

Momentus Powers Eurovision Song Contest 2021 at Rotterdam Ahoy



The Customer

The annual Eurovision Song Contest is the biggest live music event in the world. After pandemic-related restrictions forced a cancellation of the 2020 edition, the organizers at Eurovision insisted this year that the show must go on. With the help of Momentus software, Song Contest 2021 not only happened without a hitch, but it was also a huge success for Eurovision and the host venue Rotterdam Ahoy.

Organization:

Rotterdam Ahoy

Website:

ahoy.nl/en

Industry:

Venue

Headquarters:

Rotterdam, Netherlands

The Challenge

After deciding to bring back the contest no matter what, event organizers had a tough choice: Host the show as usual in a packed venue with thousands in attendance, go completely virtual, or hold an onsite but scaled-down version with social distancing measures in place. Ultimately, the third option won.

Rotterdam Ahoy was chosen as the host venue, which proved to be a double-edged sword. On one hand, hosting the contest was a big deal that put both the arena and Holland in the world spotlight. But on the other, the Rotterdam Ahoy team now had to figure out the unique logistics of holding the multi-week mega event featuring acts from 39 different countries with brand-new protocols in place.

Monique de Wolf-van der Werff, Account Manager for Rotterdam Ahoy, explains: "It was eight weeks, from the buildup to the breakdown. Then you had technical rehearsals and rehearsals for the show. So, you have two rehearsals and one live show, two semifinals, and one final. Each show is three times. Those eight weeks were very intense."

A limited venue staff that was out of practice thanks to Holland's nationwide pause on events made it even harder to pull off.

"We hadn't done anything for a year, so we were a bit rusty and in slow motion when we started," de Wolf-van der Werff said.



"The booking calendar is like our backbone of this company. We can get a clear overview of what's happening where and when. We use functions, service orders and scripting that we enter in Momentus so that everything is in there."

Monique de Wolf-van der Werff
Account Manager at Rotterdam Ahoy

The Solution

Momentus's digital solutions were crucial to organizing the logistics of the contest and streamlining the entire process for Rotterdam Ahoy.

"The booking calendar is like our backbone of this company," said de Wolf-van der Werff. "We can get a clear overview of what's happening where and when. We use functions, service orders and scripting that we enter in Momentus so that everything is in there. Our department, which organizes trade shows and events, also uses floor planning. It's everything you need."

Venue teams were also able to share information within the system. Because the contest was such a huge event with so much to remember, the communication help from the Momentus system was "lifesaving".

The Results

Eurovision Song Contest 2021 was a giant success seen by 183 million viewers across 36 global markets. The finale drew 4% more TV viewers than the 2019 contest. Online engagement was also a huge factor, driving a large part of the overall audience numbers. During the weeklong contest, over 50 million people in 234 countries tuned into the official YouTube channel, an increase of 28% over 2019.

The Rotterdam Ahoy team plans to take its partnership with Momentus even further in the future, as they continue to host large-scale events.

"We want to show people what we can do," de Wolf-van der Werff said. "And it's the same for our events, colleagues, and competition. We're in it together."

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

Contact Us

