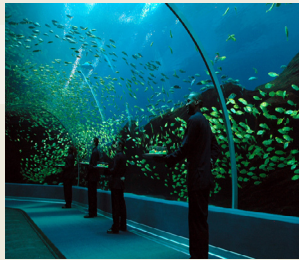


“ReServe’s software is intuitive by nature which makes us more efficient as an organization. We work smarter and faster which leads directly to increased revenue.”



*Will Ramsey,*  
Director of Group Sales



## GEORGIA AQUARIUM

Atlanta, Georgia

### OVERVIEW

When the Georgia Aquarium, the world’s largest fresh and marine water aquarium located in Atlanta, Georgia, opened its doors to the public in November of 2005, event staff was prepared to execute approximately 200 events through the end of 2006. But demand for the venue was high and more than 750 events took place. Before the aquarium opened, management’s goal was to streamline the booking process in order to maximize the facility’s expansive event space, which includes a configurable 16,000 square foot ballroom, pre-function space and building-wide accommodations, in order to execute as many events as possible while still remaining efficient and profitable.

To achieve this goal, Will Ramsey, director of group sales for the Georgia Aquarium, together with Wolfgang Puck Catering, provider of the facility’s special event catering services, implemented ReServe Interactive’s Catering and Event Management software.

“ReServe’s software allows us to efficiently manage multiple activities throughout our extensive, flexible event space,” explains Ramsey. “Implementing the software before we opened our doors allowed us to control exactly what space we were selling and how we booked those events so every function executed was a success.”





## CHALLENGE

Prior to its Grand Opening in 2005, the Georgia Aquarium needed to streamline the process of booking and executing events throughout its facility which includes the configurable 16,000 square foot Oceans Ballroom, pre-function space, as well as building-wide event accommodations for up to 5,000 guests. As space was requested, it was important that everyone involved in the booking process understood the guidelines for selling event space, as well as how each area could be configured to meet event requirements. Communication between Georgia Aquarium and Wolfgang Puck Catering event managers was critical to ensure that event space was not double booked and, with multiple events taking place simultaneously, it was important that each event was executed with the highest level of precision.

“The Georgia Aquarium is a complicated facility. Our ballroom alone can be configured into three distinctly different spaces,” explains Ramsey. “We are a large team that moves quickly. We cannot afford to miss a single detail, so we needed an intelligent tool that could simplify the booking and execution process and allow us to be as efficient as possible.”

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## SOLUTION

Ramsey and Wolfgang Puck’s catering director worked directly with ReServe to tailor the software to the aquarium’s unique event management needs. The software is shared between Georgia Aquarium staff, which handles back-of-house event operations, and Wolfgang Puck Catering event staff, which manages front-of-house activities, to ensure real-time event information is accessible to everyone from first customer contact through event follow up.

The aquarium’s event team maximizes ReServe’s Automated Event Book which allows staff to creatively manage the facility’s space and execute a high volume of activities. With the intelligent software platform, event managers are able to check room availability across the property to prevent double bookings, capture room set up and service requirements and guest preferences, manage property and event profiles, as well as export and post event notices internally providing team members with at-a-glance event information. Using daily tracers and process-driven task lists, the software automatically anticipates next steps in the event’s lifecycle and intuitively eliminates logistical oversights in the event planning process.

Wolfgang Puck Catering relies on the software’s food and beverage features including a menu selector which allows users to instantly create proposals and event orders, calculate costs, and assign equipment. As a not-for-profit organization, Georgia Aquarium counts on ReServe’s customized reporting tools to gather and share financial information with donors, volunteers and the public. Operational and sales reporting features help internal staff evaluate sales efforts, event data and material inventory.

“ReServe’s software is intuitive by nature which makes us more efficient as an organization. We work smarter and faster which leads directly to increased revenue,” says Ramsey. “We couldn’t have executed the unexpected number of events in our first year without it and we look forward to the software evolving with us as we continue to grow.”

Other Cultural Institution Customers Include:

Carnegie Hall / JFK Center for the Performing Arts / Museum of Fine Arts, Boston / San Diego Zoo / Space Needle