

# Convention and Exhibition Center Event Automation: Before and After

Automation is the fastest and most effective way to boost productivity and increase efficiency without compromising quality. Furthermore, by replacing outdated, manual workflows with new automated technologies you will also improve the service you offer your customers and delight your current staff.

See what convention center event operations look like before and after automation:



BEFORE

Staff miss opportunities and waste time 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. With one source of truth, staff have accurate information to make quick booking decisions for underutilized dates (i.e., off-peak periods, mid-week dates, etc.).



BEFORE

Staff create physical event orders manually.

AFTER

## Mobile Tasks Lists

Staff utilize interactive checklists on mobile apps to view all the tasks that need to be completed in the lead-up to an event and mark them as “done” while working on the go. This empowers the entire team with real-time event progress updates.



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, exhibitors, 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

Staff use siloed processes and systems (e.g., venue management platforms, accounting packages, point of sale, marketing system, etc.).

AFTER

## Integrations with 3rd Party Applications

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



BEFORE

Staff have no easy way to measure event and organizational 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 business standpoint. These reports aid with pipeline building and increased number of bookings.

Speak to a convention and exhibition center expert