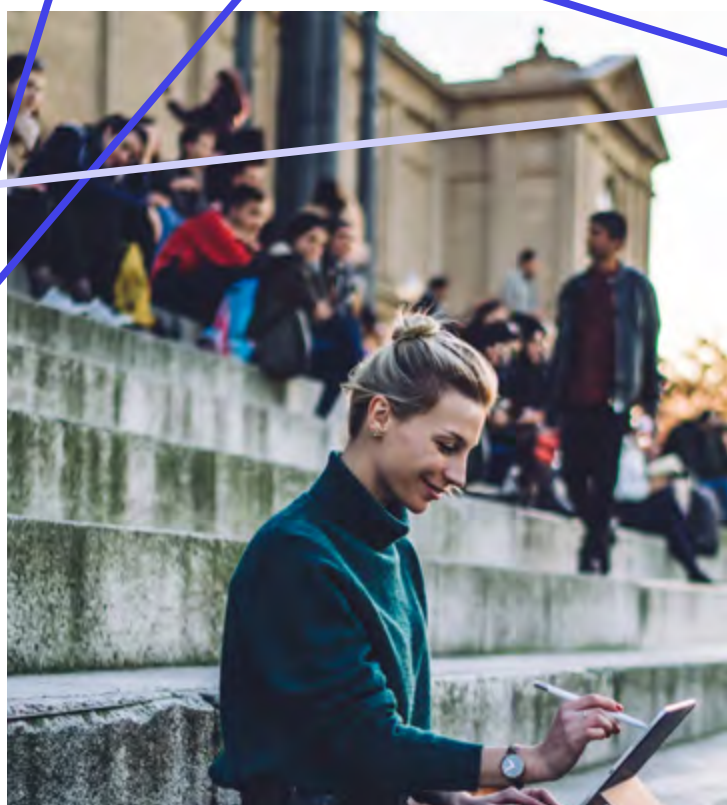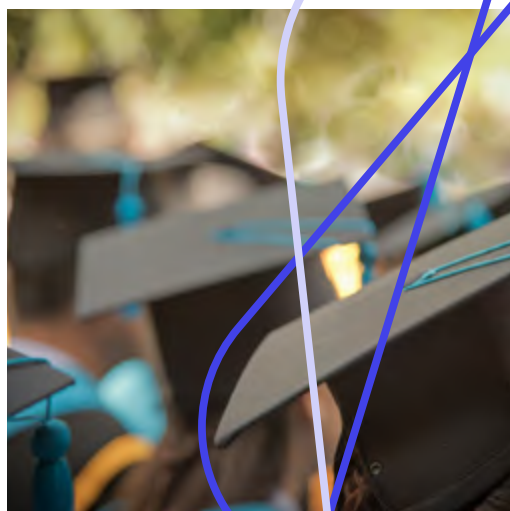![Momentus Technologies logo]

Modernizing Event Management in Higher Education

A leadership guide to getting the greatest value from your event spaces on campus

Imagine a 360-Degree View of All Campus Events

Institutions of higher learning offer some of the most desirable event spaces in the world — whether those events are hosted by external parties or organized by campus groups within the schools themselves. However, many universities, colleges, and others lack a holistic way to (a) manage events and event spaces across campus and (b) collaborate, coordinate and analyze events in a complete way.

Your institution needs a single environment that offers a high-level view of all bookable spaces alongside the event activity and history. This clear view of each event and the parties involved as well — from beginning, to end, to post-event — with key reporting on performance, revenue, incidents, spending, and other outcomes offers a multitude of benefits to various stakeholders campus wide.

This guide explores the key challenges and emerging opportunities of events at today's colleges and universities. Learn how a single, unified platform can contribute to better outcomes for all event managers, guests and institutional leaders, along with five steps those leaders can take to maximize the value of physical spaces on your campus.

What's the State of On-Campus Events Today?

College campuses are rich with unique departments and organizations, each with its own events and event requirements. Unfortunately, it's very common for these groups to work separately from one another. They often use disparate systems or have no system at all (e.g., Microsoft Excel spreadsheets and Word documents) that deliver only partial results in terms of their stakeholders' needs. They may each plan and manage their events without considering what other groups are using for similar purposes.

Unfortunately, this lack of coordination and process can create missed opportunities. Whether or not your institution is using them, there are countless use cases for on-campus events that can boost prestige, improve campus experiences, increase enrollments, and drive revenue, including:

- Athletic events
- Alumni activities
- Concerts
- Continuing education programs
- Fundraisers
- Festivals

- Theater performances
- Speakers and symposiums
- Student organization meetings
- Summer camps
- Weddings and small banquets

Many institutions have begun to streamline event-planning tools and methodologies. In addition to strengthening event outcomes, event managers are improving how they identify and prepare for risks with better reporting to support leadership decisions concerning future events as well.
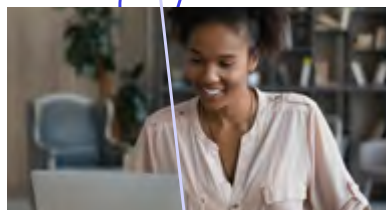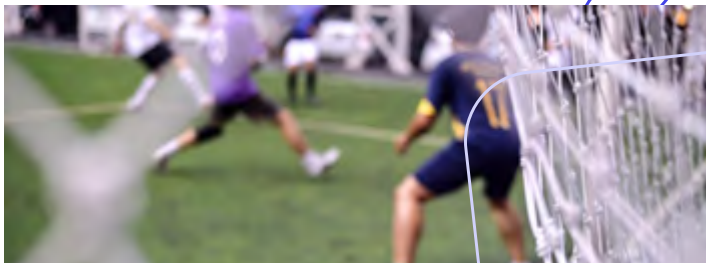
Who Needs Better Event Management?

Any given event impacts a wide variety of attendees, stakeholders and campus personnel. Each of these individuals benefit from a more streamlined event management approach:

Event managers

Event managers may want a view into all bookable spaces — where they can host events, which spaces are the best for their events, which spaces are most cost effective, and when they are available. Event planners may also want to move on from manual processes and templated checklists that don't account for a unique event's needs. These documents are often unintentionally duplicated, misplaced or misunderstood.

Institutional leaders

Institutional leaders may benefit from more effective reporting — of performance, incidents, people of interest, and other factors — for each event. They may want a universal picture of these factors as they consider all events in sum.

Finance teams

Finance teams may want to visualize costs and profitability across all events, with the opportunity to make recommendations based on financial successes and losses and how to create revenue generating opportunities.

IT teams

IT teams may want to simplify contracts and management of events software. IT teams may wish to direct attention on a universal solution that both delivers event stakeholders' needs while streamlining their operations and on-campus integration/services requirements.

Procurement teams

Procurement teams may want to consolidate vendors in terms of event supplies, equipment and other resources as much as possible. They may also wish to simplify how they negotiate deals for better pricing, ensure compliance, and maintain governance when facilitating all events as well.

Facility teams

Facility teams may want a solution that helps them avoid conflicting requirements when multiple events run simultaneously. They may need relief from playing a de facto mitigator's role when dealing with conflicting priorities among different event organizers.

Security teams

Security teams may want better threat visibility, incident reporting and communication tools throughout the lifecycle of each event. They may also want to use only one solution to ensure team members can act quickly when an incident occurs, no matter the event.

Taking the Right Approach to Risk

Risk management is among the most critical elements of event planning in higher education. Universities are typically risk-averse by nature. In addition to your obligation to protect all people on campus, legal and reputational liabilities can have a direct impact on enrollment, fundraising and other critical factors.

Risks that can result in damages during an event include:

- Safety risks
- Security threats
- Operational mishaps
- Legal liabilities
- Unruly behavior

But not all risk factors are associated with disasters. There are "risks to success" to consider, such as:

- Runaway costs
- Performance issues
- Revenue shortcomings
- Reputational damages
- Lack of audience appeal

Events often align with the overall goals of your institution, such as boosting enrollment, driving revenue and donations, and enhancing the reputation of the institution, among others. An event that performs poorly can drive down enrollment, jeopardize donations from wealthy contributors or hurt your university's reputation in a public way. Reputational risks in particular are often difficult to anticipate without robust tools for preparation.

5 Steps Towards Modernizing Your Event Culture on Campus

Events teams and stakeholders need a centralized solution that can be the single source of truth for all events on campus. With a holistic platform, your stakeholders can maximize the use of campus space and scheduling thanks to a complete view of all event activities across departments and functions. This presents more opportunities in terms of revenue, relevance and prestige for all varieties of audiences interested in your university's events. Event planners can also anticipate and mitigate risks, thereby standardizing risk planning for future events.

Here are five steps institutional leaders can take to improve on-campus events using a venue and event management solution. Realizing these goals can drive new and better events in the future, with improved results for both event stakeholders and institutions themselves.

1. Create collaborative dialogue among departmental leaders

Institutional stakeholders begin by arranging collaborative discussions across departments that participate or may be impacted by on-campus events. As mentioned, institutions often have disparate solutions — each for an individual department or purpose — which can lead to inconsistencies, errors and an increased need for manual entry. Together, departmental stakeholders can focus on a more robust, enterprise-wide method that encompasses the full journey of each event and delivers a 360-degree view across all event activities.

2. Implement robust risk management capabilities

Imagine a risk profiling tool that considers the characteristics of an event and provides a means to quantify risk as a whole. With the right technology, event and institutional stakeholders can evaluate the severity of all events' risks before planning and spending begin. Institutions can establish their own framework for risk severity, where the severity determines an event's acceptability, security requirements and other necessary resources. This also provides cost savings because stakeholders can allocate security and other resources proportionately for any event.

Reporting on incidents where an insurance claim or corrective action might be required is especially critical. Tools for risk profiling, risk assessment, incident reporting, and physical event mapping can streamline incident responses and ensure incident reports are as thorough as possible. Ultimately, event managers and other senior leaders can visualize incidents and results across all events on campus, not just within an individual event.

3. Improve reporting at all levels — from event staff to the president's office

The right platform provides event planners and stakeholders with a more accurate narrative of the types and timing of events along with actionable insights and event outcomes. Reports on space utilization, banquet event orders and monthly/quarterly revenue make it easy to proactively monitor performance. The ability to standardize proposals and invoicing procedures across all event types campus wide enable efficiency on client communications and task management.

4. Create a single administrator to ensure events succeed in all capacities

With the support of a universal solution and by streamlining administrative tasks in other areas, universities can establish an administrator or administrative team for campus-wide events. By analyzing overarching risks, costs, incidents, and outcomes, your teams can drive quality, innovation and progress.

5. Scale events and your use of event spaces for revenue generation

In time, your institution will have optimized the use of spaces, ensured more efficient operations and improved results across all events thereby creating more opportunities to scale your event capacities. Event managers and stakeholders who grow more comfortable with their institution's capacity for events may also become more open to exciting new types of events to bring in additional revenue.

Make Exceptional Events Your New Status Quo

Your event management technology shouldn't hold you back. Quite the opposite: Your technology should enable continuous improvement and new ideas. Your campus event stakeholders should be able to try new things, moving the needle on what's possible with campus spaces. With better technologies in place, you can focus on adding value and innovating, rather than putting out fires.

Contact us directly today to explore opportunities for your institution.

Contact Us

About Momentus

Momentus Technologies is a global provider of industry-leading venue and event management solutions that empower organizations to create extraordinary moments. With over 50,000 users in more than 50 countries, Momentus serves the needs of convention and exhibition centers, higher education, corporate, stadiums and arenas, and arts and culture centers. Its powerful intuitive platform alongside intelligent data-driven solutions and unparalleled expertise provides customers a view of past, present and future event operations to increase end-to-end visibility, optimize efficiency and achieve business goals. Founded in 1985, Momentus is headquartered in the United States. The company's employees work across the globe in Momentus offices and remotely.

To learn more, visit **gomomentus.com**.

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