

Momentum Technologies - UFI Industry Partners Award Finalist

1. Summary

Momentum Technologies (formerly Ungerboeck) is a global provider of industry-leading venue and event management solutions. With over 60,000 users in over 50 countries, Momentum helps venues increase visibility, optimize efficiency, and achieve business goals.

As part of our commitment to the industry, we recently launched the [Worldwide Innovation Lab](#) (The Lab). This initiative **brings together industry experts from across the globe to explore, test, and scale future-ready resources and solutions for venues and events.**

2. Planned Objectives

Under the guidance of Momentum [Chief Innovation Officer Steve Mackenzie](#), The Lab focuses on three primary pillars:

- **Developing New Technology in Consultation with Customers & Industry Experts** – We will develop innovative event and venue management solutions that follow best practice principles while responding to advancements in technology and industry trends.
- **Collaborating with Industry Associations & Partners** – In collaboration with industry partners, we will analyze key industry reports and provide critical benchmarks for our customers.
- **Developing Educational Content for Venues & Events** – We will engage thought leaders and experts to develop practical resources to help our customers, and the industry in general, overcome key challenges, including sustainability, diversity, accessibility, risk management, automation, virtual reality etc.

3. Actions

Since its launch in October 2022, The Lab has already made significant progress, including:

- **Appointment of Lab Members and Innovation Circles:**
 - 70+ clients and partners interested in being a part of the Innovation Lab.
 - Creation of six industry specific "Innovation Circles", including a dedicated circle for convention centers and messes.
- **Launch of the first [Worldwide Innovation Summit](#): (May 7-9, 2023):**
 - 160+ attendees
 - 56 organizations from 6 countries
 - 20+ guest speakers
- **Upcoming Innovation Roadmap:**
 - Regular communications to discuss key industry trends and topics.
 - Capture feedback from external experts and Momentum users to inform a product development roadmap.
 - Share product roadmap with Momentum customers and the wider venues and events community.

4. Results

- Feedback from Summit Attendees - 84% commented that their experience at the Innovation Summit was good or excellent.
- Company Growth - Momentus Technologies reported an 80% growth rate of new clients in 2022.
- Industry Awards – Momentus Technologies was awarded The Bronze Award in both the Exhibition Technology and Event Management Solution, People's Choice categories as part of Eventex

5. Conclusion/Lessons Learned

Momentus Technologies was proud to be recognized by UFI as a finalist in the Industry Partner category. Despite not winning the award, we will remain committed to working with UFI and all our industry partners to continue to grow our Worldwide Innovation Lab initiative to facilitate discussions and deliver technology and other resources to drive the industry forward.

6. Next Steps

Further to our Worldwide Innovation Summit, Momentus is working on capturing feedback from external experts and Momentus users to inform a product development roadmap which will be shared with Momentus customers and the wider venues and events community so that all relevant parties are informed about new products and services as they become available.