

SUCCESS STORY

Conference Centre in South England streamlines CRM & event management processes with web-based, best-in-class booking software

Ungerboeck's Flex Edition supports conference centre in the south of England with web-based booking calendar, easy proposal management and purpose-built event CRM system

THE CLIENT

The Kent Event Centre is the largest conference facility in Kent and ideally located in the south of England, only 50 minutes by car or train from London. It has been on its current site at Detling since 1964. From large scale exhibitions and trade fairs to conferences and dinner dances, the Kent Event Centre is a flexible multi-purpose venue that accommodates a variety of event types, including live music events, shows, meetings, conferences and exhibitions. The conference centre offers 7,000 sqm of space, including three main exhibition halls, ideal for creating stunning exhibitions, trade fairs or public shows. Furthermore, the Kent Event Centre offers six smaller meeting rooms that can accommodate 2 to 120 guests.

Since its inception in 1964, the venue has significantly grown with the building of the large John Hendry Pavilion, The Astor Pavilion, the Clive Emson Conference Hall and the Maidstone Exhibition Hall. Originally built for the Kent County Show, the conference facility hosts a diverse range of events, for example the Kent Garden Show, the UK Summer Motorhome & Caravan, the Antiques And Collectors Fair or the Social Festival.

Thanks to experienced in-house services teams, you can expect an excellent level of customer service across the entire event. The Kent Event Centre has a dedicated expert Asian events team that works together with Dream Day Catering and Events to deliver perfect Asian events and weddings.

“I really like the fact that Ungerboeck is in the cloud.”



Alison Wallington
Event Centre Manager
Kent Event Centre

THE CHALLENGE

Before choosing to work with Ungerboeck Software, the events and operations team used a simple calendar on their pc, but were struggling to make sure that no double bookings occur. “We needed a professional event software system to streamline everything”, Alison explains. The team needed a reliable software package that would allow them to concentrate on important tasks, ultimately optimising their efficiency and ensuring the accuracy of event bookings and contracts.

With regards to the software selection process, the team was seeking a resource of industry expertise and technology advice to find an appropriate package for their needs.



STATISTICS:

- 7000 m² facility
- 3 main exhibition halls
- 6 smaller meeting rooms for 2-120 guests
- Outdoor space

NEEDS:

- A central booking calendar streamlining their processes and avoiding double-bookings
- Better visibility over lost business

SOLUTION:

Ungerboeck for Venues Flex Edition



They turned to the Association of Event Venues with their specifications and found out that many of the venue members had been using Ungerboeck Software for many years.

EASY ONBOARDING WITH UNGERBOECK SOFTWARE

The Kent Event Centre decided to purchase the Flex Edition of Ungerboeck for Venues. The software package has been designed for mid-sized venues that may have less requirements than large convention and exhibition centres. The Onboarding with Ungerboeck for Venues enables small event and operations teams to get started with the software system in a quick and easy manner. Alison especially appreciates the communication with Ungerboeck. “The staff that has been looking after us is really friendly and helpful”, she says.



Maidstone Exhibition Hall, Kent Event Centre

BETTER ACCURACY AND VISIBILITY OF EVENT BOOKINGS THANKS TO UNGERBOECK SOFTWARE

The team is very happy with Ungerboeck’s booking calendar as it provides a transparent overview of all their event bookings. “The calendar is completely accurate now and we know what is happening. We can’t double-book, everything’s on there”, Alison says. Not only does Ungerboeck help Alison’s team to have a better overview of all booked spaces, but it also enables them to analyse the revenue of the different event types and report on lost business. “You can see patterns forming with enquiries and reasons for lost business”, she explains. “To have all that information at your fingertips is extremely useful”, she adds. Furthermore, Alison is a big fan of the CRM system in Ungerboeck and the fact that the client data is tied to the events. “I like working with Ungerboeck’s CRM. It enables me to set up and manage my task list so I know exactly on which day I will need to send out an invoice, for example”, she says. “Obviously it is only as good as the information that you put in”, she adds.

IT’S ALL IN THE CLOUD

When it comes to hosting the software system, Ungerboeck takes all worries off event professionals’ minds by offering a cloud-based event management system that does not require any IT infrastructure on the client’s end. This is of great help for small and mid-sized venues as they often do not have the resources for on-premise software systems. The team at the Kent Event Centre quickly realised the benefits of Ungerboeck’s web-based Flex Edition. “I really like the fact that Ungerboeck is in the cloud. We attach all of the function sheets and invoices to the event and I am happy to know they are safe and sound, all saved in a central place where we can access them when we log on to the system”, Alison says.

PLANS FOR THE FUTURE

Alison is planning to spend more time with Ungerboeck’s easy-to-use reporting capabilities in the future and looking forward to creating meaningful reports on their event business. This will help the Kent Event Centre to reach their financial goals and ensuring the conference centre’s profitability.

ABOUT UNGERBOECK SOFTWARE

Ungerboeck’s event and venue management software solution is utilised by more than 40,000 users worldwide, including convention and conference centres, performing art centres, stadia and arenas, exhibition organisers, conference organisers, and meeting planners. Thanks to its modularity and flexibility, Ungerboeck Software can easily be configured to meet your individual needs. Ungerboeck for Venues is available in three different editions depending on your venue’s size and the complexity of your processes. As your organisation grows and requirements change, you have the ability to upgrade your package to a more sophisticated edition. As industry experts, we’re happy to share our knowledge and help you find the right solution for your organisation.

For more information, please call one of our offices or visit ungerboeck.com.

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