

# From Excel to Excellence



## The Transformation of Georgia Tech's Event Management with Momentum

### The Customer

Nestled in the heart of Atlanta, Georgia, the Georgia Institute of Technology, widely known as Georgia Tech, is a testament to academic and athletic distinction. Georgia Tech's 400-acre campus serves over 36,000 students and brings thousands more to campus for events every week. Beyond its celebrated engineering and computing programs, Georgia Tech is also home to the Yellow Jackets, participating in more than 17 NCAA Division I sports.

#### Organization:

**Georgia Tech Athletic Association**

#### Website:

**[ramblinwreck.com](http://ramblinwreck.com)**

#### Industry:

**Higher Education**

#### Location:

**Atlanta, Georgia**

#### Number of venues:

**10**

#### Number of events annually:

**140**

# The Challenge

Needless to say, the athletic department at Georgia Tech is busy with managing events. So busy, in fact, that when the Momentus team interviewed Georgia Tech Assistant Athletic Director, Jermaine Williams, he answered the call while on a ladder, repairing the shot clock in McCamish Pavilion, the renowned basketball arena on campus.

Prior to Williams joining in mid-2023, the Georgia Tech Athletic Association was attempting to keep track of and manage entire events on Excel spreadsheets.



The Georgia Tech Athletic Association hosts between 80 and 90 athletic events per year – between baseball, softball, football, volleyball, track, tennis and basketball. In addition, the campus athletic spaces host up to 50 outside or special events annually, so the need for accurate event record keeping is critical to the campus's success.

"When I joined, I could see right away we had an issue managing our events, specifically our schedule, on Excel," said Williams. "We could only view our spreadsheets when we were at our computers in our offices, and the spreadsheets themselves were so long they started becoming illegible."

"We were running into communication issues with using Excel spreadsheets. I would get a call from another organization asking if the arena was open for a practice to be scheduled, but if I wasn't at my desk, I couldn't give them an immediate answer. Identifying dark days was difficult; we just didn't have a great way of looking at all our events," said Williams.

Williams went to the head of the Georgia Tech Athletic Association with his concerns and was given the green light to investigate other ways of managing events.

"Momentus Elite has transformed the way our organization organizes and communicates event details. It's the first thing I open and the last thing I close every single day. It has given us an accurate depiction of what is happening hour by hour on campus in our venues, and that's something we did not have a year ago. And the fact that I am chatting with the Momentus team from the arena floor right now is just a testament to how important mobile-friendly workflows are for event managers."

Jermaine Williams  
Assistant Athletic Director  
Georgia Tech Athletic Association

# The Solution

"I had used event management solutions before, so I knew who the key players were," said Williams. "We watched demonstrations of at least four platforms, and it was clear that Momentus Elite made the most sense for our venue."

Momentus Elite is a purpose-built venue and event management software, scaled for small and mid-sized businesses. Smaller venues, like the Georgia Tech Athletic Association, still need the power of a robust events calendar and CRM, but they may not have the budget for other full enterprise solutions in the industry.

Momentum Elite allows the Georgia Tech Athletic Association to access a single source of truth for space availability, booking, inventory and event collaboration, which eliminates the need for entering space requests and event details manually in Excel. The digital platform offers an advanced calendar with powerful holds and avails features, a modern, mobile-friendly user experience and a full view of event timelines and track related activities and resources.

Momentum Elite has not only enhanced operational efficiencies but has also fostered a more collaborative environment among the various departments within the Georgia Tech Athletic Association. While eight events team members access Momentum Elite daily to schedule and manage events, other colleagues, such as custodial staff and campus administration, have access to view the athletics calendar to view upcoming events with ease.

“The solution is so easy to use,” said Williams. “Even for those who have never used an event management solution before, the platform is very intuitive. It takes new team members just days to feel comfortable. That says a lot about Momentum Elite being made with our workflows in mind.”

## The Results

“Momentum Elite is the best system I’ve used in terms of venue management,” said Williams. “Having a single source of truth at the tips of my fingertips at all times has changed the way my team works and saved us countless hours over the last year. I would absolutely recommend Momentum Elite to other campuses.”



Whether accommodating unexpected event requests or managing large-scale tournaments, Momentum Elite’s robust features have empowered the Georgia Tech Athletic Association event team to handle entire events with ease. As the institution continues to grow and its event calendar becomes even more dynamic, Momentum Elite ensures that the athletic department remains at the forefront of innovation and efficiency in event management.

If your campus is ready to manage events with a modern user experience with automated workflows, insightful reports and a single source of truth at a rate affordable for small to mid-sized organizations, join the Georgia Tech Athletic Association by switching to Momentum Elite.

**Ready to explore an event management platform for your higher education campus?**

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