

# EMS Case Study *Lynnwood Convention Center, WA*



## Background

Minutes north of downtown Seattle, in the heart of the state's aerospace and high tech corridor, Lynnwood, Washington offers everything that comes to mind when you think of suburban living in the Pacific Northwest. Walking trails, shops, wineries, golf courses, galleries, numerous restaurants and close proximity to the waterfront make the city a highly desirable meeting location. Completed in 2005, the SMG-managed Lynnwood Convention Center has an intimate feel that is intended to help foster the strong sense of community in the area.

## Stress Reduction

In order to make a high-stress job like convention center management *less* stressful, you need a software system that your staff can rely on for fast and efficient reservation entry, powerful data lookup capability, comprehensive operational and statistical reporting and detailed accounting functions. Lynnwood Convention Center chose the EMS Enterprise room and resource scheduling system.

In an evaluation process that lasted 30 days, the facility's general manager reviewed EMS and two other products, all of which he had used at other jobs. "I wanted to see what the latest releases had to offer in terms of functionality," he says. "EMS's ease of use, its ability to interface with Microsoft® products and its reporting capabilities sold us."

## No Such Thing as a Typical Day

With 34,000 square feet of reservable space, Lynnwood Convention Center would not be considered a large facility. However, it's large *enough* to keep 10 full-time staff members and 50 on-call employees hopping.

Even the general manager finds himself multi-tasking. "We are a small shop so I'm involved in everything from conducting site visits with clients, to dishing up meals in the kitchen, to doing financial analysis for our board of directors," he says. "EMS is turned on first thing in the morning so I can get a look at what is going on in the facility and be prepared to book business at a moment's notice."

## Fast Facts

- **EMS Enterprise** creates user-friendly, flexible scheduling system
- **34,000** square feet of reservable space
- Booking of resources and services **streamlines** operations

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The need for busy staff members to be proactive and self-sufficient puts a premium on the ease of use that was so important in LCC's decision to buy EMS.

"Our staff was up and running on Enterprise within three days," says the GM. "And that's without the prior experience using the system that I had."

## New Opportunities to Serve

Text on the LCC website points out that it's difficult to make a beautiful meeting and event facility available at a price that smaller organizations find affordable. To do so means "finding simple solutions, eliminating barriers to doing business and looking for new opportunities to serve."

One way in which they simplify operations is using EMS to handle not only the booking of space but also the reserving of resources and services. "We are a one-stop, full service facility that provides audio-visual equipment, food and beverage prepared by our executive chef, telecommunications and electrical services, all of which is managed and coordinated in EMS," says the GM.

According to LCC staff, something else that helps them provide great service to their clients is the service they *receive* from Dean Evans & Associates. "The training and implementation assistance was great. And the customer support has been excellent."

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## The Competitive Advantage

There are numerous - perhaps hundreds - of meeting and event facilities vying for clients' attention in the Seattle area, making the struggle to win business intense. "Basic day-to-day operations can be challenging," says the GM, "But our biggest challenge is competition in the local market." By helping the Lynnwood Convention Center staff run their facility effectively and efficiently, EMS gives them the time to deliver outstanding (and attention-getting) service.

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For more information on Dean Evans & Associates, and the company's event management and master calendaring software products, go to [www.dea.com](http://www.dea.com) or contact the Sales department at [sales@dea.com](mailto:sales@dea.com) or 1.800.440.3994 ext. 863.

