

EMS Case Study *Kenneth King Center, Denver*



Background

Kenneth King was a successful Denver businessman, patron of the arts and generous supporter of numerous charities. After his death in 1992, the Kenneth King Foundation continued his legacy of giving. To honor his love of the arts, the foundation contributed half of the \$2 million cost for a performing arts center on Denver's "Auraria Campus," an area shared by three separate higher education institutions.

The King Center

Completed in the fall of 1998, the Kenneth King Center is used by the three Auraria Campus schools for classes, rehearsals and performances. The facility is known around the country for its state-of-the-art equipment and design, including outstanding acoustics that enhance every performance.

The 180,000 square foot building houses a variety of educational and performance spaces including:

- High tech classrooms complete with video conferencing capability
- Recital hall
- Concert hall
- Courtyard theater
- Two production studios
- Lighting Lab
- Three black box theaters
- Recording studio
- Dance studio
- Costume shop

Raising the Curtain with EMS

With 16 performance spaces and more than 50 classrooms being used by three institutions, the King Center staff needed a powerful scheduling tool for entering, tracking and managing the wide variety of classes, meetings and events that they host. After reviewing the many options available, they chose EMS Professional. The system was in place when the facility opened its doors and now, many years and many EMS updates later, the software continues to be an integral part of the King Center's operations.

Davonna Baca has been with the King Center since shortly after its inception. Her responsibilities include ensuring that the more than 4000 events that take place in the facility each year are recorded properly in EMS, that staffing and equipment needs have

Fast Facts

- Uses **Virtual EMS** to post real-time list of events
- **16** performance spaces and **50** classrooms used by three different schools
- More than **4000 events** per year

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been addressed and that, in general, the scheduling process and the events themselves flow smoothly.

“EMS won’t allow double-bookings, which makes my job much easier, says Baca. “And the system even helps prevent mistakes by prompting you to verify your actions.”

Among the tools she has come to rely on are the Reservation Book, which gives a graphical, at-a-glance representation of facility activity, and the system’s many “change wizards”, which are used to make modifications to multiple bookings in one operation. “The Move Bookings Wizard lets me move bookings out of one reservation and into another new or existing one. It’s been a life-saver!”

“I’m excited about the prospect of upgrading to EMS Enterprise and adding the Master Calendar product.”

Many different people and departments assist Lopez in coordinating all the activity at the center. Despite the differences in their background and their focus, all of these different groups are able to use EMS to record or retrieve the information they need.

In addition to the EMS desktop application, the King Center also uses Virtual EMS to post a real-time list of events to their website. Students, faculty and community members can go to the King Center site to find the date, time and location for events they

are interested in, and can even add events to their personal calendars simply by clicking a link.

Encore

With the long-term success they’ve enjoyed with EMS Professional, it’s no surprise that the King Center is considering upgrading to EMS Enterprise, a product that would allow all of the entities on the Auraria Campus that use EMS to share a single database while still maintaining their individual scheduling operations. They are also looking into the EMS Master Calendar system, which is used to coordinate the creation and web-based display of a number of independent event calendars.

“I’m excited about the prospect of upgrading to EMS Enterprise and adding the Master Calendar product,” says Baca. “Enterprise would add some powerful functionality, including a number of helpful administrative options. And Master Calendar would give the campus a much-needed centralized calendar. No doubt our patrons would love it.”

In what has become a very long-running production, EMS and the Kenneth King Center continue to receive rave reviews.

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.

