



## **Streamlining Meeting Management with RAMCO's API and Automation at the Atlanta REALTOR® Association**

RAMCO provides many options for registering and communicating with members for upcoming meetings. Although most registrations come via the member-facing portal, staff can also input registrations directly, import from an Excel file, utilize customizable automations, or use RAMCO's API to build robust integrations with external event applications.

The Atlanta REALTOR® Association utilized the RAMCO API and a custom application to manage over 750 committee meetings in 2023, many coming from the administrative services they provide to local associations and the Georgia state association. This is an enormous amount of management, so ARA staff were looking for a way to provide the necessary reminders to members, without taking up staff time, by streamlining and automating the process.

Although RAMCO contains utilities to create committee meetings in the system, clone existing meetings, and automate reminders, Atlanta staff instead enter each committee meeting in RAMCO with only the dates and times. Once added, their custom application reads the date and committee information in RAMCO to find the members with terms that match that meeting date, then registers the members for the meeting.

Once registered in RAMCO, the committee member is placed on a reminder campaign using RAMCO's workflow functionality. Workflows in RAMCO are powerful, customizable processes that can be used to notify the meeting registrants about the meeting, provide the links to the information for the meeting, send reminders to them at certain intervals prior to the meeting, and much more.

ARA's custom app works in tandem with their RAMCO system to send their committee members a calendar invite and tracks their response in RAMCO. Since ARA uses Google's suite of tools, the custom app creates a meeting on the Association's Google calendar and invites the appropriate staff so it is added to their personal calendars.

Next, a RAMCO workflow sends an email 7 days prior to the meeting with the links to RSVP and to download the meeting materials. The EP tracks their RSVP, which is written back to the RAMCO record. A second RAMCO workflow sends another email 24 hours prior to the meeting with the same links.

The final reminder is a text reminder through a RAMCO workflow 2 hours before the meeting with meeting location, time, and zoom link if appropriate



Following the meeting, staff can make bulk updates to the registrations to track actual attendance and then deactivate the meeting to archive the data.

This entire process makes sure that every member is notified multiple times for every meeting and that attendees have all the appropriate information. The Association then has historical information for the number of meetings, attendance, and more, all available to query in RAMCO and use for future reporting and segmentation.

This process has streamlined the Atlanta Association's workload for meeting management and eliminated most human error while vastly reducing the time involved by staff to manage communications.