

# Museum Event Mastery

Carnegie Museums of Pittsburgh's Path to Streamlined Events with Momentus Elite

**CARNEGIE**  
MUSEUMS OF PITTSBURGH

## The Customer

Carnegie Museums of Pittsburgh, a group of cultural institutions, was established by Andrew Carnegie in 1895. The organization includes Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center and The Andy Warhol Museum. Known for their comprehensive collections, ranging from ancient artifacts to modern art, these museums provide dynamic educational programs and exhibitions and collectively host more than 350 events per year.

Organization:

**Carnegie Museums of Pittsburgh**

Website:

**[carnegiemuseums.org](http://carnegiemuseums.org)**

Industry:

**Arts & Culture, Museums**

Location:

**Pittsburgh, Pennsylvania**

Number of venues:

**4**

Number of events annually:

**350**

Kelly Kinsey, Director of Special Events and Retail Foodservice, leads the team that manages over 350 annual events at Carnegie Museums of Pittsburgh. With a seven-year tenure, she coordinates a wide range of events including weddings, corporate functions, concerts and lectures across the museums' four distinct venues.



The four Carnegie Museums are spread across three locations. Kinsey's role involves overseeing all aspects of event management such as coordinating with their exclusive catering partner, and handling logistics related to sales, equipment, pricing and scheduling to ensure every event and its catering is executed flawlessly.

Each museum hosts a different number of events reflecting its unique features. The Oakland site, which includes the Art and Natural History museums, typically manages up to 180 events per year. The Science Center, appealing to both corporate events and weddings, hosts around 125 events annually, and The Andy Warhol Museum accommodates 50–75 events, catering mostly to corporate and specialized social events. Kinsey's extensive responsibilities make her integral to the success of these diverse events across the museums.

## The Challenge

Carnegie Museums of Pittsburgh was previously using a rudimentary system to manage events across their museums.

"It was slightly better than crayons and chalk," said Kinsey. "It was not user-friendly. The workflow was clearly not built for us; it could not anticipate what our next move would be. It was basically a space management system, and it was nothing close to a CRM. I knew our team needed something more robust to manage our events and catering optimally."

Kinsey did months of research to find a solution that would meet the needs of the venues, as well as satisfy their catering partner. "Because our previous system had minimal customizability, that was a top priority for us," said Kinsey. "A new solution would have to include a CRM, and it would have to have the ability to have multiple calendar views. But most importantly, because we are a nonprofit, we had to justify the cost of this type of platform."

After demonstrations of multiple event management solutions, meetings with various sales teams and visiting – and revisiting – budget, Kinsey was ready to involve other members of the organization.

"It was important for me to get internal buy-in," said Kinsey. "So that each team knew this software would benefit all of us, not just special events or our catering partner."



# The Solution

As Kinsey became an in-house expert on event management platforms, she discussed her pros and cons with IT, catering, legal and more and was ready to bring her top choice to leaders at Carnegie Museums. The solution was Momentus Elite.

*“We are a unique, globally-known organization that consists of four museums located on three separate locations. The Momentus team took the time to understand our specific needs, and the functionality Momentus offers checks every box for us.”*

– Kelly Kinsey  
Director of Special Events and Retail Foodservice  
Carnegie Museums

Momentus Elite transforms digital operations and strengthens communications in performing arts centers, museums and cultural centers. The solution includes a powerful booking calendar built for fast and intuitive booking and management of multiple holds each day, which is especially critical for venues like Carnegie Museums due to their complex schedules.

Better yet, every feature of the Momentus Platform is fully functional on a phone. Teams can check venue avails on the go and easily share them with prospects, send proposals and contracts, navigate event details and delegate tasks — all on a mobile device.

Not only do Momentus Elite features delight event teams like Kinsey’s, arts and culture venue leaders are often impressed with the data and analytics the solution can provide. The Momentus Platform captures all event information, and with easy-to-use reporting tools, empowers leaders with insights to optimize operations and reduce costs. Real-time KPIs can also enable leaders to understand space, resource and staffing utilization to create efficiencies for continuous improvement.

In addition, Carnegie Museums, unlike many other venues with in-house catering, partners externally with an exclusive partner for catering services, so their team buy-in for Momentus was equally as important as Kinsey’s team’s.

“My team and our catering partner were using the same inadequate system, so it was so important to us that we continued to operate as one unit on a single platform,” said Kinsey. “Momentus Elite allows us to make sure that all 25 of us team members are working from the same source of truth.”







## The Results

The key factors in selecting Momentus for Carnegie Museums were robust feature sets like the master calendar, lead forms, task management and even the ability to separate museum and catering contracts and financials.

“Because our organization and our catering partner are two separate entities, it is very important that documents have two separate lines for each payee – for special events and for catering. We love that Momentus Elite allows us to customize and separate out contracts, financials, reporting and more between our catering partner and our museums.”

Kinsey and her team are still in early stages of adoption, but are optimistic Momentus will drive significant efficiency gains going forward.

“We have so many spaces and layers of internal and external stakeholders that plan and host events within the museums,” said Kinsey. “It was previously so siloed and segmented, and now we are able to centralize everything within Momentus. It’s been a long time coming, and we are looking forward to all the success we’ll have with the platform.”

Ready to explore an event management platform for your arts and culture venue?

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