



Information for Organisers

Welcome

EntryCentral.com is a fully-featured web-based registration system. Launched in 2003, EntryCentral.com has already securely managed over 350 thousand registrations. EntryCentral is already the leading agency in the UK for multisport events, and we're working on the other sports.

If you have any further queries about using EntryCentral as an organiser, please do not hesitate to contact us using the [Contact Us](#) form, and we will get back to you as quickly as possible.

About EntryCentral

EntryCentral.com has been developed by Ian McLaughlin, a seasoned triathlete and computer programmer. As a triathlete, Ian had had enough of filling in forms, SAEs, and writing cheques to enter races. And as an organiser, he'd had enough of filling in spreadsheets from illegible paper forms. In Autumn 2002, Ian began working with Web programming when the idea for EntryCentral.com occurred to him.

Based on feedback from organisers and entrants, we prioritise and add new features and enhancements to EntryCentral on an ongoing basis.

EntryCentral.com resides on a [dedicated server](#) that has [RAID 1](#) hard-drive failure protection. Additionally, backups are taken nightly and stored securely elsewhere.

Main Features

EntryCentral offers your competitors and you the organiser an easy to use, secure online entry system for races, or indeed for anything requiring the applicant to fill out a form with their personal details. EntryCentral supports:

- Immediate email receipts
- A database for all entries, not just online entries
- Customised entry including event logos, sponsors, optional charity involvement, and relay teams
- Withdrawals and payment card refunds
- Waiting Lists for events that have reached their limit, with deferred card payments.
- Teams of organisers
- Configurable entry forms. You may ask up to 30 additional questions specific to your event, over and above the usual name, address etc. required for all events
- Pay-by-cheque
- Festivals - groups of events on the same day that can optionally share one allocation of slots.
- Shopping basket for buying many registrations with one card transaction
- Discounts - where buying two or more registrations qualifies the user for a discount
- Date-based tiered entry fees e.g. £10 until 1st May, £15 until closing date
- Organisers control their own events at EntryCentral through their own personal login.
- Series - filling in one form allows one-tick entry to other similar events in a series, instead of filling in a form for each one.



Card Processing

EntryCentral.com uses the established payment clearance house [SagePay](#) to handle users' payment card details. The following card types are accepted:

- VISA
- VISA Debit
- VISA Electron
- Mastercard
- Maestro

In addition, Sagepay implements [Verified By VISA](#) and [Mastercard SecureCode](#) for added protection on cards that are registered with these schemes.

We do not handle American Express cards because the associated processing charges are too expensive, and not handling American Express allows us to keep our transaction charges low.

Security

At EntryCentral security is paramount. The user's browser is temporarily redirected to Sagepay during the card transaction, and the user types in their card details over a 128-bit secure link. This means that EntryCentral does not deal with card details at all. Sagepay then informs EntryCentral that the transaction has been completed, and EntryCentral then adds the user to the start list and issues email receipts.

Other payment methods

EntryCentral acknowledges that some users will not want to enter their card details onto the internet, no matter how secure the system. We support two other ways for your entrant list to become populated:

Pay-By-Cheque

Entrant fills in an entry form at EntryCentral, but at checkout time chooses to pay by cheque rather than by card. User is given a unique number to write on the back of a cheque, and the address of one of your organiser team to whom it should be posted. This feature is optional for each event.

Paper forms

Organisers can continue to distribute paper forms, and when they are returned, the organiser can logon to EntryCentral and type in the entrant details from paper forms. You don't have to do this if you don't want to, but it helps to keep all your data in one place.

Setup Process

1. Organiser contacts EntryCentral.com with existing forms (current or previous) for their event or membership.
2. EntryCentral sets up a login for the new organiser, and an online form in a testing state.
3. The test registration form is tested and refined until the organiser is happy.
4. Organiser launches the form for public entries.

In cases where the organiser already has all the information they need to hand, the process has taken as little as one day.

Card payments

EntryCentral charges can be surcharged directly to the user, or paid by the organiser later, or split between competitor and organiser. Smaller upfront surcharges to users results in more card payments, and less work for organisers.

5% or £1.00 (whichever is greater) on payments and refunds. (At the time of going to press this rate is significantly lower than other online entry sites).

Pay-by-cheque confirmations

The user has already typed in all their details on EntryCentral, and has sent the organiser a cheque with a unique reference. Confirming receipt of the cheque completes the entry. £0.50 per confirmation, charged to organiser.

Paper/VIP entries

Where you receive a completed paper entry form and a cheque, you type the details into EntryCentral through your login. Results in an immediate email receipt to the entrant/joiner. Free of charge.

Events with more than 1500 entrants may be able to negotiate better rates, please contact EntryCentral.com for more info.

The EntryCentral Guarantee

Our charging structure allows you financially risk-free use of EntryCentral. If you choose to surcharge the EntryCentral charge to the user, don't do any refunds, and switch off pay-by-cheque, your use of EntryCentral costs you nothing.

Settlement

EntryCentral will issue a statement and will settle directly to your bank account on the first day of each month. The statement details income and charges for each of your events/memberships.

Testimonials

What organisers have said about EntryCentral:

"We switched to taking all of our event entries through EntryCentral after experiencing the website as event entrants. We were really impressed by how easy it was to enter events, and at the quality of the information and communication provided. As an organiser it is, if anything, even better - EntryCentral is simple to set up, and it takes all of the pain away when it comes to processing entries. Our rider database gets populated automatically, waiting lists just take care of themselves, and any changes that you need to make to event or entrant details take no time at all. We can't recommend EntryCentral highly enough - it is one less thing to worry about. And to top it all, any time you need help the responses seem to come back immediately - do these people ever sleep?"

Phil Weaver, Autumn Epic Cyclosportive

"We did entries via Ian's EntryCentral.com; full refunds minus credit card processing - easy! Putting someone on the waiting list and NOT charging them - easy! Moving someone from the waiting list to the race list and then charging them - easy! Cancelling everyone on the waiting list when the final start list was ready - easy! In fact so easy I don't understand why all race organisers don't use it..."

Mark Cathcart, Chairman, Tri-Force



"I took on the EntryCentral system for Glasgow Triathlon Clubs' Races to save time and improve advance race organisation efficiency. I was not disappointed. Firstly, the entrants complete the spread-sheet for you, which not only saves time but transfers the burden of responsibility for errors to them! In the event run-up period it is far easier to manage the entry list – especially where a pool swim is required. By using the Wait List, I found it very simple to keep the race full which obviously optimises income. I'd fully commend the EntryCentral system to Race Organisers."

Bob Newton, Chairman, Glasgow Triathlon Club

"Competitors now expect to be able to enter on-line, and this isn't something we could have developed ourselves. We wanted a site which focussed on triathlon, rather than our event being lost in a big list of running races. EntryCentral understand what information is needed for triathlon entry, and it is a flexible service so it could meet our specific requirements. Using EntryCentral cut inputting down by about half, and the remainder could be input from different locations, allowing the workload to be split. The automatic confirmation and links to competitors lists were useful in reducing the number of queries we get. The statements with the monthly payments made it easy to reconcile income. "

Janine White, Race Organiser, Chester's DevaTriathlons