

Higher Education Campus-wide Event Automation: Before and After

Automation is the fastest, most effective way to track and manage all events on campus to obtain visibility, increase efficiency and generate more revenue without compromising quality. Furthermore, by replacing outdated, manual workflows with new automated technologies you will also improve the service you offer your students, faculty, campus guests and delight your current university event staff across multiple departments.

See what campus-wide 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

Operate from a real-time availability calendar to accelerate the booking process and increase occupancy. With a single source of truth, accurate information can be referenced empowering all teams to make insightful decisions for underutilized dates (i.e., off-peak periods, mid-week dates, etc.).



BEFORE

Event orders created manually.

AFTER

Mobile Tasks Lists

Utilize interactive and mobile checklists to view all the tasks necessary in the preparation and finalization of an event. Staff mark tasks as “done” while working on the go and empowers each team member to digitally view all relevant corresponding details for event coordination and execution seamlessly.



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 are utilized (e.g., venue management platforms, accounting packages, cross-collective inventory, payment platforms, 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 deliver unique experiences as a team.



BEFORE

Lack of clear, measurable data to support reporting on campus-wide event performance.

AFTER

Digital Business Reporting

Track crucial event data across the campus for faculty, staff and teams to obtain a larger scope and insight on what is happening campus wide. Valuable reporting aids all teams with the knowledge of present and future events impacting scheduling and post-event reports.

Speak to a higher education events expert