

De Montfort Students' Union: Partnership Case Study

Campus Events Platform || Campus Events

Home to 27,000 students that live, study and party on their 22-acre campus, De Montfort Students' Union is on a mission to create an unforgettable journey for all students, with particular focus on wellbeing, opportunities and belonging. We sat down with their Design and Communications Coordinator, Dominic O'Connor, to gain an insight into their partnership with native to date.

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Challenge

native strives to address multiple issues across the SU sector, including limited resources and high staff turnover. This caught the attention of DSU, where the team was keen to enhance their event management capabilities with a more powerful yet easy-to-use tool.

They were looking for a system to meet the needs of SU staff users as well as students. For SU staff, this meant an intuitive, user-friendly platform that required minimal training to be able to create and manage event listings and promotions. For students, they needed a frictionless path to purchase tickets for one-off and series events such as freshers. Tools to help bundle events together and promote events were must-haves to grow student engagement.

The DSU team first heard about native through recommendations from other Students' Unions that were already partners of ours. It was these positive referrals from industry peers that gave the team the confidence to take the leap and integrate MSL with the native Campus Events Platform.



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native.

“ **The Campus Event Platform is exactly what we were looking for!** ”

-Dominic O'Connor

Solution

DSU partnered with native in 2021. Since then, the team has found it really easy to create and announce events. They've made use of some of our ticketing platform's student-optimised features, such as the presale function and notifications. In particular, notifications create a frictionless process for staff, because they announce events to students as soon as they have been listed without any manual work needed by staff. These are standout features for the DSU team, as they've been able to get time back and relieve pressure from the marketing team so they can apply resources elsewhere.

Results

The DSU team have been elated by the success of their new Campus Events Platform. They have seen a significant increase in student engagement, and it has proven to be "exactly what they were looking for" in a product. With not only a general rise in sales but also numerous events that have sold out within the first few hours, there is no doubt this partnership has been - and will continue to be - a success.

Staff have been able to relax in the knowledge their events calendar is enriched by native's events, and have valued the time back to concentrate on other initiatives to ensure their students are getting the most out of their time at university - the ultimate goal for both native and DSU.

DSU isn't finished there! Looking to the future, they're excited to build on the partnership, with the potential introduction of our clubs and societies module. This will empower committee members at student groups to list and manage their own events to build engagement with members. All the while, SU teams will have full oversight thanks to reporting back into MSL! Watch this space.

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