

What is a Smart Venue?



By definition, **a smart venue is an immersive and collaborative facility** that brings people, processes, technology, and data together to create frictionless event experiences.



Many of us are familiar with the concept of a smart building. It is any structure that uses sensors and other technologies to automate a building's functions and operations. The sensors can turn lights and escalators on and off, adjust heating and cooling, manage security systems, signage and other infrastructure based on the building's utilization. These types of automations and building technologies make a building and venue infrastructure smart and more efficient to operate.

Venues should be proud of making significant investments in smart building technology. However, smart infrastructure is only one of the ingredients of a smart (event) venue.

A SMART VENUE PROVIDES



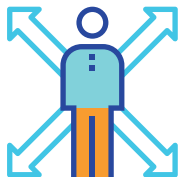
Great Financial Outcomes

Delivers positive ROI and economic impact



Ease of Organizing

A joy for planners, partners and employees to work with



Amazing Visitor Experiences

Helps create memorable experiences for visitors

In today's events business, the expectations of service and technology are high. In an events venue, everyone providing service must subscribe to the idea of making the venue a smart event venue.

Smart venues thrive because they build a great following and they create an organizational culture that allow employees to grow professionally. The owners, too, must think in terms of smart venues and not smart buildings to drive the right outcome – financial, reputation, utilization.



ELEMENTS OF A SMART VENUE



First, a smart venue needs an **immersive data platform** that touches every aspect of the business -all the way from parking, to registration, to functions, to seating, to food, to billing, and beyond. All the touchpoints and experiences need to be connected by an immersive and comprehensive technology platform that creates an information superhighway.



Second, the processes at a smart venue need to be **frictionless**. The hundreds of items that make up the event should not feel like discrete steps with gates. Changes should be possible with information flow informing all the right parties about all the adjustments.



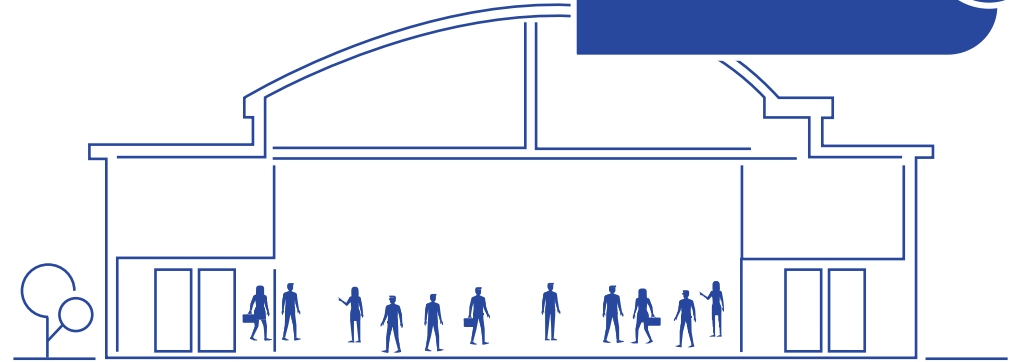
Third, teams working in smart venues/events need to be **collaborative** to elevate the experience. In the end, people deliver experiences.



**IMMERSIVE
DATA PLATFORM**
Comprehensive.
Intuitive. Intelligent.



**FRictionLESS
PROCESS**
Transparent. Agile.
Continuous.



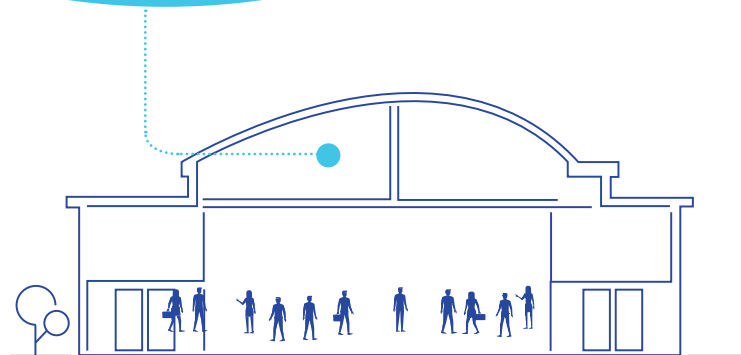
**COLLABORATIVE
PEOPLE**
Informed. Empowered.



IMMERSIVE DATA PLATFORM

Comprehensive. Intuitive. Intelligent.

Information is free from the boundaries of organizational silos or departmental lines. Not only is the data in the system easy for us to navigate through but it also helps make better decisions quickly. The data is all linked together, accurate and accessible.



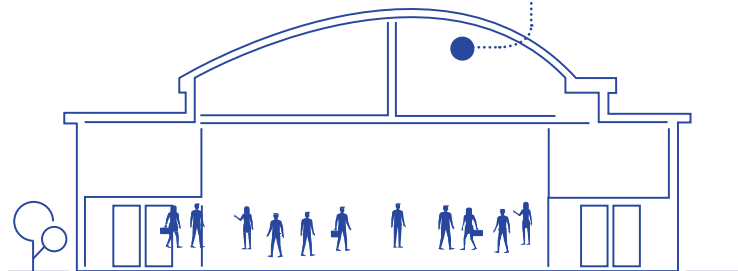
Comprehensive means the system touches every part of your business handling the many touch points and preferences that constantly evolve and change. When some elements live in a spreadsheet or reside in another system, extra steps are required to access, update, and put it to use. Consolidating and verifying this disparate data costs money, time and resources. This does not make a venue smart.

The information platforms must also be intuitive and designed for the events business. Every user must be able to readily use the platform and enjoy using it... unlocking the information inside the system. The ability to easily share information with others—colleagues, customers, partners, attendees is crucial. We need the data flow to be natural and easy.

Finally, we need our information platform to be intelligent... guiding us to make correct, informed decisions and mitigating poor decisions. Changing a catering order should be possible with minimal effort with the system guiding this change based on the staffing, inventory, and what is possible at that time.



Processes need to be frictionless such that you don't feel the discrete steps stitched together. To become frictionless requires transparency of information, agility to shift course, and a continuous flow.



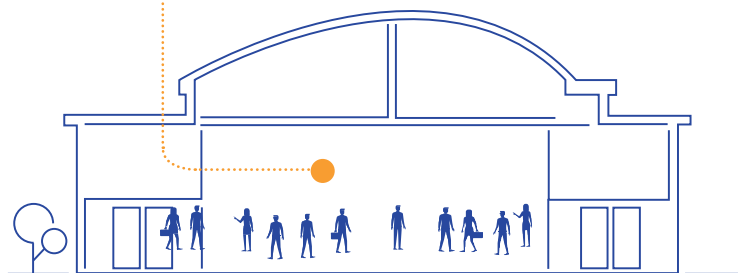
Transparency of information and resources is essential. Allowing customers and partners to engage in planning and execution eliminates obstacles, encourages collaboration, and helps optimize resources and experiences. Openly sharing the statuses of all steps throughout the execution of the event allows everyone the chance to help with any exceptions that may occur.

Today being agile and iterative is a way of life. Iteration to improve is expected and no one wants to be locked down from making changes weeks and months in advance. By combining transparency with agility, you create a completely different experience. Change requests no longer met with hesitations. Instead, everyone in the process is informed and able to collaborate and iterate—resulting in a more dynamic planning and design experience.

Lastly, everything simply flows. Gone are the individual processes or teams for sales, planning, setup, delivery, etc. In a smart venue with a continuous process, the system and the team proactively communicate along each step and milestone minimizing opportunities for errors or mistakes. “Remember those items that were recently added, they are already ordered for you.” And “Yes, the room is already set up for you.” The continuous flow of notifications like these are calming and reassuring to everyone involved.



Finally, a smart venue needs collaborative people who are enabled and ready to solve for exceptions. For these employees to be effective, they need to be 1) informed and 2) empowered.



We need people throughout our organizations to have information at their fingertips all the time and not on a “need-to-know” basis. Our teams require much more information to manage not only the happy path, but also take care of things when they go awry. With this informed approach, we get enthusiastic employees who know what is going on and are armed with the right tools to take action.

Once we have made information accessible, we must empower people with more than our words. Empowering requires modeling, recognizing, and rewarding the right behavior as well as providing the right tools (e.g., take payments, lookup inventory, etc.). That is when you will start to observe employees recognizing situations and taking action. “I can get it to you” and “I can manage that for you right now” will be common refrains.

In a nutshell, striving for an immersive data platform, frictionless processes, and collaborative people will take our smart buildings and turn them into smart event venues. Ultimately, smart venues deliver financial outcomes, economic impact, ease of organizing, and amazing visitor experiences—all within the same constraints, within the same buildings, within the same infrastructure.

- **With a Smart Venue**
we can deliver extraordinary event outcomes.

Deliver extraordinary event outcomes.

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