



# 5 Reasons Why Colleges and Universities Need Venue and Event Software Management

By James Trimble

Events are essential to all colleges and universities. Not only do events generate revenue and market the school to the public, they are also a big factor in enrolling future students and retaining current ones.

As important as they are, managing events in higher education can be a disjointed process. Multiple departments operate in silos to plan and manage events, each with their own unique way of doing things. As a result, not only do universities and colleges lack a complete view of all events and event spaces campus wide, but stakeholders are unable to collaborate, coordinate and analyze events in a holistic way.

**We have good news, help is out there! A dedicated, campus-wide venue and event management solution can support your entire institution at every stage of the event planning process. From more efficient inquiries, a centralized view of live venue availability, seamless event management workflows, and detailed analytics — it is possible to achieve a clear view of every event from beginning, middle and end.**



**It's time to take control of all events on campus and help your institution thrive. Here are five ways a single venue and event management platform can deliver accuracy, transparency and simplicity.**

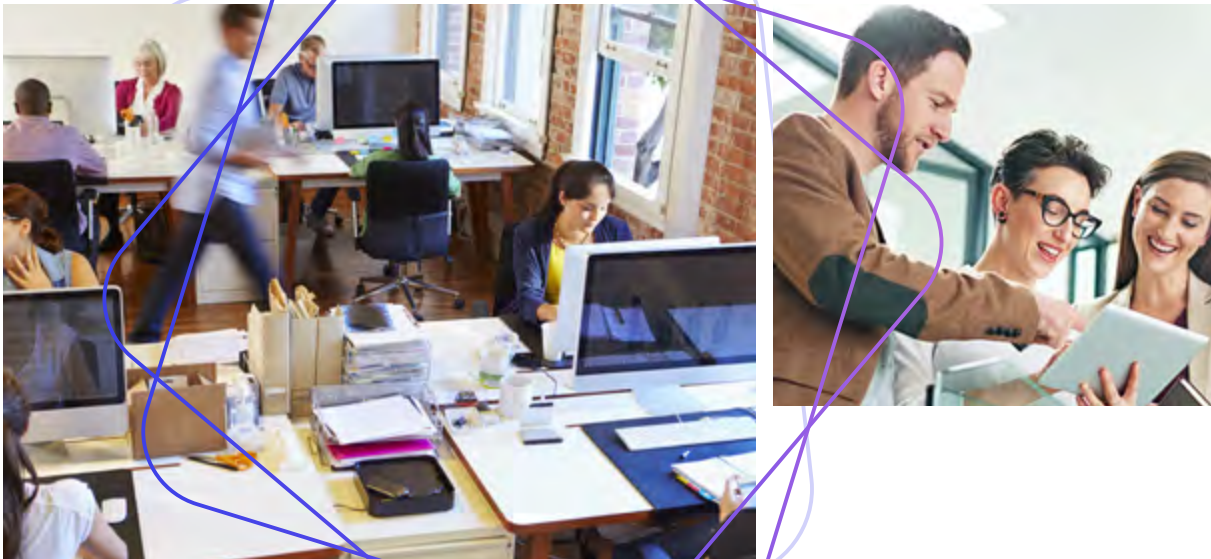
## 1. Boost Efficiency

Replace outdated manual processes with seamless automation.

Institutions everywhere are reeling from industry-wide staffing shortages. Empower your existing team with the tools they need to do more with less. This will not only improve staff engagement and job satisfaction, but additionally help your team to be more efficient and productive.

Venue and event management software can replace manual processes by automating emails, organizing documents and digitizing basic and tedious administrative tasks. Furthermore, by centralizing event details in a cloud-based system, all departments, planners and satellite campuses can access critical event information at any time on any device.

You'll find a new level of efficiency when you combine these features with mobile work orders that encourage greater interdepartmental collaboration and keep everyone on the same page. It's the pathway to eliminate time-consuming administration, reduce human error, improve data integrity and empower your staff to reinvest their time into business development activities.



## 2. Deliver Better Service

Enhance student and guest experiences by providing self-service bookings.

From checking venue and bookable event space details and availability to reviewing catering and equipment options, customers expect to be able to find campus venue information on-demand. Self-service online booking tools can greatly enhance student and guest experiences. Deliver a seamless booking experience without the need for involvement from your staff, even outside of business hours.

Integrate your venue and event management platform with your university website to create an online booking portal that offers real-time campus venue search results, live availability, conflict checking, room setup options, and additional services like catering order, furniture and audio-visual hire. In doing so, you empower your booking audience to take control of their event bookings and manage payments online.



## 3. Make Informed Decisions

Gain a deeper understanding of your events with 360-degree insights.

When making complex, expensive or consequence-based decisions for your campus events, you need access to the latest data to truly understand your requirements and measure the potential impact on your college or university. In order to access this data, you need robust reporting and analytics tools that can present accurate data in a quick, easy and meaningful format.

Using a venue and event management solution to create detailed dashboards and reports, you can synthesize the most granular statistics to enable factual, data-driven decisions. You can also convert these target dashboards and relevant report templates to suit your stakeholders such as senior management, accounting teams, alumni, board members and many more.

Digital reporting tools can also uncover areas for improvement across your events. This can enlighten potential cost savings, workflow inefficiencies, room utilization, or marketing opportunities for increased event space bookings with additional areas such as catering, sales and equipment hire which may be underperforming or underutilized. Using reports and dashboards to analyze each part of your events can help you understand where certain areas need attention, so you can reallocate your efforts to grow and improve.

## 4. Assess Risks

Keep your campus events safe and secure.

All event and venue organizers must prioritize risk management as part of their event planning processes. From mass shootings to terrorist threats, the world has been shocked by catastrophes in recent years and educational institutions are often targets.

Risk management is a function of venue and event management software that's relatively new to the market, but will quickly become a necessity for higher education institutions of all shapes and sizes. Risk management software can safeguard your attendees and protect you from litigation by helping you proactively mitigate risk by conducting thorough risk assessments and determining the most appropriate solutions to control potential hazards and threats should they arise.

## 5. Validate the ROI

Weigh the value and exposure you may get from holding university events.

Budget cuts are a reality for higher learning institutions all over the world. Events can be expensive to run and ROI can be hard to measure, therefore, these are often on the chopping block when universities and colleges look for ways to save.

It's true that canceling your event calendar is a quick way to shed big expenses, but this can often be shortsighted. Events bring unique marketing value to your institution by increasing your reach, and in turn, driving incremental revenue. Consider campus events as perfect avenues for brand exposure. They help form a connection with your students, guests, community, alumni and other stakeholders.

Event management software can help you defend the spend with accurate, data-driven analytics to senior executives and other decision-makers at your university. You can analyze information quickly and securely with integrated financials and gain real-time insight into your revenue streams to track which campus events are most successful. Additionally, you can transparently present accurate, data-driven analytics on the ROI of those events to university leadership to validate their perceived value as well as your own value as an event organizer.







## Ready to Take Control of Your Campus Events?

Events are a huge part of the college experience for students and a revenue generator for schools. Adopting a purpose-built venue and event management solution for higher education can unite all departments so everyone knows what's on the calendar. Plus, you can take the stress off your internal resources by empowering them with the tools they need to delight event participants, increase efficiency, make better business decisions, mitigate potential risks and grow your revenue.

**Find out how our world-class venue and event management solution can transform your campus events.**

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