



## eVents500 enables Halo to deliver outstanding service for every event

*A powerful new event management solution from Verteda means the Halo Conferences & Events team can plan and deliver the highest quality events at St. Mary's Stadium.*

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## *Verteda Solution at a Glance:*

**SECTOR:** Stadia & Arena – Sports & Entertainment

**CLIENT:** Halo Conferences & Events: St. Mary's Stadium

**CHALLENGE:** replace ageing and ineffective events management system; gain new operational efficiencies, improve customer service and optimise assets and resources across conferences, banqueting and events

**SOLUTION:** eVents500 event planning and management software, part of a wider ranging integrated hospitality and venue management solution including Vantage workforce management, InfoGenesis POS, Cash Reconciliation, Inventory & Procurement, Cash Management, Business Analytics, Qjacker pre-ordering app.

**RESULTS:** ensuring superb service before, during and after all events at St. Mary's Stadium; more effective back office operations, improved speed and productivity for the Halo team, improved customer satisfaction, enabling more profitable conferences and events - revenue opportunities



### *Background*

Home to the Saints since 2001, St Mary's Stadium is a UEFA 4-star rated stadium. With a capacity of more than 32,500, it is the largest football stadium in the south of England outside London. Hospitality and events facilities are managed by Halo Conferences & Events – with Verteda a strategic technology partner. Facilities include an impressive 11 function rooms alongside 40 executive boxes that are available for private hire; the venue hosts some 2,000 events every year, catering for 100,000 customers.

### *Challenges*

The Halo team prides itself on “ensuring maximum attention to detail and outstanding service for

every event”. However, with the previous event management software increasingly out of date and not fit for purpose, the team was spending far too much time on unnecessary administration. The company wanted a new solution to support the entire process, deliver new efficiencies and give a further boost to the personalised service that has helped make Halo an award-winning business.

“Prior to eVents500, creating new events and entering the various information required to manage an event successfully was extremely long-winded,” says Becky Dunning, Events Planning Team Manager, Halo Conferences & Events. “In practical terms, there was no ability to segment our business sectors in a stadia

environment - for example, match day versus non match-day.” And while 60 percent of Halo’s revenue is generated from repeat bookings, the previous system didn’t allow ease of copying existing or past bookings to future dates. “The software wasn’t easy to navigate - for example, searching for existing bookings and customers,” says Jess Phippard, Senior New Business Executive, Halo Conferences & Events, “while some areas of the system were irrelevant to the conferencing and events sector.”

### *Why Verteda?*

The Halo team examined various event management systems, including Artifax and Delphi. However,

Dunning says, “They were not as user friendly as eVents500 and didn’t have some of the functionality that it offers. For example, the Task Diary management feature means all members of the team can manage their time as effectively as possible. Also, Verteda was very keen to make sure the software worked in our particular environment, and was even able to develop a bespoke report, as well as ticking all the boxes in terms of the event management functionality Halo needs.”

Providing an end-to-end solution, from first enquiry to event management and post-event feedback, eVents500 is specifically designed to manage every detail of an event with a focus on operational efficiency



and outstanding service. Importantly, the system is fully configurable to meet the needs of each venue and its event management requirements, helping to drive increased client bookings and improving staff productivity and accuracy by eliminating unnecessary paperwork and duplication. Teams can plan and execute events flawlessly, with the attention to detail that today’s customers expect.

### *Implementing the solution*

With eVents500 pre-configured by Verteda with Halo’s information including room set-up, charges and packages, document templates and more, a Verteda software trainer worked onsite to ensure the team had

a strong knowledge base on how to use the software day-to-day.

“It’s far easier than the previous system because all the data people now ask for is relevant and bespoke to Halo,” McGrath says. “Because of this, reports can be run that, previously, took a lot of time to create in Excel spreadsheets. The system has been very stable. But if there are any issues, they are swiftly resolved in a language we understand – that is, not too technical. It’s also useful to have access to the configuration and set-up areas of eVents500 rather than having to go to support.” “The training was brilliant,” Phippard adds. “What really helped was that we’d be shown an example and then allowed to get hands-on with the system.”



### *Benefits delivered*

eEvents500 software had a clear impact on Halo's operations from day one, including significant time and resource savings: for example, one function sheet report saves the team at least five hours per week. Customisation adds to the value delivered: a bespoke forecast report enables the business to run yearly budget analysis reports quickly and easily. With a guarantee that information in the system is always up to date, there is less opportunity for human error, while new levels of transparency between Halo staff mean they can pick up and deal with each other's events if needed. The ease of use provided by eEvents500 speeds up the entire process, critical in such a fast-paced commercial and operational environment – as well as leading to improved client satisfaction and higher levels of service during events.

In terms of future projects, Halo plans to work with Verteda on an interface to its accounts system, further reducing the need for double entry of data, as well as further enhancements to managing matchday hospitality bookings. Dunning adds, "As with all software, we're still learning every day - and discovering new ways in which eEvents500 can work for Halo."

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### About Verteda

Our innovative SaaS, hosted and on-premises IT solutions enable stadia and arena, entertainment venues, hotels and resorts, hospitality and foodservice to streamline operations and focus on costs: to increase workforce productivity, enhance guest satisfaction and maximise profitability in multiple area of operations including: event diary management, complete food and beverage operational management, point-of-sale (static, mobile, online), payments (cashless, contactless, online, queue busting), reservations, inventory and procurement, stock control, business intelligence and real-time reporting. From our headquarters in Warrington, UK, we are an authorised distributor of Agilysys products throughout Europe, the Middle East and Africa. Our customers include Barclaycard Arena, Chester Racecourse, Centerplate, Engie, Elior, Lord's Cricket Ground, Manchester City FC, Newbury Racecourse, Old Trafford, Saracens RFC, Sale Sharks RFC, Southampton FC, The Dorchester, The Lanesborough, The Landmark Hotel, The Maybourne Group including The Connaught, The Berkeley and Claridges.