

CLASS CALENDAR FOR THOSE WHO WANT ONLINE RESERVATIONS BUT DON'T HAVE THE TIME

Brighton, East Sussex, 8th May, 2005: Class Calendar is the new online reservations system designed for schools who want online classes but don't want the fuss, or don't have the time or IT resource to build a bespoke system. Class Calendar has done this for you. With a few simple clicks and a link from our secure server to your website, means your potential pupils past or present, young at heart or long in the tooth can free up your time by booking your classes in their own time. Freeing you up to do what you do best, teach.

For as little as £20 a month, Class Calendar works like a mobile phone contract. You sign up for 12 months of easy online bookings, but if you don't book a class, you won't pay a fee.

Developed by Kite-boarding friends Bruno Beloff and William Chetwode, owner of Rye-based shop and school Kites On Board, they knew first-hand how frustrating it is to want to book a class online for a leisure pursuit they enjoy. Bruno as a novice kite surfer and William as a teacher. Yet they both knew how rare it was to have a school who offered this 21st century phenomenon – the online booking system.

“Class Calendar is very easy to integrate onto your website”, comments Bruno Beloff Technical Director of Class Calendar and the author of the operating system. “It presents a calendar of classes that can be viewed from the schools point of view and then also from the end user. We believe it ultimately frees up the time staff and teachers can spend taking provisional payments over the telephone or by post. Up-to-the-minute information about classes, the ability to book online, pay online, and change reservations, all under a school's terms and conditions and all of this can be done online, in minutes.”

“It doesn’t mean buying expensive new software or hardware either” comments Will Chetwode, Sales Director. “It gives staff and pupils alike proper access to an easy booking system, just a link from a school to Class Calendar.”

“As a school, there’s no fussy set-up so you don’t have to be a technical whiz to start building your own class calendar and ensure that these pages have exactly the same look and feel as a schools existing website. No installation, it’s all online.”

Dave Reed, Managing Director of the massive British Surfing Association in Fistral Beach, Newquay, Cornwall, agrees. “We’re just delighted with Class Calendar. We needed a system that would support our bookings – we can take anything from 8 a week to 800, and run classes that can last as little as an afternoon to those which go on for a week. Having this system looks after the details – from receiving an email when payment is taken online, to the tiny amount of time it took to get our staff up-to-speed. We’re able to concentrate on what we do best, surfing, and that’s great.”

ENDS

(Word count 505)

About Class Calendar

Established in 2004, Class Calendar provides an on line booking system, activity diary and accounting system for training organisations and commercial schools of all kinds.

Developed in house by Bruno Beloff a software architect and programmer with 25 years experience in designing business applications. Class Calendar's business expertise is provided by Will Chetwode who is the founder and manager of the Kites On Board kitesurf school in Rye, Sussex, established in 1999.

Visit <http://uk.classcalendar.biz/waterclass/> to see our imaginary school Water Class in action and see how powerful and easy to use it is!

For all press enquiries please contact:

Julie Carroll 07971 955140

j.carroll@classcalendar.biz

For technical enquiries please contact:

Bruno Beloff

b.beloff@classcalendar.biz

For sales enquiries please contact:

William Chetwode

w.chetwode@classcalendar.biz