



Wolf Trap Foundation for The Performing Arts Case Study for Event and Concert Management

Wolf Trap Foundation for The Performing Arts is located in Vienna, Virginia just on the outskirts of Washington DC. The Foundation, a 501(c)(3) nonprofit organization, produces and presents a full range of performance and education programs in the Greater Washington area, as well as nationally and internationally.

The Wolf Trap Ball is an annual staple on the DC event calendar. More than 800 people attend this black-tie event held on the vast Filene Center stage - one of the largest in the nation. The Ball, the Foundation's signature fundraising event, raises more than a million dollars in support of early-childhood arts education programs that serve children, families and teachers throughout the community. This year, the Foundation's five-person Special Events team decided to use Voxer Business to coordinate and keep in touch throughout the event.

Typically, their team would use two-way radios to produce and run the Wolf Trap Ball, but they found that carrying both radios and smartphones was a hassle. Two-way radios aren't the ideal accessory when you're wearing a ball gown, and the staff noticed that by the end of the night, they would put their radios down and resort to texting on their phones.

Wolf Trap's event staff used Voxer Business to talk among the event staff as well as with their caterers. Not only was it nice for them to have only one device during the event, but it also solved challenges that previously required them to make unnecessary phone calls, or physically locate someone at the other side of the property.

“It was so nice to not have a radio glued to our hips, or have both our cell phone and a radio in-hand.”

- Jen Schnizler, Assistant Director of Special Events, Wolf Trap Foundation

Wolf Trap's Special Events team also appreciated how useful Voxer Business was for coordinating tasks in the days preceding the event. During the Ball setup, they could send quick voice messages from the event venue to team members in the office and update them on progress. They could even send a photo to show how the venue space was coming together. And later, during the Ball program and speeches, they used text to be discreet and quickly determine if proceedings were going as planned.

“We didn't have any trouble with service. Voxer never cut out, it never stopped working. It was always reliable.”

- Melanie McCarty, Director of Special Events, Wolf Trap Foundation

Voxer Business is great for organizing teams - groups of users that can be segmented into distribution lists during the event. Wolf Trap had one large team for everyone involved with the event, but they also had a separate team with just the event staff for more specific conversations. And with Voxer, unlike with radios, if someone needed to talk to a specific person, they could easily switch to talking one-on-one in a private chat.

Most importantly, Voxer Business created a seamless experience for guests attending the Ball. For instance, during registration, the staff was able to quickly handle seating assignment mishaps. If an attendee brought extra guests, or there was a seating change, they would alert the catering staff using Voxer and have extra place settings prepared before the individuals arrived at their table. Wolf Trap was enthusiastic about their experience and how easy it was to keep their team in sync, and they look forward to using Voxer Business at their upcoming events.

How Voxer Business Helps:

- Replace limited 2-way radio communication using only smartphones to communicate
- Create functional teams - organize larger talk groups for fast communication
- Have one-on-one and group chats - send a message to the entire team or to one individual
- Multimedia - use text or photos when you need to be discreet or the environment is too noisy