



Lille Grand Palais

Lille Grand Palais Digitizes Its Operations with Momentus Technologies

CASE STUDY



The Customer

As a hybrid and iconic venue, Lille Grand Palais has been a major player in the events industry for nearly 30 years. This boldly designed building is ideally located in the heart of the city of Lille and incredibly versatile. It combines three essential functions in one place: a convention center, an exhibition center, and an arena. Every year, Lille Grand Palais hosts more than 300 events, including trade shows, seminars, performances, conferences, gala evenings and symposiums, attracting more than one-million visitors in total.

The team at Lille Grand Palais are also experienced event organizers. They have already produced or co-produced around 40 events, ranging from public events such as Lille Art Up!, International Lille Tattoo Convention, La Nuit du BAL, to professional trade fairs like Salon de l'Emploi, and many others. These events attract diverse audiences and renowned brands.

To efficiently manage their various and diverse activities, the team at Lille Grand Palais needed a modern and robust venue and event management solution to centralize operations and increase team productivity.

Organization:

Lille Grand Palais

Website:

lillegrandpalais.com

Industry:

Multipurpose venue and exhibition organizer

Number of Spaces:

4 exhibition halls, 3 theatres, 1 arena, 28 meeting rooms

Number of Employees:

90 full-time employees

Number of Visitors:

1M annual visitors

Number of Events:

300 annual events



CREATE & LIVE

A Digital Transition Completed in 9 Months

After a long decision process, Lille Grand Palais decided to turn to Momentus Technologies to obtain a powerful and comprehensive solution perfectly tailored to their needs. With 75 internal users and 300 annual events, the organization faced a tight deadline for implementing the platform.

“Momentus was the only provider able to meet all of our needs. The platform’s features were perfectly aligned with the nature of our operations,” said Laurent Lemette, Head of IT Solutions at Lille Grand Palais.

Caroline Souppart, Director of Marketing Innovation & CSR, added, “We had only 9 months to successfully complete the project, and this during a year extremely busy with events for our teams.”

Thanks to effective internal change management and the ongoing support from the Momentus team throughout the project, the team from Lille Grand Palais demonstrated great agility and unwavering commitment, facilitating the successful completion of the project within the set deadlines.



Optimized Operations through Modernized User Experience

Just three months after the deployment of the new Momentus platform, Lille Grand Palais's teams already recognize the numerous benefits offered by the software.

"We have noticed a significant improvement in the user experience with the latest version of the Momentus platform," said Laurent Lemette. "The software's new ergonomics make it more intuitive and user-friendly, facilitating internal adoption and increasing employees' productivity."

During the software implementation, it was crucial for Lille Grand Palais to have a centralized database that allows real-time creation of planning documents containing all the necessary information to effectively plan each event. Thanks to Momentus, Lille Grand Palais now has an all-in-one solution to centralize all their operations, including a CRM, event calendar, event management, documents storage, inventory management, invoicing system and more.

Laurent Lemette explained, "We identified 14 supplementary Excel files used by our teams to help them manage each event. In addition to the risk of errors associated with juggling between so many documents, our employees spent a lot of time trying to keep them all updated. Now, all information and activities related to our events are available in real-time on the platform, providing a single source of data for all teams to refer back to."

Momentus also offers intuitive dashboards and advanced reporting tools that provide complete visibility into pending tasks, ongoing events, revenue generated and order processing, allowing Lille Grand Palais to streamline its operations, improve team efficiency and deliver exceptional service to its customers.

"The dashboards available in the platform have revolutionized our operations. Each department now has full visibility into its activities. Our leadership team can easily track our key performance indicators, allowing them to monitor our business objectives and make more data-driven decisions."

Towards a Digitization of the Customer Experience

Following the successful implementation of the software, Lille Grand Palais is already working with Momentus on the next stage of digitizing their services, with the creation and implementation of an Exhibitor Service Center to modernize their customer experience and increase their revenue.

“We are constantly looking to improve the experience we offer to our customers, and it starts long before the event even begins,” explained Caroline Soupart. “With the Exhibitor Service Center, we aim to provide our exhibitors with a modern and easily accessible e-commerce platform, allowing them to manage all their catering, audiovisual and equipment needs without having to contact our teams.”



The implementation of the Exhibitor Service Center will allow Lille Grand Palais's teams to spend less time on administrative tasks and focus more on sales and optimal operations management, enabling them to offer their customers a high-quality, unforgettable experience.

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About Momentus

Momentus Technologies is a global provider of industry-leading venue and event management solutions that empower organizations to create extraordinary moments. With over 60,000 users in more than 57 countries, Momentus serves the needs of convention and exhibition centers, higher education, corporate, stadiums and arenas, and arts and culture centers. Its powerful intuitive platform alongside intelligent data-driven solutions and unparalleled expertise provides customers a view of past, present and future event operations to increase end-to-end visibility, optimize efficiency and achieve business goals. Founded in 1985, Momentus is headquartered in the United States. The company's employees work across the globe in Momentus offices and remotely.

To learn more, visit gomomentus.com.

