

Pro Sports Stadium Event Operations Reimagined

How a Renowned Stadium Special Event Operations Team Boosted Productivity and Staff Satisfaction

The Customer

Our customer is one of the largest and most technologically advanced stadiums in the United States, with a seating capacity of over 80,000. The stadium spans 2.1 million square feet and has hosted major professional sporting events that attract millions of visitors annually. Known for its cutting-edge design, the stadium also hosts more than 250 special events every year.

Industry:

Stadiums and Arenas

Number of venue spaces and parking lots:

14

Number of special events annually:

250



The Challenge

The stadium's Special Events faced significant challenges in managing its extensive schedule of over 250 events each year. The stadium relied heavily on Outlook for managing events like corporate conferences and parties, weddings, nonprofit events, Bar Mitzvahs, tradeshow and other bookings, but Outlook's limitations became apparent as the volume grew. While Outlook serves as a great tool for communication across the stadium's organization, it is not purpose-built for stadium and arena special event teams.

The stadium's Assistant Director of Special Events was frustrated with the many issues brought on by using Outlook as their primary calendar to manage special events across the massive stadium.

"I was literally running one of the most famous venues in the world on an Outlook calendar," said the Assistant Director of Special Events.

When she began her role at the stadium, she spent the majority of her time entering every event detail like location, staffing, buffer time, equipment necessities and more into a shared Outlook event. The process was not only time-consuming, but also prone to human error.

"Our previous event management process with Outlook required so much concentration to ensure there were no overlaps or conflicts in our bookings. If I made a mistake, like double-booking a space or forgetting a load-in day, it would cause a significant problem. It was an unsustainable process for managing our events."

- Assistant Director of Special Events at the Stadium

One of the most impactful problems with Outlook was that the team's source of truth — their shared Outlook calendar — was not accessible on mobile devices.

"I couldn't access the shared calendar on my phone, which made it difficult to check availability or details especially during site visits with potential bookings," said the Assistant Director of Special Events. "If I wasn't at my computer, I couldn't look at the calendar."

The Special Events team did not have a centralized system for managing special event details, and without a CRM, it was nearly impossible for her and her team to maintain continuity.

"We had no centralized system for storing information, which made it difficult to pass on details if someone left the team or if we had turnover," she said. "This meant that vital details could easily be lost or overlooked, leading to major inefficiencies and the potential for dissatisfaction for our booking clients."



The Solution

In late 2023, the stadium's Special Events implemented Momentus Elite, a comprehensive stadium and arena event management software that promised to address the many challenges the team faced. The impact was immediate and transformative.

Momentus significantly reduces the manual effort involved in managing the event calendar. The Assistant Director of Special Events highlighted how the software allows her to add events and details with just a few clicks, a stark contrast to the laborious process in Outlook.

“What used to take hours, I can now do in minutes with Momentus,” she said.

The Momentus Platform's functionality, built specifically for stadiums and arenas, not only saves time but also minimized the risk of human error, ensuring a more accurate and efficient scheduling process.

One of the most significant changes is the mobile accessibility of Momentus. Unlike Outlook, the Momentus Platform allows the Assistant Director of Special Events to access the event calendar on her phone or iPad, enabling her to take notes and check dates during site visits.

The Special Events team now logs emails and notes directly into the system, ensuring that all event details are captured and accessible to everyone involved. This eliminates the need for lengthy email chains and manual note sharing.

“I use the email feature all the time now,” she said. “It allows me to keep everything in one place, which makes the handoff to our coordinators much smoother.”

The Assistant Director of Special Events also mentioned that Momentus played a crucial role in optimizing their resource management. The platform's dashboards and reporting features provides real-time insights into revenue and goal tracking, allowing her to reforecast and adjust strategies as needed.

“Before, I had to keep an Excel spreadsheet and guess at how much revenue we might generate,” she said. “Now, I can see everything at a glance, which helps our team make better decisions.”

The Results

Momentum has had a profound impact on the stadium's Special Events team's operations. The team now has more time to focus on high-value tasks rather than being bogged down by manual entry and error correction.

"The time we've saved is enormous," said the Assistant Director of Special Events. "It's freed us up to focus on what really matters — delivering exceptional events."

Another significant benefit is the enhanced ability to manage and track revenue. The dashboards and reports in Momentum provide the Special Events team with real-time insights into the department's financial performance. This visibility enables the team to make more informed decisions and ensure that the department meets its revenue targets.

"At a glance, I can see that this will likely be our highest-grossing year ever," the Assistant Director of Special Events shared, attributing much of this success to the efficiencies gained through Momentum.

In addition, due to the accessibility of the platform, the team can give informed responses to potential clients much more quickly, ultimately leading to an increase in bookings this year.

"I don't have to ask so many questions now," said the Assistant Director of Special Events. "I have everything in front of me on the calendar, which allows me to give clients the answers they need right away. I think that makes our venue more desirable."



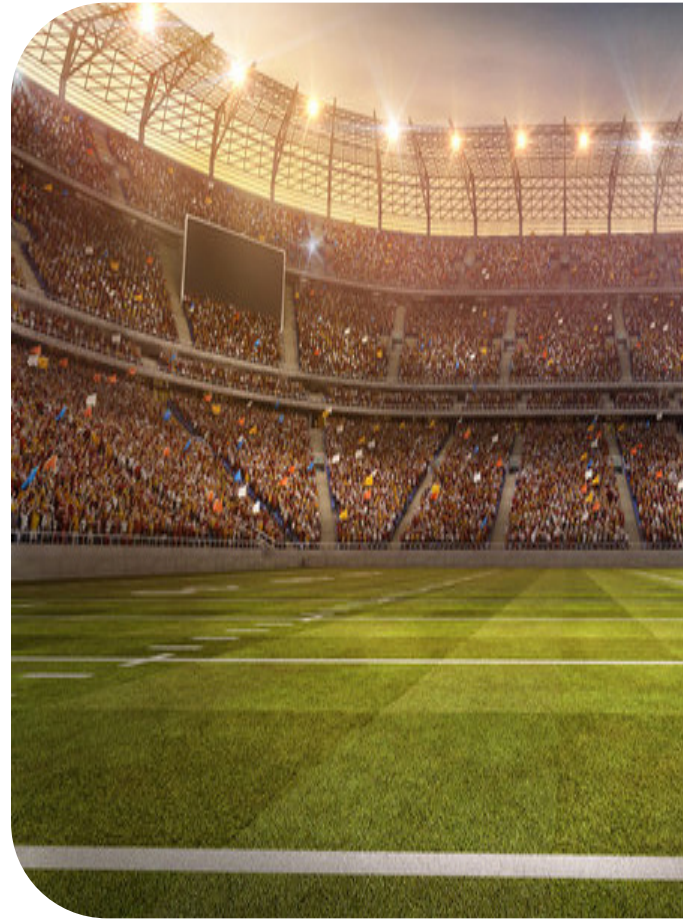
Not only has Momentus increased satisfaction among potential clients, it has had a positive impact on the stadium's Special Events team satisfaction.

"We've had a large reduction in manual work, which is absolutely reducing stress for my team," said the Assistant Director of Special Events. "They're not bogged down with manual tasks, and when my team is happier, we deliver better events."

Looking ahead, she is confident that Momentus will continue to be a key part of the Special Events team's success.

"We just signed on for five years," she said. "It couldn't be a better fit for our department, and I look forward to continuing to grow with the system."

Momentus has become more than just a tool for the Special Events team at the stadium; it's a vital component of their operational success. By streamlining processes, reducing errors and enhancing both internal communication and client interactions, Momentus has helped the stadium's Special Events maintain its position as a leading venue in a highly competitive market.



"Momentus has truly transformed the way we operate. It's not just a calendar; it's a comprehensive solution that has made us more efficient, more competitive and more successful. I would absolutely recommend Momentus to other stadiums and arenas."

- Assistant Director of Special Events at the Stadium

Ready to explore an event management platform for your stadium or arena?

Request Demo