of debate and public speaking, in order to create informed and articulate global citizens in a fun learning environment.

Upgrading to an Online Solution

Debate Camp began using Thriva, ACTIVE Network's original camp management solution, in 2013.

Three years later, they upgraded to our all-in-one, cloud-based solution ACTIVE Works Camp & Class Manager.

Almost immediately, they experienced a 45% growth in year over year registrations and attributed this growth to ACTIVE Works Camp & Class Manager.

Camp Expertise

Debate Camp staff loves that the ACTIVE team is not made up simply of software experts, but of camp experts. Registration set-up included working "with people who know the kinds of queries, fields and forms that good camps use on camper intake," said Nick Szymanis, Debate Camp's Camp Director.

Data Tools

Nick stated that the reporting systems and communications tools in ACTIVE Works Camp & Class Manager are very savvy and allow the organization to run a topnotch multi-site operation, with up to 400 kids in programs each week. "We could not live without them from a year-to-year comparison perspective" he said.

Leveraging ACTIVE's "Promo Machine"

Nick recognizes the power of ACTIVE's marketing potential, or what he calls its "promo machine". The exposure to be leveraged for the expanding camp in new markets is a huge asset as they grow their offering in new U.S. states each summer. ACTIVE is well positioned in today's search-centric world of marketing. They have a lot of built-in help developing our web presence." This year's site traffic is up 200+ visits/day, well over last year's average.

Success Breeds Success

Following on the heels of their significant registration growth in 2016, Debate Camp was, in early 2017, already more than 200 registrations ahead, year over year.

With a plan to take advantage of the ACTIVE partnership for growth, Debate Camp will continue their expansion strategy as they move forward.

45%

year over year registration growth
in the first year

Leverage ACTIVE's Camp & Class Manager for your organization's growth.

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