

## **A NEW DAWN IN ONLINE RESERVATIONS – CLASS CALENDAR IS BORN**

**Brighton, East Sussex, 18<sup>th</sup> March, 2005:** If the thought of thousands of students or teachers having access to your website 24 hours a day fills you with dread, then the new online reservations system Class Calendar won't be for you. But if you run a school, love teaching but can't be doing with the admin that surrounds getting payment for a class on the phone or by post, then Class Calendar could solve all this in a few simple clicks.

So who are you teaching today? Tomorrow? Next month? How many places remain on each of your classes? Have you received payment for all of those? What do you do if you have to cancel a class and re-book? Let Class Calendar take the strain. It has been specifically created for people who care about teaching, not technology.

On the other side of the coin you could be one of the 46 million people who use the web for booking and paying for services now. So, you've found a school but are faced with a static screen that just gives you a telephone or fax number...Wouldn't it be nice to look at classes at your leisure instead of faffing around trying to get hold of a busy teacher or an answering machine?

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 21<sup>st</sup> 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."

Mr 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**

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## **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!

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