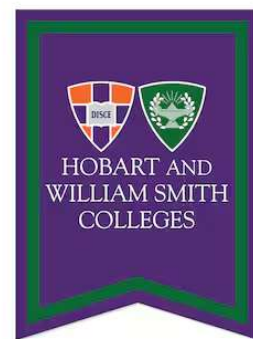




## Hobart and William Smith Colleges Leverages Software Solution To Overcome Operational Obstacles

### Background:

Hobart and William Smith (HWS), a small liberal arts and sciences institution located in the picturesque Finger Lakes of upstate New York, faced challenges during the summer months. With low student enrollment and underutilized campus facilities, HWS sought new revenue streams to bolster its financial health. The administration recognized the potential for hosting conferences and events, leveraging the campus's ample meeting spaces, dormitories, and recreational facilities.



### Challenge:

Historically, HWS struggled with managing event bookings, leading to confusion and inefficiencies. The Colleges had a few hurdles including a lack of a centralized system resulted in overlapping reservations, poor communication, remote location, and underperformance in marketing their facilities. After some internal discussions it became clear HWS needed a solution to streamline operations, attract conference organizers, and maximize the use of its resources during the summer months.

### Solution:

In 2021, HWS implemented Event Guru Software which is a specialized application designed for managing event bookings and facilities. Key features of the software included:

**Centralized Booking System:** Allowed for real-time visibility of available spaces, enabling easy scheduling for multiple events.



**Automated Marketing Tools:** Streamlined outreach to potential clients, including priority access to qualified leads from Unique Venues and online inquiry form to process new leads.

**Deployed Customer Portal:** Provided event organizers with tools to monitor reservation, securely process online payments, as well as contracting needs.

In the meantime, in partnership with **Unique Venues**, the administration launched a marketing campaign to promote the newly available conference and lodging facilities, highlighting the Colleges' unique setting and amenities.

### **Results:**

The implementation of the software and the strategic marketing campaign led to transformative results:

**Revenue Growth:** Conference revenue surged by 300%, with the college hosting a diverse range of events, from youth camps to religious and association groups.

**Utilization of Facilities:** Dormitory occupancy during the summer increased by 75%, ensuring that campus resources were used effectively.

**Improved Operational Efficiency:** Staff reported a 50% reduction in administrative workload associated with event planning and management, allowing them to focus on enhancing the guest experience.

**Positive Community Impact:** The Colleges established themselves as a hub for regional events, strengthening community ties and enhancing its reputation as a versatile venue.

### **Conclusion:**

HWS's strategic decision to leverage its unused summer resources through the implementation of Event Guru Software and Registration Guru Software proved to be a game-changer. The Colleges not only achieved a significant increase in revenue but also fostered a sense of community and visibility within the region. This case exemplifies how higher education institutions can innovate and optimize their operations, turning challenges into opportunities for growth and sustainability.

Client experiences like HWS drive our commitment to provide the highest level of customer service while delivering value with every service we offer.

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