

End-to-End Event Efficiency

**ALERUS
CENTER**

Alerus Center Combines Momentus Payments with Momentus Enterprise to Improve Operations

The Customer

Alerus Center, located in Grand Forks, North Dakota is a premier multipurpose campus. Spanning over 160,000 square feet of flexible event space, this state-of-the-art convention center and arena is equipped to host a wide array of events, from high-stakes collegiate football games to expansive trade shows and elegant social gatherings. With a seating capacity of up to 21,000 for concerts and a history of hosting more than 400 events annually, Alerus Center is known for bringing the Grand Forks community and travelers together for exciting events.

Organization:

Alerus Center

Industry:

Convention Centers

Website:

aleruscenter.com

Location:

Grand Forks, North Dakota

Number of venues:

2

Number of events annually:

400

The Challenge



Prior to switching to Momentus for their event and venue management system, Alerus Center was using a combination of paper and a rudimentary system, and they were dealing with issues many convention centers face daily. Luckily, Shelby Looker, Director of Sales at Alerus Center, knew there was a better way to manage events with improved technology.

“In 2018, we were looking for a way to connect our event operations across the board,” said Looker. “Our communication was not streamlined, our event management process was inefficient, and there was just too much paper floating around.”

Momentus is the industry standard for convention centers and other venue types, so it was a clear contender for the Alerus Center team. In fact, more than 85% of the largest convention centers worldwide rely on the Momentus to increase revenue, optimize operations and maximize space utilization.

“We were on a very archaic system,” said Looker. “We did look at other solutions, but we knew quickly that Momentus was the right platform for us, specifically because the solution offered us the opportunity to utilize technology that could grow with us.”

Alerus Center began with Momentus Enterprise, purpose-built for convention centers with integrated CRM, sales, booking, event management, accounting and reporting. Since adoption, Alerus Center is using the platform in nearly every aspect of their event operations, and more than 30 team members access the solution every day.

“We detail everything through Momentus. From scheduling to invoicing, everything is done start to finish within the platform. Food and beverage is getting work orders from Momentus, our operations team is gathering information about our upcoming events within Momentus, and we even schedule our in-house maintenance through Momentus. Our whole team knows what’s going on, including from an exhibitor service and vendor standpoint. It’s truly our source of truth.”

- Shelby Looker, Director of Sales, Alerus Center

After finding success with the platform and upgrades, Looker reached out to the Momentus team with another problem to address: their payment management process.

“Because we had so much success with Momentus, we knew additional functionality would be critical to our growth,” said Looker. “We were struggling with the fact that our accounting team was having to manually process credit cards over the phone, and we were chasing payments from clients via email. That’s why we looked into adding Momentus Payments.”



The Solution

Convention centers like Alerus Center that use Momentus work from one single platform. Built with convention center staff workflows in mind, functionality like lead management, venue and group sales tools, proposal and contract templates and electronic signatures make managing complex conferences and events simple.

Momentus is also mobile-friendly, enabling convention centers to access the solution on any mobile device to view dashboards for calendars, space availability, event details, notes and more. Event teams can easily review and update schedules, work orders, service orders, catering menus and task lists on-the-go.

“The dashboard is the first thing I look at every single day,” said Looker. “Momentus has customized dashboards and views for different team and users in Momentus, so that our team is getting the most relevant information based on their role. I love the fact that I can go back and see what has changed in the system in terms of event details. Prior to Momentus, if someone updated a quantity or a date, it would just be changed. It has eliminated a lot of confusion and increased the effectiveness of the way our team communicates.”

Most recently, Momentus Payments has made a significant positive impact on the team’s processes. Momentus Payments is an end-to-end payment solution specifically designed for events with built-in automation and security. It’s a complete e-commerce solution with worry-free protection for disputes, cancellations and fraud.

“Payments are now instant. Our accountant can send an invoice, send a DocuSign via email with our DocuSign integration, and clients receive our bills and can pay instantly. Our team has saved easily 2 to 3 hours per week not having to chase down payments from our clients. And if a client missed an emailed invoice, we can send reminders and track them in Momentus. We can now easily keep a close eye on payments.”

- Shelby Looker, Director of Sales, Alerus Center

The Results

The Alerus Center team has seen benefits across the board with the full Momentus Platform, and they are using the solution to better their processes and future events.

“I really love the fact that I can look back on annual events and determine what worked, what didn’t and what needs to change,” said Looker. “The historical data is critical for planning and reaching back out to contacts for events we host a few times a year or every year.”

Looker and her team use Momentus to track success of events with reports for dark days, overtime hours, financials and more.

“There is absolutely a competitive advantage for convention centers using Momentus to put on more strategic events,” said Looker. “If I get an availability request, I can pull our next few years of calendars in just minutes and get back to clients immediately. That’s huge.”



“We would definitely recommend Momentus to other convention centers, especially those that put on as many events as we do. We have found true return-on-investment, and we’d never go back to our old processes!”

- Shelby Looker, Director of Sales, Alerus Center

If your convention center is ready to manage events with a modern user experience with automated workflows, insightful reports and a single source of truth, join the Alerus Center by switching to the Momentus Platform.

Ready to explore an event management platform for your convention center?

Contact Us