# Use of IT and Digital by the Remembrancer's Office: challenges and opportunities

DIGITAL SERVICES SUB-COMMITTEE

16 NOVEMBER 2020

# SMART working

- Office 365
- Teams
- SharePoint
- Condecco desk booking
- Forms
- Microsoft Stream
- Tablets as a visual aid on site visits
- WhatsApp

# Digital Technology

Most recent innovations:

◦Dynamics

◦Zoom Business

◦Dynamic Power Apps

◦Mail Chimp

◦Perfect Table Plan

◦Smart Sheet

◦Priava

# Zoom Business

**Zoom Business** was implemented in May 2020 for managing and delivering a virtual events programme during COVID-19.

Since May the account has been used for:

- **274** Meetings

- **2974** Meeting participants

- **96** Webinars

- **2983** Webinar viewers

The top 10 locations of meeting participants are UK, USA, China, India, Australia, France, Japan, Belgium, Germany and Sweden.

# Benefits and Challenges

| Benefits | Challenges |
|---|---|
| Dynamics<br>• Centralised CRM system across Corporation<br>• GDPR compliant documents<br>• Live information<br>• Current status of events, guests and contacts | Dynamics<br>• Data accuracy<br>• Need to maintain coordination between departments |
| Zoom Business<br>• Well known to users<br>• Reliable and easy to manage<br>• Regular updates and features which keep the software safe to use and internationally recognised | Zoom Business<br>• Not integrated with Dynamics |

# Benefits and Challenges

| Benefits | Challenges |
|---|---|
| **Dynamics Power App**<br>&bull; Integrated with Dynamics<br>&bull; Custom built to users specifications | **Dynamics Power App**<br>&bull; Funding the project |
| **Mail Chimp**<br>&bull; Free design tool<br>&bull; Next stage of event marketing automation to use Mail Chimp as email provider | **Mail Chimp**<br>&bull; Funding the automation project |
| **Smart Sheet**<br>&bull; Event templates created for recurring events | |
| **Perfect Table Plan**<br>&bull; Remote access optional | **Perfect Table Plan**<br>&bull; Separate software that is not integrated with Dynamics |

# Future Plans

**Event Automation Communications and RSVPs**

1. An integrated platform that designs and sends communications

2. RSVPs are automatically recorded and registered on Dynamics

3. Live reporting Corporation wide

It is estimated that this stage will cost £50,000 to set-up and £10,000 pa to maintain.

# Income Generation

Current usage:

- ◦ Priava – a multi-functional event analysis and diary management system
- ◦ Embed Digital Signage – digital signage for Committee Rooms and event clients
- ◦ Guildhall Venue website - currently being refreshed
- ◦ Social Media Platforms – Instagram
- ◦ LinkedIn – marketing and industry social media platform
- ◦ SurveyMonkey – online feedback form

# Priava

**Priava** was implemented in July 2018 to replace the previous diary management system for the hireable spaces at Guildhall.

Priava is also used to manage bookings for Committee Rooms and Members' bedrooms and links to digital signage at West Wing Reception.

Priava manages over 1500 confirmed bookings per year across 32 hireable spaces.

**Benefits:**
- Provides a single source of sales and operational information
- Supports Sales and Marketing strategies through analysis tools
- Provides accurate financial reporting to aid income forecasting
- Aids the clear and accurate communication of event details with custom-made reporting tools
- Ability to integrate with other systems including digital signage and website

# AV and Digital Connectivity

A standard PA service is provided for all events through the existing analogue AV system. This is in need of urgent replacement.

In 2019, following soft market testing, the installation of a digital network was recommended as the first step towards an upgraded AV infrastructure.

**Phase 1** – installation of high-density Wi-Fi and hardwired connectivity to provide a dedicated event-specific network increasing AV capabilities significantly.

**Phase 2** – replacement of the end-of-life analogue AV system with upgraded equipment run from the network. Hire / purchase options are being considered.

# AV and Digital Connectivity

**Benefits of venue-wide digital network:**

- Enables the hosting of events requiring greater virtual and technological elements - fundamental to the future delivery of events as a result of Covid-19 and responding to client expectations / competitor venue activity.
- This includes reliable, high-definition and secure live-streaming; broadcasting (externally and across multiple rooms/events); videoconferencing; immersive 3D experiences and other audience interaction elements.
- Provides flexibility and improved user capabilities for the future.
- Ability to continue maximising income generation, including the opportunity to charge for levels of network usage.
- This would assist in meeting the requirements for hybrid committee meetings.

# Challenges

- Procurement and implementation (high density network)

- Data accuracy and maintenance

- Make best use of data (stored in various systems) to inform / speed up business decisions

- Automate routine / time intensive tasks to free staff to focus on more added value / complex work

- Digital education / staff upskilling

- Utilising in-house expertise to support decision-making

- Digital innovation in marketing – accessing the tools to produce the required materials

- Shortage of laptops available on the network

- Access to file sharing sites for large data transfer is restricted

- Home broadband speeds during remote working

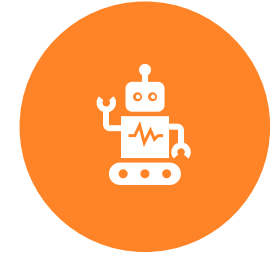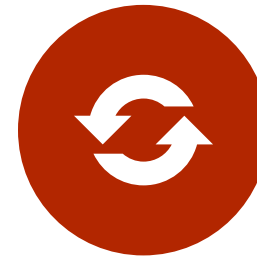- Digital innovation in marketing – accessing the tools to produce the required materials to stay competitive