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CUSTOMER SUCCESS STORY



Area15

Designing the unimaginable with Cvent Event Diagramming



Introduction

How do you describe a place that's like nowhere else, a place that describes itself as "not anything, but everything"? How could a simple website demonstrate endless possibilities for meeting space, activities, entertainment, food and beverage, and team-building activities? That is exactly the problem [Area15](#) encountered when they opened their doors in Las Vegas in September 2020.

What exactly is Area15, and why would event professionals be interested? Kelly Campbell Smolen, director of private event sales, knew she needed an easy-to-use solution to attract event business to the unique entertainment destination, and not just one-time tourists. What would be most essential for meeting professionals to see about the venue: theme park-like rides, the cocktail bar, the Omega Mart by Meow Wolf, VR experiences, or performance options? Plus, with the ability to host events of up to 15,000 people, how could they communicate all that is possible within this interactive space and attract attention from professionals looking for a special experience in one of the [most popular event destinations in the world](#)?

"Area15 is really breaching the new precipice of what events can be in Las Vegas and around the globe," said Campbell Smolen.

AREA15

"For example, we have three projection map rooms where you can have any content you'd like to display on the walls. We just opened a miniature projection map room for boardroom meetings, too. That's not being done anywhere else. We have a large outdoor events space, fun lounges and bars, axe throwing, and a golf experience. All of that is tailored towards looking at events in a new and different way and having experiences and memories built around events." Being on the cutting edge of meetings and events means you need a cutting-edge way to communicate these offerings and engage with event professionals to bring their very creative ideas to life.



“ The inbound volume of requests for event space and tours is pretty heavy right now. So having a platform like Cvent and having a technology piece that steps in to gather all that information upfront so we can respond quicker to leads is really vital. Cvent helps speed up our process and get back to clients quicker. ”

Kelly Campbell Smolen,
Director of Private Event Sales

With both indoor and outdoor meeting spaces that are unique and versatile, Area15 needs adaptable diagramming technology to allow planners to explore their creative side and design memorable events.



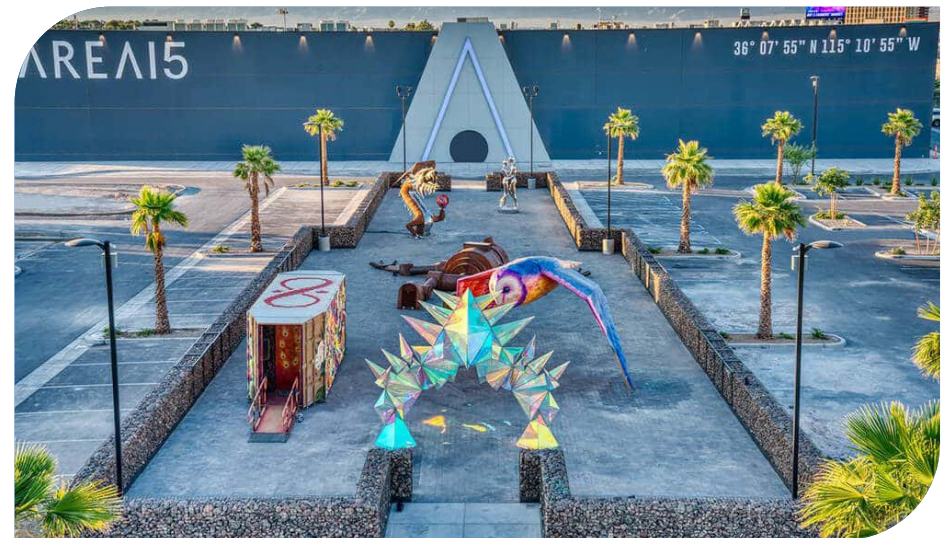
CHALLENGE



Explaining a one-of-a-kind venue with endless possibilities to event professionals who are meticulous planners

Area15's 50,000 square feet of dedicated event space is anything but a blank canvas or empty ballroom, and the team there is anxious to show off all that's possible and push the boundaries of imagination. Being the new venue in one of the top ten meeting and event destinations in North America means they really have to stand out. "We're still a new hidden gem in the city and around the globe," said Campbell Smolen. "Las Vegas is the event capital of the world. Being able to articulate that we are accessibility-accommodating and tech-forward is really helpful to us."

Both event professionals and meeting venues are busier than ever. In the [January 2024 Cvent Planner Pulse Report](#), 58% of planners said they would be planning more meetings in 2024 than they did in 2023. This is a continuing trend. In 2023, 66% anticipated planning more events that year than the previous year. This pace shows no signs of slowing. While this creates lots of opportunities for a new venue like Area15, it can also present challenges. "We want to be able to show videos and photos and explain the venue virtually before people get on site," said Campbell Smolen.



"Something we hear from third-party planners is they're not sure how to describe the space because it's so unique and different." Area15 knows they can design and execute an unforgettable event for any type of group, but they need the technology to show planners what they are imagining before they sign a contract. It has to be easy to use, collaborative, and truly representative of their unique space.

SOLUTION



Cvent Event Diagramming brings unique meeting spaces to life with flexible floorplans

Planners want visual information, and Area15, with endlessly versatile spaces, needs to have assets like diagrams, 3D tours, pictures, and videos to send to planners interested in the venue. “Being able to upload videos to RFP responses and also having live links from our CRM so a client can log in and find the attachment is really helpful,” said Campbell Smolen.

Area15 bridges that gap with [Cvent Event Diagramming](#). “This is a tool we use daily—multiple times a day! Taking the time to have that digital collateral to explain the spaces and the flow of an event” is what planners expect and respond positively to.

It also provides a smooth experience for all of the internal teams. “Not everyone can help us build proposals and have conversations with clients, but when it comes to physically building out the room, it takes all departments. Our production, labor, or audio-visual teams can go into [Cvent Event Diagramming](#) and see what kind of numbers they need for staffing in advance. They can see every feature in real-time,” said Campbell Smolen. “If someone has a water feature, they can suggest, ‘Move it ten feet to the left because

the power is right there.” Events at Area15 can be very labor intensive, and Cvent Event Diagrams keep every team member informed and ready to take action to make the event run smoothly.



RESULTS



Event planners can picture their memorable event at the new venue and plan with confidence

Cvent Event Diagramming enables Area15 to design events that are completely unique and unexpected. Combining their creative vision and tech-inspired experiences with the capabilities of real-time diagrams smooths communication and lets the venue collaborate effortlessly with event planners. Particularly for events that are complex, use multiple spaces, or tap into their start-of-the-art use of technology, diagrams that are at scale and can be modified during a conversation with a client are a must for the team.

“We hosted the UFC holiday party for Dana White and Ari Emanuel this past December,” said Campbell Smolen. “Their event was a moving event—starting in one place, moving to the next room a couple of hours later. We also built custom pieces just for them. We built a walkthrough snow tunnel that had timed audio and lighting, which was an incredible labor of love for us.

But how do you describe that to someone, especially when you’ve never built it before yourself? We were able to build this to scale on the Cvent Event Diagramming digital platform and have them see it in 3D.

So, when we went to Dana White and his team, we said, ‘This is what we’re envisioning for you. What do you think?’ He could see it himself in that 3D model versus just trying to sketch it out. It made all the difference. He said, ‘I’m sold!’ It really helped us lock that in.”

Cvent Products Area 15 uses:

[Cvent Event Diagramming](#)



Cvent is a global-leading meetings, events, travel, and hospitality technology provider.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all types and sizes. We help organizations plan and market events, execute onsite, engage in-person and virtual audiences, and measure and analyze results.

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