

# Customer Sites Master Base Structure: Sites, Schedules, Life Cycle Events, Reality and More!

## What: is Airtable, even?

Our main company database is housed within Airtable. Information is separated into Bases, Tables, and Records. Tables can be synced between bases to share information instead of duplicating it. Automations built into Airtable, as well as Zapier maintain the automated actions of the system. The Systems Manager maintains the growth and change of those systems.

## How: is the Sites Master base organized?

The majority of our work for weekly clients originates and remains in the TM Site Master base. It holds information about our active, upcoming, and former active events.

Data is separated into tables based upon the type of information. Here is a quick breakdown of the tables in the Sites Master base.

**Site Customers** - Sites represent the information about the business we are working with, to include physical attributes like address, if there is a patio, and if they are dog friendly, as well as attributes that will never change, no matter what events we provide, such as ASCAP/BMA licensing, social media handles, and the billing contacts. There will only ever be 1 site for a business in a location, no matter how many schedules are attached.

**Schedule Events** - A Schedule record represents the run of an event, active or otherwise, that was held at a site. It contains information that is true about the specific event, such as the Day of the Week, Time, and Host of a show. A site may have a single attached schedule, or many.

**Life Cycle Events** - Life Cycle Events are the milestones that an event passes through as it matures in our system. These events are as follows

- New Event Start
- Single Day Cancellations
- Long Term Schedule Changes
- New Host Here
- Hiatuses
- Event Terminations
- Long Term Substitutes
- Trainer Assignments

**Reality Table** - Records in the Reality Table represent the actual dates of active Schedules in our system. While the Schedule can tell you that an event is usually Thursdays at 7:00pm, the Reality Table entry specifies which Thursday at 7:00pm.

Reality Table entries work hand in hand with Life Cycle events to answer the question: What in the heck is happening on [date].

**New Site Leads** - This is the first stop for any prospective client, and is the one stop shop for the SAM to enter all needed information into the system for brand new schedule. Once a contract is signed the system takes this information to build the Site, Schedule, and Life Cycle events to get things rollin'.

**Staff Master (sync)** - Records represent hosts and the information we need to support communication. The majority of staffing information is held within the Staff Master base.

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Gear List

Site Contact List

Audio/Video Issues

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Subs by Week

TM and IGL Host Feedback

Team Numbers, Last Six Weeks

Font of Reality

## Why:

## What if

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