

EMS Case Study *Denver Center for the Performing Arts*



Busy Arts Complex Manages Rooms and Resources with EMS

Background

The Denver Performing Arts Complex, which features eight theaters, is second in total theater seats in the U.S. behind only the Lincoln Center in New York City. Four of the eight theaters make up the Helen Bonfils Theatre Complex, which is scheduled using EMS Professional.

The Challenge

It is common to all event management that facility schedulers must keep details from “falling through the cracks.” At the Denver Center for the Performing Arts, this core concept once found its way into the title of one employee who held the position of “Facilities Grouter.” The term was even used on her business card.

While the goal at DCPA is to ensure that all events are executed flawlessly, some times there is added pressure due to the name on the contract. “We host VIP events on a fairly regular basis,” says DCPA’s Director of Events, listing the mayor of Denver, the governor of Colorado, the premier of China, a bestselling author and a well-known TV personality as a few recent high profile guests. “And we have a number of internal events that take precedence over even the VIP affairs. Finding the right space for every gathering is a delicate balance.”

Once the space is reserved, the next task is to enter the large amount of booking detail - A/V equipment, catering, etc. - required for the typical DCPA event. For each booking, there are many managers involved, including an Event Manager, a Floor Manager, a Technical Director and a Beverage Manager. How to keep all these event professionals well informed was the question DCPA management was asking when the facility’s popular ballroom was completed in the late 90’s.

Fast Facts

- EMS creates **seamless** communication between **four** theatres and numerous event professionals
- Inventory tracking capability in EMS Professional **prevents overbooking** of resources
- **Coordination** of VIP events on a regular basis

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The Answer

In order to keep the many parties involved with an event on the same page, DCPA purchased EMS Professional. People in all areas of the organization - from management to event scheduling to catering to technical - use the system to view information, edit events and print reports on the meetings, receptions, performances and other bookings that are held there.

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“One of our primary challenges in keeping our facilities running smoothly is getting the most use out of our limited AV equipment inventory,” says the Director of Events. “The inventory tracking capability in EMS allows us to reserve resources quickly, without worrying that we’ll be overbooking them. We know that we’ll be notified if there is a conflict. And managers can quickly confirm that all the details are in place for an event just by pulling up EMS. No phone calls or emails required.”

Another more general, challenge is “raising the bar” on DCPA’s ability to offer a “state of the art facility.” “When a room or performance space is prepared as it should be, on time, and the event comes off without a hitch, it really impresses the client and the

people who attended the event. I think our ability to easily manipulate EMS to perform tasks specific to our needs is a key element in the success of our operations.”

For more information on Dean Evans & Associates, and the company’s event management and master calendaring software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

