

# An Exhibition Evolution



## How ExCeL London Drove Process Improvement with Momentum

### The Customer

ExCeL is London's premier exhibition and international convention center, spanning 100 acres along the Royal Victoria Dock. With 100,000 square meters of flexible event space, it hosts over 400 events annually, including the World Travel Market, Salesforce World Tour and Formula E. The venue attracts around 4 million visitors each year, offering state-of-the-art facilities for conferences, exhibitions and corporate events. In 2024, ExCeL launched a new immersive entertainment district, Immerse LDN, on the waterfront and is expanding the conference venue with an extra 25km<sup>2</sup> of state of the art convention and meeting space.

Organization:

**ExCeL London**

Industry:

**Exhibition and Convention Centers,  
Immersive Entertainment**

Website:

**excel.london**

Location:

**London, UK**

Number of venues:

**2**

Number of events annually:

**400**

# The Challenge



The ExCeL London event management team relied on time-consuming, manual processes when it came to managing their events.

Spanning over 700 meters and comprising multiple modular event spaces, the venue needed an efficient system to handle its extensive scheduling and resource allocation. While ExCeL had been a customer of Momentus, formerly Ungerboeck, for several years, the appointment of James Watts as a Business Systems Analyst, meant a focus on using the full capability of the system.

“There was so much of the solution that hadn’t been explored,” said James. “There were many examples of how the system could help us further drive efficiencies and improve processes across the event management life cycle.”

The scale of ExCeL’s operations means it is critical to efficiently manage every aspect of event operations.

“The venue is essentially a straight line with modular event spaces based on either side, with separate convention and meeting spaces,” said James. “The addition of the modular immersive spaces and the new ICC expansion spaces are adding to the operational complexity.”

Using Momentus to gather and analyze data effectively has helped to drive operational efficiencies, improved forecasting and effective resource allocation, as well as creating a base for data-driven decisions about how processes evolve.

“It was essential to create as many data points as possible,” said James. “My goal was to ensure Momentus is the go-to operational platform across the entire organization.”





## The Solution

Momentum Enterprise, the top venue and event management solution for convention and exhibition centers, provides a comprehensive solution to manage ExCeL London's operations. By integrating all event management processes into a single platform, Momentum enables ExCeL London to streamline its operations, from booking and scheduling to reporting.

In his role as Business Systems Analyst, James now plays a crucial role in optimizing the use of Momentum.

"I work with teams to update their views and dashboards, configure items and just help people get the most out of Momentum that they can," James explained.

One significant improvement was the overhaul of the media team's resources. By expanding the number of resources and implementing a structured naming system, James enabled the team to gather detailed and actionable data. This change allowed ExCeL London to make strategic decisions based on accurate information, enhancing their ability to forecast and manage resources effectively.

"One of the first large projects I undertook was to overhaul the resources for the media team," James said. "The net result was moving from having 60 resources to 1,100 resources, all with a location and a specific naming structure."

The user-friendly interface of Momentum also played a vital role in its successful adoption across teams that had not used the platform in before.

"When I started working with Momentum, my internal training colleague gave me a tutorial. Within an hour, I felt like I was good to go."

- James Watts, Business Systems Analyst, ExCeL London

This ease of use was crucial for ensuring that all team members, regardless of their technical proficiency or experience with Momentum, could quickly adapt to the new processes.



## The Results

Now that Momentus Enterprise is ExCeL London has been adopted across the business, the impact on operations has been significant. The platform's ability to centralize and streamline processes has saved significant time and effort across the organization.

"The Commercial Manager of the media division is able to open his dashboard and quickly review current financial performance and resource allocation," James said.

The improved visibility and reporting capabilities have also empowered ExCeL team members to optimize their operations. Momentus helps ensure that all details of their events are accurately tracked and that the data and reporting are readily available.

The venue is poised to accommodate even more events and attendees in the future, and Momentus will continue to play a vital role in managing this growth.



"We have events booked in Momentus until 2030," James revealed, emphasizing the importance of a reliable and scalable system to manage long-term planning and scheduling.

Momentus has been a key feature in transforming ExCeL London's event management processes. By providing a centralized platform with robust features, the solution has enabled significant improvements in efficiency and data management.

"Momentus links all aspects of event management together in helping us to deliver not only efficiencies for our business but also for our clients."

- James Watts, Business Systems Analyst, ExCeL London

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

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