

EMS Case Study *National Service Organization Museum*



State-of-the-art facility uses EMS Professional™ to coordinate visits for an ever-increasing stream of guests.

Background

After almost a century of service, a national service organization needed a new home - and a system for scheduling it - to showcase the impact its millions of members had made and continue to make throughout the United States.

The Problem

The organization's museum had multiple prior locations before being moved to its current site. The space, originally built as a warehouse and storage facility, is now a completely renovated, state-of-the-art cultural venue housing a wide variety of exhibits. Visitors can view displays detailing the organization's evolution, participate in virtual reality simulations and visit a gallery of paintings depicting their spirit of service.

Museum operators knew that powerful scheduling software would be required in order to keep their new facility - with all its appealing exhibits and activities - running smoothly. Given the facility's location in a busy metropolitan area, museum administrators were sure that they would be hosting a continuous stream of visitors to both the exhibit space and the

building's meeting and event areas. As the opening date approached, they were eager to get a room and resource scheduling tool implemented.

Fast Facts

- **EMS Professional** schedules organization's state-of-the-art facility
- **Customizable** booking statuses alert staff to event needs

The Solution

Prior to choosing EMS, the museum's Special Programs team spent a number of months evaluating available scheduling systems. After a thorough review, they decided to join their national headquarters in adopting EMS Professional. "I wasn't on the review committee," said a member of the team, "but I do know that it wasn't a hard choice, especially given the positive references we had from users at the national headquarters."

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Today, the museum's event scheduling and setup group is using EMS to successfully manage a wide range of events including meetings, tours, workshops, receptions, awards presentations, book signings and holiday celebrations. "One of our biggest challenges at the museum is getting several very busy people in multiple departments to communicate effectively," the same team member said. "With EMS, everyone knows what's going on from one day to the next, and what they need to do each day to stay ahead of schedule."

Looking Ahead

Enabling the organization's members to advance through workshops and other educational programs is one of the museum's chief aims. Another is to become an even more visible and valuable resource to the community, attracting visitors from around the world. "Our organization has always been about contributing to the welfare of the community," said the staffer. "And the museum is no exception."

"EMS makes it easy to communicate all of the important information about an event to the people who need to know it."

The user-defined statuses in EMS make it easy for museum staff members to prioritize their tasks. For example, they can now quickly differentiate between simple tours – a status the organization calls "Shared Event" – and more complex events that require conference rooms and other resources, which are labeled "Private Event." "Having events categorized properly simplifies the process of determining staffing needs, equipment and catering requirements, etc.," a museum employee said. "We've come to rely heavily on EMS."

For more information on Dean Evans & Associates and the company's facility scheduling, web calendar and online registration/survey software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

