



How Leading Organizations are Prioritizing Data Integrity and Technology Investments to Ensure Key Workplace Analytics

It is no secret the global shift in workplace behaviors has resulted in new ways to think about corporate real estate, driving companies to seek technology enablement as a tool to increase efficiencies and maximizing utilization in the organization's portfolio. Therefore, leading organizations are connecting employees with "employee experiences" by creating events held on campus to reduce employee turnover and heighten a sense of organizational culture and connection that encourage employees back into the office as much as possible.

Meetings and events are essential to running a successful business. Whether it's nurturing high-performance teams, maintaining a healthy company culture, establishing positive customer relationships or enticing staff back into the workplace; your office space is part of the foundation for your meeting or event success. Transforming the way employees feel and utilize your office spaces can increase workplace engagement, re-energize team collaboration and improve alignment on key company goals to drive growth.





To create employee experiences, you will need to improve your approach to corporate meetings and events management. Most likely you are planning and managing your internal meetings and events using systems that are not built for your specific use scenarios — like reactive facility management applications, legacy event management systems or even emails, spreadsheets and printed file folders. Today, forward-thinking organizations are turning to strategic technology enablement to improve their event operations and empower staff to book and manage their own meetings and events.

10 Reasons Your Business Should Invest in a Corporate Event Management Platform

1. Deliver Better Business Outcomes

Improve visibility, increase utilization, gain greater insights, boost employee morale and nurture relationships with your staff and stakeholders. By utilizing a purpose-built corporate venue and event management solution you not only improve your event operations, but you can also help your business succeed.

2. Nurture Productive Relationships

Hosting customers and stakeholders are a motivator for holding events. By utilizing a corporate event management platform, you can rest assured that your onsite meetings and events will run according to plan. Guarantee your chosen space is big enough to accommodate all attendees, necessary equipment is available, installed and working, alongside ensuring your catering order is complete and delivered on time. Each of these are an integral part of every meeting or event. Having a single solution to obtain 360-degree visibility on all areas allows you to focus on networking and building relationships rather than troubleshooting event hiccups.

3. Obtain Venue Occupancy Insights

By managing your corporate office and meeting spaces within one centralized system, you can capture and analyze venue occupancy data that tells you where to invest your time, effort and budget. For example, if one conference room is booked more often than any others, you may choose to upgrade that one first instead of allocating resources on spaces used less frequently. On the contrary, you can identify why certain spaces are not being utilized, out of inventory or make additional improvements to underutilized spaces to make them more desirable options for meetings and events.

4. Maximize Employee Engagement

A well-managed office can be more than just a workplace, it can become an inviting destination that contributes to improved job satisfaction, employee morale, enhanced communications, and increased staff retention — this is especially important for businesses experiencing significant staffing shortages post-pandemic. Events, meetings and other activities like team building sessions and celebrations play a vital role in transforming offices into destination workplaces. Staff who feel engaged at work are more likely to attend the office in-person and to be more productive while at work — win, win.

5. Simplify Catering Interactions

Complimentary food, beverages and snacks at events is always considered a perk, but coordinating food with the caterer can sometimes be an inefficient process. Instead, use your corporate event management platform to simplify food and beverage ordering for meetings and events to delight your staff and stakeholders.

6. Improve Staff Time Management

By integrating your corporate event management platform with Outlook, Google calendar or your chosen calendar, staff can view upcoming events and bookings and prioritize their attendance around their other work commitments.

7. Streamline Your Event Operations Processes

Improve meeting space and resource ordering processes with a simplified, self-service online portal. Using a corporate event management platform, you can implement a self-serve online bookings portal so staff can check meeting space availability with room capacities, order catering services and equipment, and complete secure payment transactions without ever leaving the portal or sending an email only to await manual confirmation.

8. Limit Back-and-Forth Communication

Eliminate the need for unnecessary communication between your events teams and other staff because all the information needed to book and manage the meeting or event is siloed in different areas. A corporate event management platform eliminates the back-and-forth use of phone calls, emails and spreadsheets. All parties involved in the event planning process can easily share documents, review tasks, schedules and messages in one spot. This not only increases efficiency, but it also greatly reduces labor costs and encourages staff to book more events to increase workplace utilization.

9. Improve Meeting Space Visibility

Real-time meeting space availability means that all staff, event planners and corporate facility managers can check when a space is vacant to avoid booking conflicts. Having specific targeted calendars for visibility and booking allows your teams to be equipped with the information they need to review and make bookings with accurate data integrity.

10. Decrease Business Risk

Harnessing data and workplace intelligence will show an organization where they need to invest their efforts. Exposing utilization and non-utilization gives the team insight into where resources are being allocated and highlighting any risk review needing to take place.





Key Features of a Corporate Event Management Platform

Discover what a purpose-built, corporate event management software can offer your organization. Other key features include:

Amplify Employee User Experience: Create ideal and optimal booking experiences for employees to book spaces, order resources, support their engagement, connectivity, and productivity while on campus and optimizing real estate and amenities.

Increase Efficiency: Imagine a business process where an employee request comes in and you no longer must reinvent the data ...it just flows through ready to begin the approval process. Time saved equates to more “premium hospitality” experiences heightening an organization’s culture.

Online Booking Portal: With an online booking portal, employees can access event functions, orders and employee and planner communications. Custom views can be saved according to location, department or roles.

Room Diagramming: Lay out your event space using a simple drag-and-drop interface. Start with a predesigned template or with a blank canvas. Review inventory counts in real time so you’ll never overbook equipment again. You can also socialize the room layout with attendees before the day of the meeting or event.

Reporting Tools: Capture and analyze data that helps you improve the organization’s event experience. See in-depth information about space utilization trends and resource tracking on full-color dashboards that are easy to interpret. Run one-off ad hoc reports to find the answer to a specific business question.

Inventory Management: Never be without the equipment you need for your meeting or event with advanced forecasting tools and real-time inventory checks for all locations across your organization. Keep track of where things are and managing the allocation of these items highlights the need for more or less of an item for future utilization as well as enhancement needs for the spaces themselves.

Centralized Communications: All employees can utilize the software as an up-to-the-minute single source of truth for the latest details related to office space allocations, high profile visitors and urgent communications are stored. Tasks can be assigned, questions can be answered and everyone is always on the same page.



Ready to Transform Your Corporate Meetings and Events?

From board meetings to conferences, team building activities and client presentations, offices and workplaces play host to a wide variety of events. Therefore, it only makes sense to equip your staff with the right tools to book and manage these events while simultaneously reducing unnecessary administration, increasing operational efficiency and ensuring all events contribute to business success.

Speak to a corporate event management expert.

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