

# Venue and Event Automation: Before and After

Event automation is the fastest, most effective way to streamline operations, enhance event management and boost profitability. Furthermore, by replacing outdated, manual workflows with new automated technologies, you will also improve your relationships and engagement with visitors, attendees, sponsors, partners, fans and staff.

See what event operations look like before and after automation:



BEFORE

Missed opportunities and time wasted maintaining handwritten calendars or physical files for bookings.

AFTER

## Real-time Event Calendar

Staff operate on a real-time availability calendar to accelerate the booking process and increase occupancy. A single source of truth empowers your teams to make informed decisions in an instant vs. having to compare multiple systems and outdated data.



BEFORE

Event orders are created manually.

AFTER

## Mobile Tasks Lists

Interactive checklists available in a mobile platform empowers teams to digitally view the overall status of the event progress from preparation to completion. With your entire team utilizing a single platform, critical data is communicated and flows between teams more efficiently.



BEFORE

Staff are frustrated by repetitive, manual tasks and last-minute changes impacting multiple groups (e.g., events team, operations team, reception staff, senior management, contractors, security, etc.).

AFTER

## Live Updates for Staff and Stakeholders

Staff receive automated live updates to ensure all relevant parties have access to the latest information and limit the risk of error and confusion.



BEFORE

Siloed teams, processes and systems (e.g., venue management platforms, accounting packages, marketing system, etc.).

AFTER

## Integrations with 3rd Party Applications

Operate in a centralized platform with 3rd party integrations to capture, store and access data. This single platform enables staff to track progress, make easier decisions-making evaluations and take corrective action as necessary.



BEFORE

Lack of clear, measurable data to support reporting on organizational event performance.

AFTER

## Digital Business Reporting

Staff can easily track crucial data about events and then quickly extract this business intelligence to identify what events and activities are successful from a performing arts standpoint. These reports aid with pipeline building and increased number of bookings.

Speak to a venue and events expert