

Why Leading Private Schools and Colleges Are Streamlining Event Operations

By Angie Martin

Educational institutions have long been dedicated to creating optimal learning environments for students. However, they possess untapped potential as versatile event venues. The global pandemic prompted many private schools and colleges to reassess their technological infrastructure. In this process, they recognised the opportunity to generate extra income by embracing technology.

By digitising space management and optimising operational processes, these institutions have not only enhanced efficiency but also unlocked new revenue streams. They now offer venue bookings to both alumni and the general public, capitalising on their resources in innovative ways.

To do this, many are turning to automated systems and self-service portals. Here are the 8 common goals that leading schools, colleges and other educational institutions are focusing on to improve their venue and event operations in 2023.



Top 8 Event Management Goals Shared by Leading Private Schools and Educational Facilities

1. Streamline Event Operations to Enhance Event Experiences

Schools, colleges, and other educational facilities are streamlining event operations to deliver better event experiences for students, staff, external stakeholders, alumni, and the general public. By optimising event processes, these institutions can create seamless and memorable event experiences while simultaneously reducing the administrative burden on their event and facilities teams.

2. Improve Visibility to Encourage Collaboration

Improving interdepartmental collaboration within schools and educational facilities is crucial for reducing venue booking conflicts and enhancing event delivery. When different departments and stakeholders within an educational institution work in silos, it often leads to scheduling conflicts, inefficient resource utilisation, and miscommunication. Private schools are focusing on centralising information, increasing visibility, and establishing clear communication channels to ensure all departments can seamlessly coordinate their events and venue bookings and utilise shared resources.

3. Increase Efficiency and Productivity

Educational institutions often face the challenge of having limited staff available to manage large volumes of venue bookings and events across multiple on-campus facilities. In such resource-constrained environments, improving efficiency becomes crucial to ensure smooth operations and optimal utilisation of available resources. By simplifying processes, automating tasks, and implementing efficient systems, educational institutions can bridge the staffing gap and achieve more with their existing workforce.

4. Grow Event Revenue by Increasing External Event Bookings

Streamlining venue booking processes is crucial for private schools and colleges to encourage external stakeholders and alumni to book events at their campus facilities and increase revenue generated from such events. By creating a seamless and user-friendly booking experience, educational institutions can attract a wider range of event organisers and create a favorable impression that fosters repeat bookings and positive word-of-mouth recommendations.

5. Make Informed Business Decisions with Greater Event Insights

All event businesses require detailed event reporting and analytics to gain greater insight and make informed business decisions. By leveraging comprehensive event data, educational institutions can assess the success of their events and identify areas for improvement. This data-driven approach enables them to allocate budget effectively for marketing and promotions, prioritise expenses like renovations, and make informed purchasing decisions for equipment, such as audio-visual technology.

6. Create a Fully Integrated Technology Ecosystem

Leading private schools and colleges are creating fully integrated technology ecosystems to improve data integrity across their organisations. A comprehensive and integrated technology ecosystem allows for seamless data flow and synchronisation between different systems and processes, ensuring accuracy, consistency, and reliability of information. By prioritising data integrity, educational institutions can make informed decisions, enhance operational efficiency, and provide a better experience for students, staff, stakeholders and their alumni.

7. Maintain a Safe and Secure Environment to Minimise Risk at On-Campus Events

Now more than ever, educational institutions recognise the importance of safety and security and are taking proactive measures to identify, assess, and mitigate potential risks associated with on-campus events. By prioritising risk management, these institutions demonstrate their commitment to providing a secure environment that fosters learning, collaboration, and community engagement.

8. Facilitate Inclusive and Accessible Event Experiences to Nurture a Positive School Community Culture

Events play a vital role in nurturing inclusive communities at schools, colleges, and other learning institutions. So, leading private schools are committed to delivering busy events that provide opportunities for students, staff, and the wider community to come together, connect, and engage in shared experiences to promote a sense of belonging and celebrate diversity.





Transform Your School's Event Operations with Purpose-built Solutions

Learn more about Momentus Technologies' end-to-end software for educational facilities to streamline the complexities of managing your on-campus events and venue bookings. We can help improve your workflows, maximise profits, and provide exceptional event experiences for staff, students, stakeholders, and alumni.

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