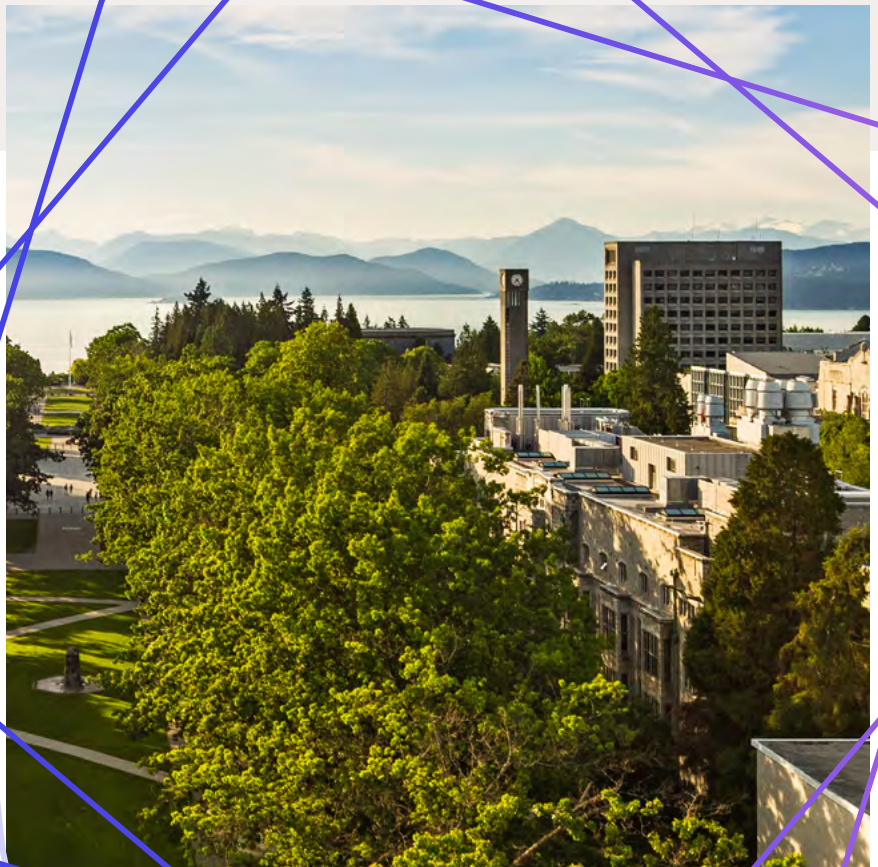




# University of British Columbia

University of British Columbia Celebrates  
25+ Year Technology Partnership with Momentus

CASE STUDY



# About University of British Columbia

Established in 1915, the University of British Columbia (UBC) is a global center for teaching, learning and research. The university has two main campuses — Vancouver and Okanagan — as well as a range of satellite campuses including UBC Robson Square, Centre for Digital Media, UBC Faculty of Medicine and their Asia Pacific Regional Office in Hong Kong. Together, these campuses provide necessary learning environments to support more than 65,000 students from around the world each year.

UBC's Conferences and Accommodation Department is part of the University's Student Housing and Community Services Division. They manage approximately 500 meetings and events and 18,000 individual room bookings per year at over 1,600 event spaces across the campus, including their dedicated conference venue, lecture theaters, event spaces, a new onsite hotel and more.

Conferences and Accommodation first implemented the Momentus Platform in 1997 — then known as Ungerboeck's Event Booking Management Software (EBMS). At that time, they were looking for an event management system and CRM to manage room bookings, store client information and produce reports to streamline their event sales process.

Over the past 25 years, their events business has continued to grow and they have adopted additional Momentus functionality to support their evolving business needs. From online inquiries to event registration, conference session proposals and online payments, each new piece of functionality has allowed the university to further streamline their event processes across multiple campuses, while simultaneously allowing them to expand revenue streams and deliver high-quality customer service to their internal and external clients.

Organization:

**The University of British Columbia**

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Website:

**ubc.ca**

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Industry:

**Higher Education**

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Main Campuses:

**Vancouver and Okanagan,  
British Columbia, Canada**

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Employees:

**50 Off-Peak | 200 Peak Season**



**THE UNIVERSITY OF BRITISH COLUMBIA**

# A Long-Term Technology Partnership That Has Continued to Evolve

The relationship between UBC and Momentus Technologies (formerly Ungerboeck) began in 1997. Sarah Johnston, Director of Conferences at Conferences and Accommodation, has worked for UBC since 1998 and was there during the implementation of the Momentus Platform. Sarah explained, “We wanted a system that would enable us to list all our event spaces and assign bookings to them. We also needed a CRM that could store client information and produce reports to measure our sales performance. For example, we wanted to know who our top customers were and how many times they came back.”

According to Sarah, the impact of the Momentus Platform was felt immediately. The single source of truth made it easier for the team to access all their event booking information in a centralized location, which allowed them to deliver better service to their clients. This also allowed them to streamline their event management processes and gave them greater visibility into key business metrics. However, as their business continued to grow, they didn’t have the resources to explore new functionality within the Momentus Platform that could help them achieve even greater results. “We recognized that it was such a huge system that can do so much, but we just didn’t have the time to explore how we could use it to its full potential,” remarked Sarah.

In 2015, Robert Auffray joined the team as Manager of Meeting Spaces and Support Services. Initially, Robert’s role was to be purely operational, but with a background in IT (Information Technology), he quickly realized the potential of the Momentus Platform and began to seek new ways to leverage the system to improve their event management processes. Robert commented, “There’s always room for growth, even when you’ve been using a system for more than 20 years, you need to review and improve how you are utilizing it continuously, but this takes time, and our team didn’t have the resources needed to truly understand the system’s growing capabilities and implement new functionality.”

Over the past eight years, Robert has worked closely with the Momentus team and invested his time in learning more about the system. In doing so, Robert has become a Momentus expert and has been able to share what he has learned with his team. As a result, they have implemented Momentus’ new features and modules to automate time-consuming tasks like event registrations, issuing contracts, managing proposals and abstract submissions for upcoming conferences, coordinating inventory bookings and more. Robert explained, “Since I started, we’ve expanded how we use the system including bringing in other departments in the university and adopting new modules and functionality. In doing so, we have simplified our processes and gained greater visibility into a wealth of information that will help us as we move forward.”

# One System to Manage the Full Event Planning Process from Start to Finish

Robert believes that one of the best things about Momentus is that it is an end-to-end platform that supports users at every stage of the event delivery process. During his time with the organization, Robert has been committed to reviewing UBC's event management processes and finding ways to use the system to support and improve them.

As part of this commitment, Robert has recently implemented several new features including registrations and contracts in order to move their entire event operation into Momentus. Robert explained, "From capturing inquiries to issuing contracts, managing event registration and receiving proposals for conference sessions, and even producing post-event reports, we use Momentus at every stage of the event cycle. It has made a significant difference in our team's workload."



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**Robert Auffray**

Manager of Meeting Spaces and Support Services

# Centralized Booking Calendar Increases Occupancy and Prevents Conflicts

UBC streamlined its booking calendar across five residences on campus using the Momentus Platform EZWriter and Page Builder. This enables read/write privileges between departments and helps the teams moving away from individual Outlook calendars for bookings. With a single platform being the system of truth, managing access and visibility in one location vs. five simplifies event processes across multiple locations.

## Access Critical Client Details with Ease

Sarah loves the Momentus CRM. For more than 25 years, the team at UBC has gathered an abundance of client data they can refer to as often as needed. Sarah explained, “The CRM continues to provide us with the critical information we need about our clients and their bookings. Just the other day we had an inquiry from a client who previously hosted events in 1996 and 2003 and now wants to host the same event in 2026. So, we opened their client record and reviewed their past bookings in Momentus to see what we offered last time and found opportunities to improve their future events.”

## Simplified Inventory Management Across Campus

Working across large campuses in multiple locations makes it challenging for the Conferences and Accommodation team at UBC to coordinate furniture and equipment for their events, however, the Momentus Platform takes the guesswork out of tracking inventory bookings and prevents booking conflicts. “Using Momentus, we have developed an effective process for inventory management with real-time inventory checks,” Robert explained. “Our university campuses are huge, unlike a lot of other conference venues where everything is in one spot. We have 70 resources for event set up, more than 3,000 units of fixed and transportable inventory, and we have put in more than 800 work orders this year. Momentus helps us manage all of the moving parts with ease.”





## Automated Contracts Save Time and Eliminate Error

As well as implementing web forms, in 2022 the team started using Momentus to create event contracts and further streamline processes. Robert explained, “Previously, we created all our contracts using Templates in Microsoft Word. This meant that we had to manually update every contract which was extremely time-consuming. Since we’ve moved everything into Momentus, we can rest assured that the contracts are accurate because they reflect everything that we have added to the event booking.”

While Robert couldn’t quantify the time savings, the team has created more than 200 contracts in the system in the past year alone, and he believes this has significantly improved their efficiency and reduced errors. “While we can’t quantify the exact savings as yet, creating contracts in Momentus has undoubtedly improved efficiencies and reduced the potential for manual error for our team,” said Robert. “Furthermore, recording contracts in Momentus will allow us to access historical information with ease because it will all be linked to the event booking.”

## Simplified Registration Opens Up Additional Revenue Streams and Improves Customer Service

Conferences and Accommodation is one of UBC’s ancillary departments and, therefore, needs to prioritize revenue generation to support the university. One way that Conferences and Accommodation is looking to venture into previously untapped markets is by using Momentus’ Registration Module to create standard registration templates for smaller events with limited budgets. Sarah explained, “Meeting management is a primary revenue stream for us, and event registration is part of that. The challenge was that previously there were a lot of clients that we had to turn away because they were looking for a much simpler registration service than what we had to offer, so the cost wasn’t worth it for what they needed. Now, we are working on creating a basic event registration form that captures essential attendee information and allows them to pay using credit cards.”

Robert believes that event registration has not only opened additional revenue streams, but it has also improved the level of service they can offer all their clients. “We can now say to prospective clients, we’ll help you run your registration, we’ll book all your spaces, we’ll run all your meetings, and we’ll set up things for delegates because we’ve got a system that we can leverage to make the whole process quicker. Not only are we able to tap into a smaller event market than we’ve worked with in the past thanks to Momentus, but we’re also able to provide better service for bigger, more labor-intensive events by expanding how we use the system.”



## Summary

The benefits that the University of British Columbia has achieved using Momentus' purpose-built venue and event management solution include:

- A 25+ year successful technology partnership.
- An end-to-end platform that supports users at every stage of the event delivery process – from capturing inquiries to producing post-event reports.
- A centralized venue bookings calendar that increases occupancy and prevents booking conflicts.
- Access to a centralized source of critical details about past, present and future clients and bookings.
- Effective inventory management that prevents booking conflicts.
- Web forms streamline booking processes and improve sales conversions.
- Automated contracts that improve efficiency and reduce errors.
- Simplified registrations that open additional revenue streams and improve customer service.
- The ability to quickly create advanced reporting for any department, providing in-depth analysis into business performance at a glance.

[Contact Us](#)

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## 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 60,000 users in more than 57 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](https://gomomentus.com).

