



Actors' Equity Builds a Modern, Sitefinity-Powered Member Portal That Helps 52,000+ Actors Take Center Stage

AT A GLANCE



Actors' Equity Association transformed its outdated member portal with **SilverTech** and **Progress® Sitefinity® CMS**. The new portal delivers a modern UX, personalized content and Casting Call app integration so 52,000+ actors and stage managers can easily access contracts, auditions and career tools.

COMPANY

Actors' Equity Association

INDUSTRY

Entertainment

PRODUCT

Progress® Sitefinity®

COUNTRY

United States

Challenge

An aging portal frustrated members with poor performance, clunky search and confusing navigation. Actors' Equity needed a secure, role-based solution that integrated contracts, CRM and Casting Call—while maintaining data integrity for its diverse nationwide community.

“Sitefinity gave us the flexibility to support all our members’ unique needs. With its help, we transformed an outdated system into a living tool that truly advances our mission.”

Doug Beebe,

Director of Information Technology,
Actors' Equity Association

Solution



Sitefinity CMS powers role-based permissions for actors, stage managers and staff



Seamless integration with Azure hosting, CRM and Casting Call application



Flexible CMS keeps content fresh without developer help

Results



52,000+ members now experience smoother navigation, faster load times and greater confidence finding the information they need



Casting Call integration streamlines audition searches and applications inside the portal



Support requests dropped, freeing staff to focus on strategic member services



Ready to put your members center stage?
Let's build your modern portal together.