

# The Southwater Event Group Moves People From Silos of Information to a More Unified Collective Effort



## Overview

Based in Telford, in the Midlands of the UK, the Southwater Event Group is comprised of the Telford International Centre offering 15,000m<sup>2</sup> of event and conference space, an on-site production company, and three accompanying hotels. The group is independently owned and run and its focus is firmly on achieving exceptional service for every event and every client. Events held at the organisation's venues range from corporate conferences and trade shows to weddings, sporting events, and public exhibitions.

"We are privately owned, and the fact that all of our services are managed by our in-house teams definitely gives us a feeling of working towards the same aim – for the best benefit to the organiser," says Jo Parton, Group Business Systems Manager at the Southwater Event Group.

### Organization:

**Southwater Event Group**

### Industry:

**Venue, Production Company, Accommodation**

### Headquarters:

**Telford, United Kingdom**

# The Challenge

Before the Southwater Event Group took on Momentus in 2015, a lot of the existing event planning process was done across various systems. “With a lot of duplication of efforts across the venue teams, the challenge was to unify everything into one system,” explains Jo Parton, the Momentus administrator.

A change to their existing process created some uncertainty with the venue team, therefore gaining the trust of co-workers and initiating a change of mindset were top priorities at the beginning of the implementation process.

## The Solution

“What we were trying to do was improve the processes for everybody,” Parton continues. “I understood this was a huge change for the teams, and one which they would have to manage whilst still delivering the excellent service our clients expect.”

Therefore, Parton spent a lot of time with each department shadowing them in their roles.

In cooperation with the Momentus experts, efficient system solutions were created to streamline the flow of information: “Our aim was to foster a more joined-up approach. And they’ve quickly embraced the new processes and gained the benefits from doing so.”

## The Result

The group was able to introduce more efficient processes and improve the communication within the team and with their clients. The Momentus platform serves as a single source of truth, and the information is always accurate and up-to-date enabling the team to easily create insightful reports.

The next big step for the Southwater Event Group – Momentus-wise – just happened recently: they moved to the Momentus Cloud. Migrating to the Cloud required a shift in mindset yet again because always being able to access the data – managed on premise previously – was very important to the team.

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Looking ahead, there’s one product she’s specifically looking forward to using – the Exhibitor Service Center Premium, a specialised e-commerce solution that will take some of the administrative burden away from the team allowing them to do more of their day-to-day jobs and less manual inputting: “There’s a lot of human resources invested at the moment in managing exhibitor orders and getting them onto Momentus. Being able to eliminate that and let the exhibitors manage their own orders will be invaluable for the team. The fact that there’s a product within Momentus that can help us improve further is just a huge benefit.”

Southwater Event Group continues to put its customers’ requirements front-and-centre of what it delivers. Post-Covid, this is especially important as the Group looks to retain its position as a leading UK event-campus – where the emphasis on successful customer experiences is vital.

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

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