“Our staff was craving a solution for what had become a constant challenge of communication and coordination. It was really a lifeboat for a team drowning in details.”

- Ben Skoda
Co-Founder and Director
The History of Workshop Chicago

A few years ago, Workshop Chicago began as a coworking space that sometimes hosted events on weekends. But it wasn’t long before the 4,350 square-foot space, with its picturesque vintage-meets-industrial interior and unbeatable city skyline views situated in two brick-and-timber lofts, saw more and more event inquiries beginning to pour in.

These days, Workshop is a fully functioning venue, with plenty of amenities, a thoughtful staff, and easy access for a slew of event types. They host everything from weddings, receptions, meetings, live music and photo shoots to art openings, baby showers, birthday parties, conferences, yoga classes and more.

As their events business continued to grow, Colleen Pratt, their venue director, and Ben Skoda, their co-founder and director, knew they needed an event management software to help them stay at the top of their game.
To help streamline their growing events business and transition to a digital platform to manage it all, Workshop Chicago turned to Gather to...

**Shorten the event sales cycle**
Before Gather, Colleen handled all events through her email, Excel spreadsheets, and Google Docs. “Because it was only me, I kept everything in email or in my head, and it just wasn’t sustainable,” she explains. After hiring additional team members and quickly onboarding them to Gather, Colleen was able to shorten their sales cycle, making their process more productive. “Being able to use those email templates makes it remarkably easier and more efficient,” she adds. “As our venue rental operation and team grew, we knew we need a digital hub to manage events,” adds Ben. “The fact that we could invoice and charge clients through the platform was a bonus.” He says the ability to catalog leads, coordinate event details, and capture info from multiple sources in one place put their efficiency through the roof.

**Increase communication**
Colleen says Workshop has received great feedback thanks to Gather’s communication tools. “It helps with communication in general,” she says. “For instance: Our clients have noted how much they love seeing the event details in their events portal.” As the staffing manager, Colleen says it’s much easier for her to communicate to her team how rooms should be set up. “If there are any additional details,” she adds, “I can just send my team a link without having to scroll through six months of emails and all that back-and-forth communication.”

**See the big picture and assess goals**
Gather’s reporting features have also been a huge asset to Workshop’s events team. “We knew we handled a lot of requests,” Colleen says, “but being able to calculate how many leads we’re responding to, along with conversion and booking rates, has been helpful to manage workloads.” Ben adds that it’s more than worth the price. “We’ve never regretted the cost or considered any other system. The fact that a software management system specific to venues even existed was a pleasant surprise, and having an intuitive platform built for our industry is an added value.”

---

Clients accept proposals and pay 3x faster

Save 12 hours per week processing leads and payments

Client communications reduced by 20%

---

Learn more at gatherhere.com