

ADNEC Abu Dhabi Leverages Data with Digital Event Platform



The Customer

The Abu Dhabi National Exhibitions Company (ADNEC) operates several venues in the UAE and the UK. The Abu Dhabi National Exhibition Centre, a multi-award winning venue located in the capital of the United Arab Emirates, is ranked among the most modern exhibition centers in the world.

Organization:

ADNEC Group

Website:

adnecgroup.ae

Industry:

Venue management

Headquarters:

Abu Dhabi, the United Arab Emirates

The Challenge

ADNEC has been working with Momentus for more than 10 years.

Initially, the organization was only using limited functionality of the software but after awareness among the users was promoted, the financial and operational benefits became apparent. The system has now been adopted across several functions at the venue and has enabled the streamlining and automation of the client process from initial sales enquiry right through to final invoicing.

The Solution

ADNEC has integrated the Momentus solution into their event planning, operational, finance and sales departments resulting in overall operational efficiency and enhanced customer experience.

ADNEC works with the latest Exhibition Management products allowing them to work from a central platform and to leverage the data across the entire organization. Thanks to customer-facing digital portals and the Exhibition Floor Plan, ADNEC successfully manages to streamline exhibitor management and sales offering a one-stop-shop to their clients.

The team had streamlined facility bookings with the Exhibitor Portal that allows organizers to request bookings online at ADNEC in a very efficient manner. As a smart and technology-driven exhibition venue, ADNEC Abu Dhabi introduced live digital signage information on all digital screens in the venue, with customizable capabilities included. The signage automatically changes based on the Calendar of Events in Momentus and allows the team to change venue directions with a single click. The media wall gives ADNEC the ability to show potential clients the design for their advertisements on designated areas within the venue directly from Momentus.

In addition to this, the venue has implemented the Exhibitor Service Center enabling exhibitors to order add-on products and services with ease using their credit cards, thus reducing time and paperwork on invoicing.

The Results

As ADNEC Abu Dhabi follows the vision of a customer centric and smart event venue, Momentus's digital solutions and portals perfectly support the technology requirements now and in the future. The usage of Momentus has been continuously increased by adding subsidiaries of ADNEC such as award winning in-house caterer Capital Hospitality and its event production arm, ADNEC Services. ADNEC is looking forward to further leveraging the power of individual dashboards for ADNEC business functions in the future.



“From digital signage to online booking requests and customer portals, Momentus is the ideal technology partner for ADNEC.”

Abu Dhabi National Exhibition Centre (ADNEC)

Contact us today to explore opportunities to improve your venue and event management.

Contact Us

