

# Momentum Makes Lead Conversion Easier for University of Denver



## Overview

University of Denver (DU) in Denver, Colorado, holds thousands of events and conferences in multiple venues across campus every year. With such a big event calendar to fill, the team at DU realized that a better solution for converting qualified prospects into customers was in order. Here's how Momentum software made the process easier and changed the way DU capitalizes on sales opportunities.

Organization:

**University of Denver**

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Industry:

**University & College Event Management**

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Headquarters:

**Denver, Colorado**

# The Challenge

The DU team needed a good way to convert potential leads into actual events after the vetting process was completed. The system DU had been using for a few seasons wasn't working for them anymore.

"We were doing a lot of manual entry which wasn't a good use of our time," said Brianna Culberson, Director of Marketing and Events. "We needed to move towards a more automated process that would eliminate double entry and allow for seamless communication across different roles within our department."

To meet the evolving demands of its event lineup, the team at DU looked around for an upgrade...

## The Solution

...and they found it in Momentus.

With guidance from their Customer Success Manager, the DU event team transitioned from the old system to a new, more efficient solution using the Event Opportunities feature.

"Event Opportunities makes it possible to track the appropriate leads, communicate effectively, and then convert those leads into events once the lead is approved. You can follow the lead throughout the entire stage of the sales process," Culberson explained.

In addition to Event Opportunities, DU currently uses these Momentus solutions to manage its on-campus events:

- Venue Availability
- Booking Calendar
- Registration
- Financials
- CRM and Sales
- Momentus API
- Executive Dashboards

"It's so great to know we have one system that can be used to manage the entire lifecycle of an event from front to end," Culberson said.

## The Result

Momentus software delivered a streamlined conversion process that makes it easier for DU to capitalize on potential leads. And the improvement never stops – DU and Momentus are now working together on an online form that integrates with the Momentus API to collect data and pass it directly to Event Opportunities. Once the form is developed, potential customers will be able to instantly submit information directly to the DU event teams.

"The next step on our road to efficiency is to streamline the intake of information from clients to go directly into Momentus instead of email," Culberson said. "This will cut down on time in areas where manual entry was once used allowing us to have faster response rates on our leads."



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**Brianna Culberson**  
DU

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

Contact Us