

Live Webinar

Delivering Seamless Event Support in Higher Education

Real-World Lessons from
Colorado State University and
Purdue University



Dec, 3



10 am PT | 1 pm ET



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Jason Rogien

Director of Event Services
Colorado State University



Travis Peters

Associate Director –
Auxiliary Services
Operations,
Purdue University



Scott Anderson

Principal
7 Point Solutions

Introductions



**COLORADO STATE
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Jason Rogien

Director of Event
Services



**PURDUE
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Travis Peters

Associate Director of
Auxiliary Services



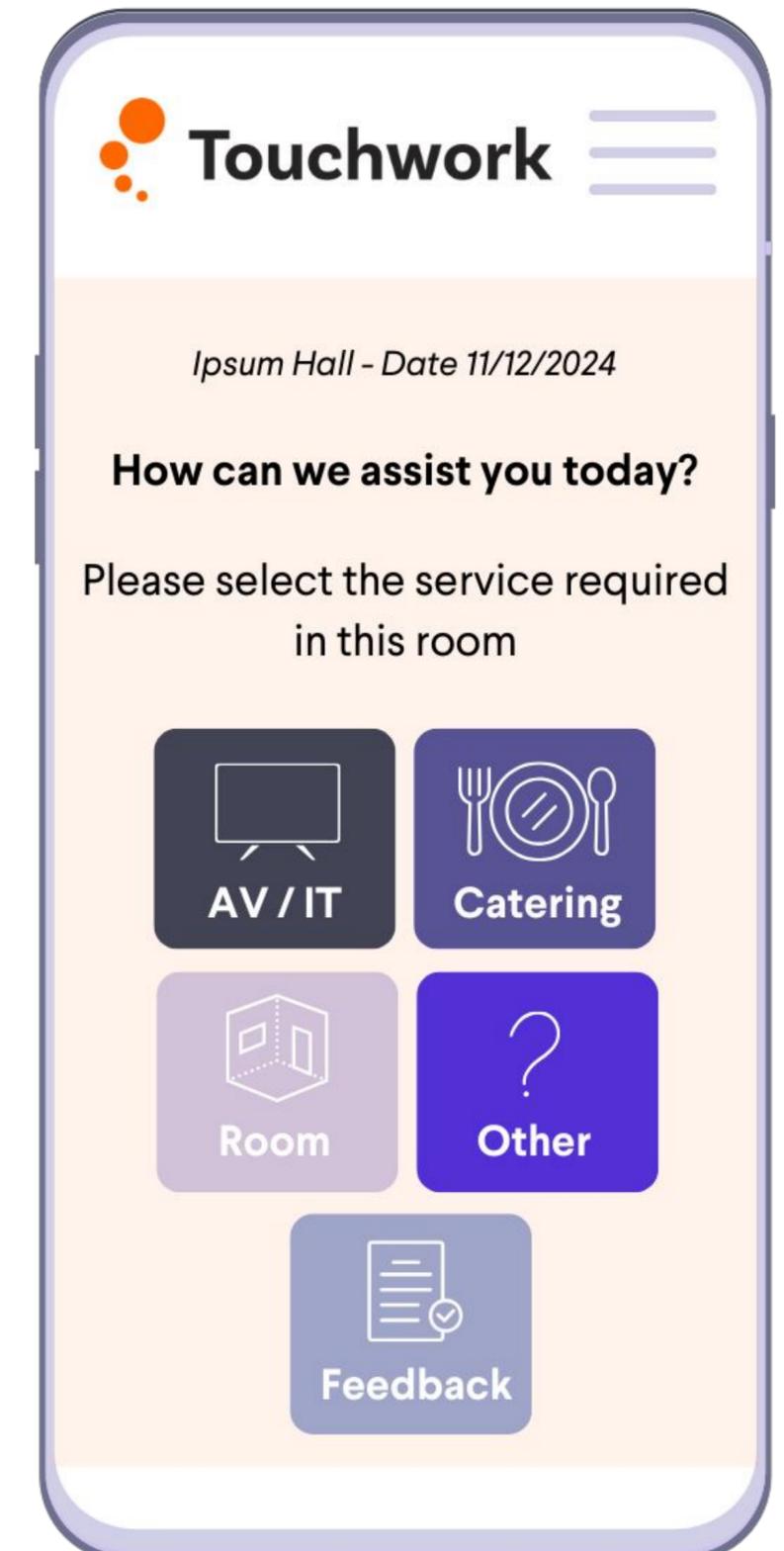
Scott Anderson

Principal

Event issue management

- Scan location-specific QR codes to instantly report problems across facilities, AV, IT, catering, and more.
- Immediate notifications via text or email.
- Syncs with OPS (Operations Software) from 7 Point Solutions
- Minimizes downtime, ensuring events run smoothly and without interruption.
- Tracks recurring issues

Request IT

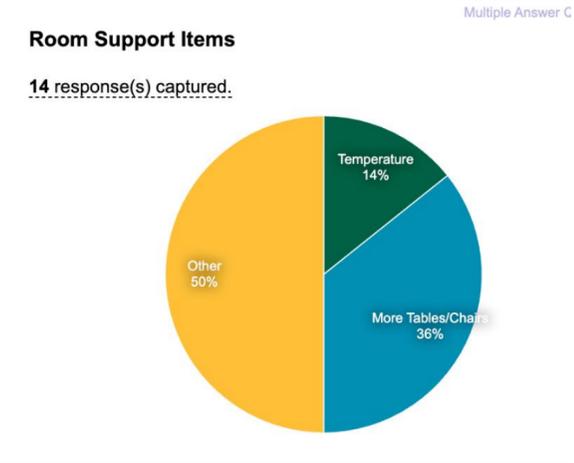
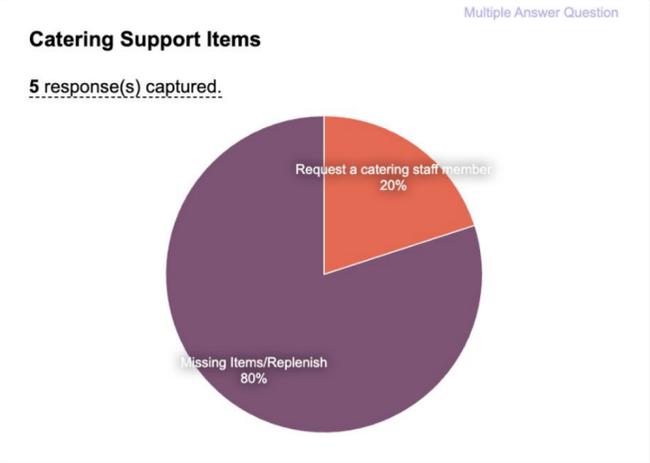
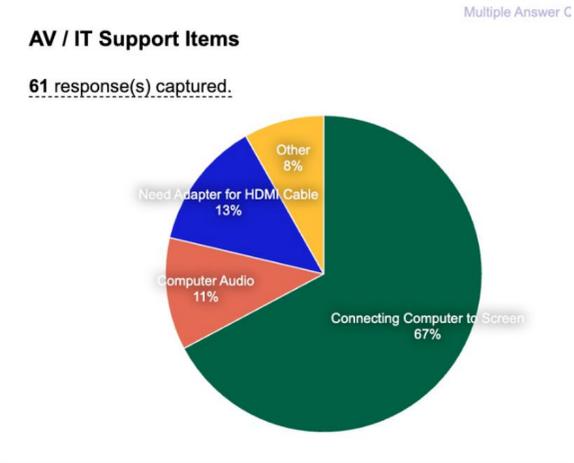
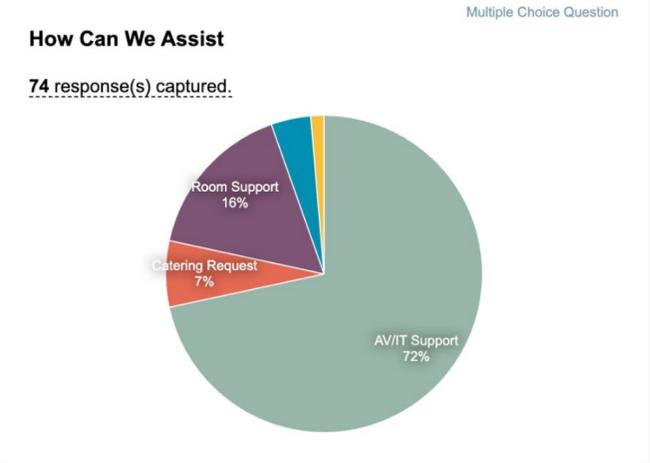


The screenshot shows the Touchwork mobile app interface. At the top, the Touchwork logo is displayed with a hamburger menu icon. Below the logo, the location and date are shown: "Ipsium Hall - Date 11/12/2024". The main heading asks "How can we assist you today?". Below this, a prompt says "Please select the service required in this room". There are five service selection buttons: "AV / IT" (dark blue with a monitor icon), "Catering" (dark blue with a fork and plate icon), "Room" (light purple with a room icon), "Other" (dark blue with a question mark icon), and "Feedback" (light blue with a document and checkmark icon).

Data Driven Insights



Captured	Tracker	Location	Guest	View	PDF	Status	Status Note	Question Responses
12/01/2025 07:05:45 PM UTC-7	ID14464063	Meeting Room 396	Guest WEB20251202040542XMZVV			Action Aaron Turcios Elapsed: +1 days 13 hours 56 minutes		AV/IT Support Connecting Computer to Screen Need Adapter for HDMI Cable 334100
12/01/2025 04:20:29 PM UTC-7	ID14463807	Meeting Room 384	Guest WEB20251202012028XGVMJ			In Progress Aaron Turcios Elapsed: +1 days 16 hours 41 minutes		AV/IT Support Connecting Computer to Screen
12/01/2025 03:22:50 PM UTC-7	ID14463605	Meeting Room 384	Guest WEB20251202002248XVDWE			In Progress Aaron Turcios Elapsed: +1 days 17 hours 39 minutes		Room Support More Tables/Chairs One table please 334001
12/01/2025 12:24:51 PM UTC-7	ID14462959	Meeting Room 304	Guest WEB20251201212449XLMQF			Resolved Building Manager Account Resolved: 0 hours 4 minutes		AV/IT Support Need Adapter for HDMI Cable 333922
11/21/2025 08:21:34 AM UTC-7	ID14438489	Meeting Room 300	Guest WEB20251121172133XSLUN			Resolved Kinetica System Resolved: 0 hours 0 minutes	Updated via 7 Point by Building Manager	Catering Request Request a catering staff member 332816
Captured	Tracker	Location	Guest	View	PDF	Status	Status Note	Question Responses





Tue, Dec 2 7 Point OPS

At a Glance

Daily Setup

Book

Alerts

Daily Logs

Tasks

Room Tasks

Information

Reports

Transactions

Admin

Daily Setup for Dec 2, 2025

Real time status: connected Show completions for my departments only

Tasks (3 / 3) loaded: 2:44 PM

Done	Start At	Finish By	Department	Assigned To	Description	Notes	Actions
●	6:00 AM	7:00 AM	ALL		Organize Information Desk- Update Lost and Found Inventory		
●	6:00 AM		Event Services		Break Down Into Daily Tasks		
●	12:00 PM		ALL		End Task When Completed 1. Special procedure #1 2. Special procedure #2 3. Special procedure #3		

Events Schedule Service Schedule

Events (7 / 7) loaded: 2:44 PM Filter: Building Managers Filter

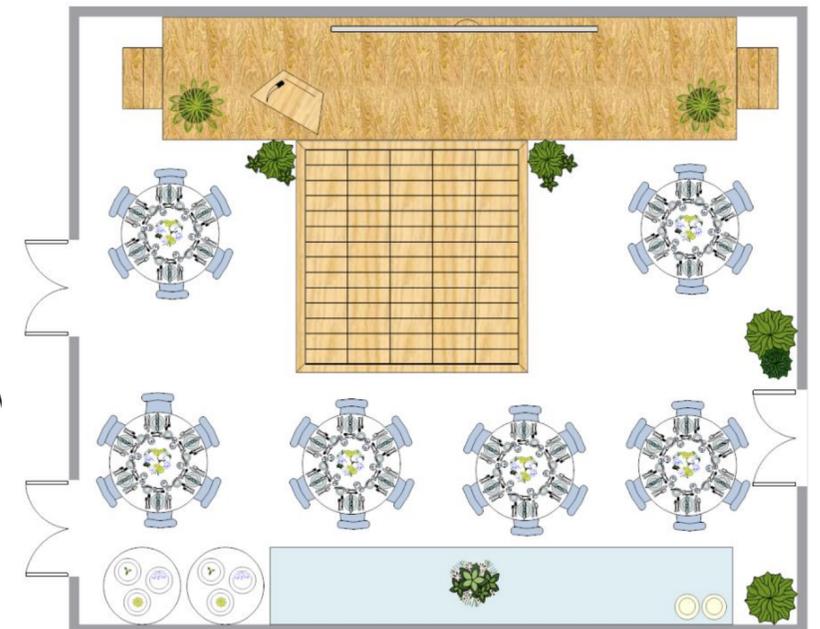
Search Event Name, Room, Service

Done	Avail ↑	Res Start Evt Start	Res End Evt End	Location Event Name	Group Contact	Status Event Type	Details	Actions
●	12:00 PM	3:00 PM 3:00 PM	4:00 PM 4:00 PM	DEN - Broncos Conference Room - (Conference, 10, act. 0) Quarterbacks Meeting	Denver Broncos Football Club Peyton Manning	Confirmed Meeting		
●	set	7:00 AM 8:00 AM	12:00 PM 11:00 AM	DEN - Broncos Conference Room - (Conference, 10, act. 0) AI Roadmap Meeting	Microsoft Satya Nadella	Confirmed Meeting		
●	set	11:00 AM 11:00 AM	12:00 PM 12:00 PM	DEN - Avalanche Conference Room - (Conference, 10, act. 0) IT Meeting	Mike Wimett (none)	Confirmed Meeting		
●	set	11:30 AM 12:00 PM	2:30 PM 2:00 PM	DEN - The Commons - (See Diagram, 100, act. 0) Fitness Jam	Event Services Emma Stone	Confirmed Commons Event		
●	set	2:00 PM 2:00 PM	3:00 PM 3:00 PM	DEN - Nuggets Conference Room - (Conference, 10, act. 0) Client Services Meeting	Scott Anderson (none)	Confirmed Meeting		
●	set	7:00 PM 7:00 PM	9:00 PM 9:00 PM	DEN - Multi-Purpose Ballroom AB - ((none), 0, act. 0) Maintenance	Event Services (none)	Confirmed (Private) Maintenance		

•A widely used mobile application that tracks meeting, event and venue operations details for front-line service staff (Event Services, Building Mangers, A/V, Catering, Custodial, Etc.) integrated with the customer's primary reservation and event management system.

•In use by over 140 universities and colleges and 5000+ daily users

- DEN - AV
 - 1 - Flip Chart - ✎
 - 1 - Projector - ✎
- DEN - Catering - Food Service (est. 10 , gc. 10) from 9:00 AM to 10:00 AM
 - 12 - Bottled Water - ✎
 - 10 - Coffee - ✎
 - Regular/Decaf
 - Regular
 - Choice of Decaf/Regular
 - 10 - Snack Box - ✎
 - Indulge in a curated selection of delicious snacks, perfectly portioned for one. V
- DEN - Technical Support - Technical Support from 9:00 AM to 10:00 AM
 - 1 - Technician - ✎
- Setup Notes
 - Place catering in back of room.





The Touchwork Integration Value Add:

Requests initiated by the customer integrate directly into daily operational view providing an added alert and visual reminder to the text message/email.

The alert is tagged to the specific room/reservation that is requesting assistance, so additional event detail is available at-a-glance for context to support the resolution of the alert.



The screenshot shows the 7POINT OPS interface. The top navigation bar includes a calendar icon, the date 'Tue, Dec 2, 2025', and user information 'Welcome Scott Anderson (Sign out)'. A sidebar on the left contains navigation items: Dashboard, Daily Setup, Book, Alerts! (with a notification bell icon), Daily Logs, Tasks (with a '1' badge), Information, and Reports. The main content area displays a table of events under the heading 'Events (7 / 7)'. The table has columns for 'Done', 'Available', 'Res Start', 'Res End', 'Location', 'Event Name', 'Group Contact', 'Status', 'Event Type', 'Actions', and 'Details'. The first row is highlighted and has a notification bell icon in the 'Alerts!' column. The event details are: Res Start 7:00 AM, Res End 12:00 PM, Location DEN - Broncos Conf Rm - (Conference, 10, act. 0), Event Name AI Roadmap Meeting, Group Contact Microsoft Satya Nadella, Status Confirmed, Event Type Meeting. The 'Alerts!' sidebar item is highlighted with a blue bar, and a red circle with a white bell icon is next to it. A dashed blue line connects the QR code to the smartphone, and two black arrows point from the QR code to the 'Alerts!' sidebar item and the first row of the events table.

Done	Available	Res Start Evt Start ▲	Res End Evt End	Location Event Name	Group Contact	Status Event Type	Actions	Details
		7:00 AM 8:00 AM	12:00 PM 11:00 AM	DEN - Broncos Conf Rm - (Conference, 10, act. 0) AI Roadmap Meeting	Microsoft Satya Nadella	Confirmed Meeting		
		11:00 AM 11:00 AM	12:00 PM 12:00 PM	DEN - Avalanche Conf Rm - (Conference, 10, act. 0) IT Meeting	Mike Wimett (none)	Confirmed Meeting		
		11:30 AM 12:00 PM	2:30 PM 2:00 PM	DEN - Other - (See Diagram, 100, act. 0) Fitness Jam	Event Services Emma Stone	Confirmed Commons Event		



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Using QR Codes to Streamline Event Support and Enhance the Client Experience

Jason Rogien

Director, Event Services, Lory Student Center

LSC Event Services

- 12,000 event bookings per year
- Event Planning (3 career staff, 8 students)
- Setup (3 career staff, 15 students)
- AV & Technical Services (3 career staff, 15 students)
- Building Managers (7 students)
- 30 meeting rooms
- 3 Ballrooms
- 1 Theatre
- 2 outdoors spaces



Client Experience

- Traditional
 - Seek out a staff member in the hallway
 - Walk to the Event Planning office
 - Call the building manager
 - Wait for a catering staff member to return to the event
- Modern
 - Speed, convenience, contactless
 - Interact via device/QR code
 - Able to use without interrupting meeting

Modern Solution

- QR Codes placed in every room
- Each QR code is unique to the room
- Clients or guests can scan
- Traditional methods still available

304


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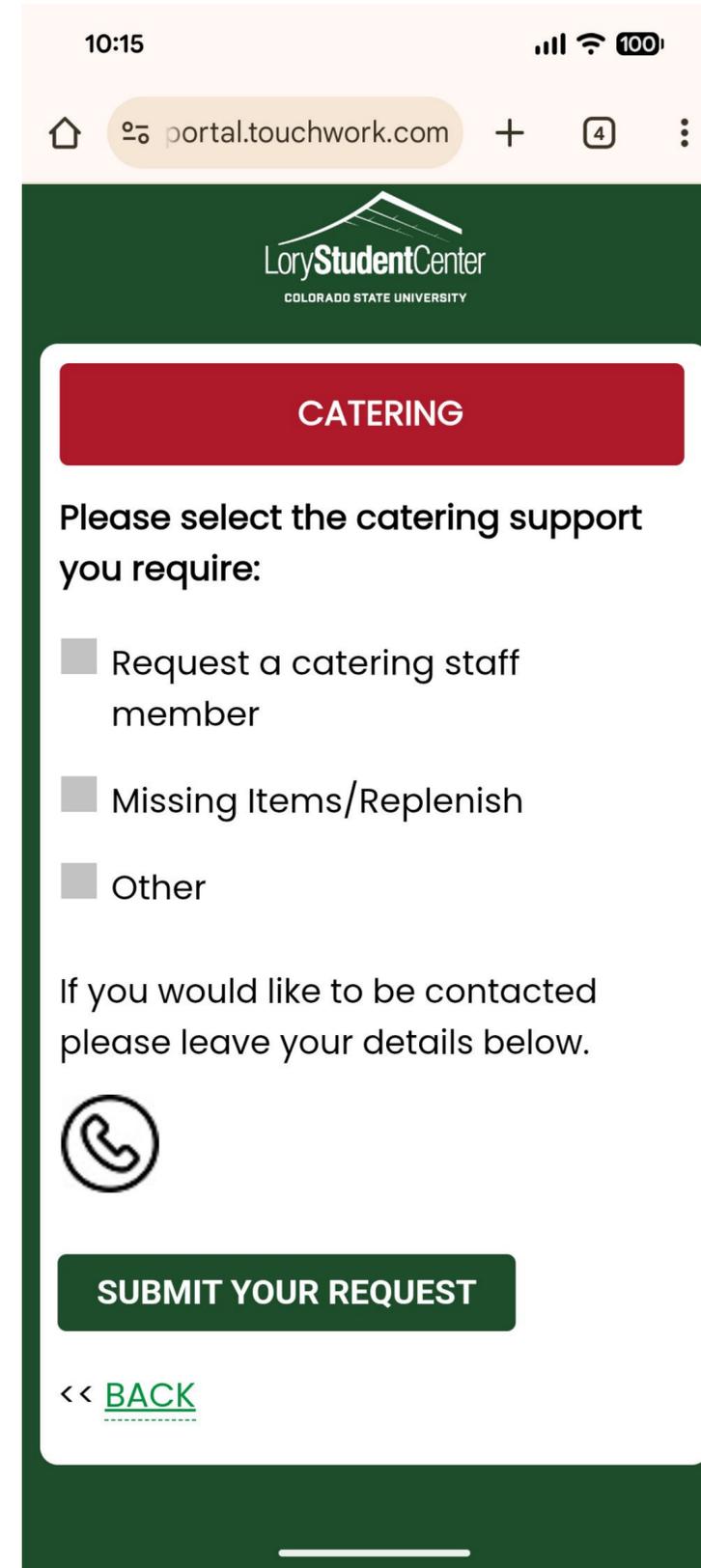
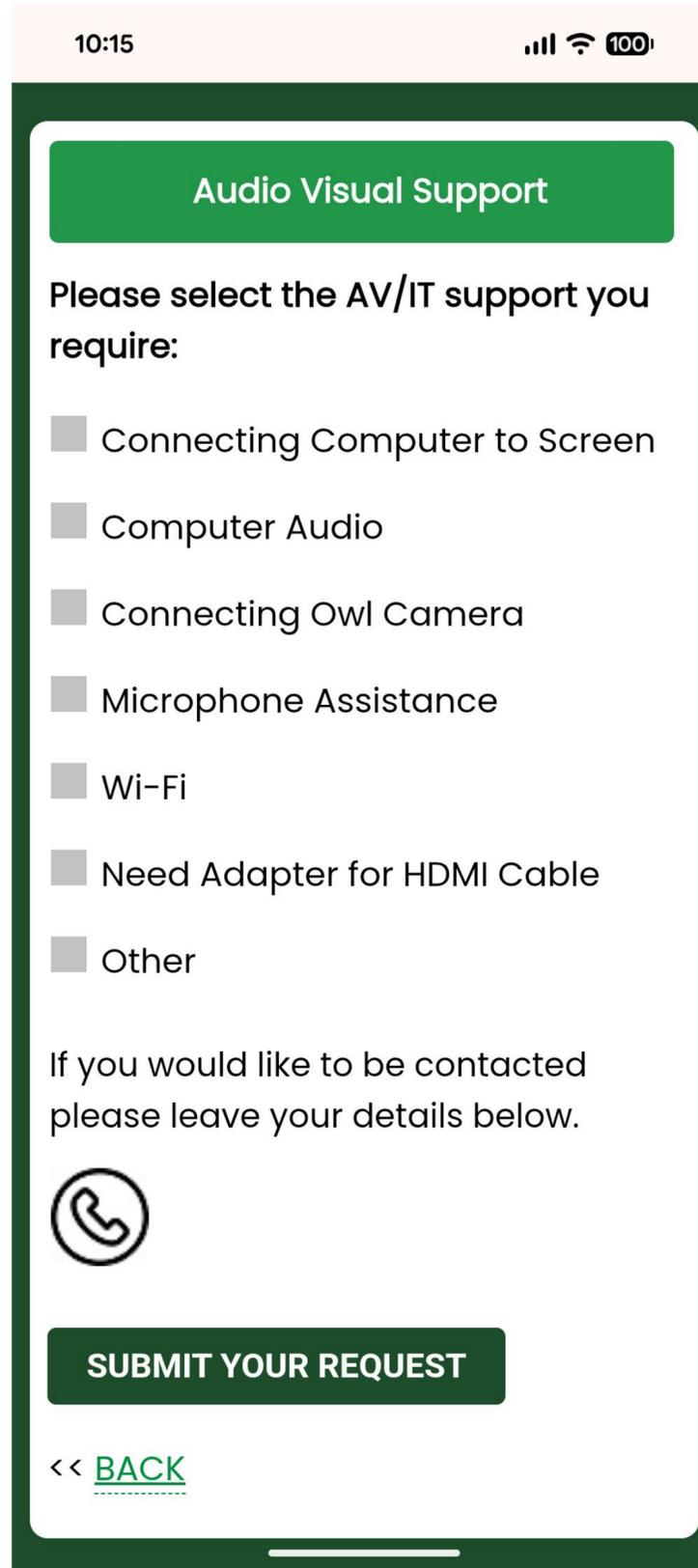
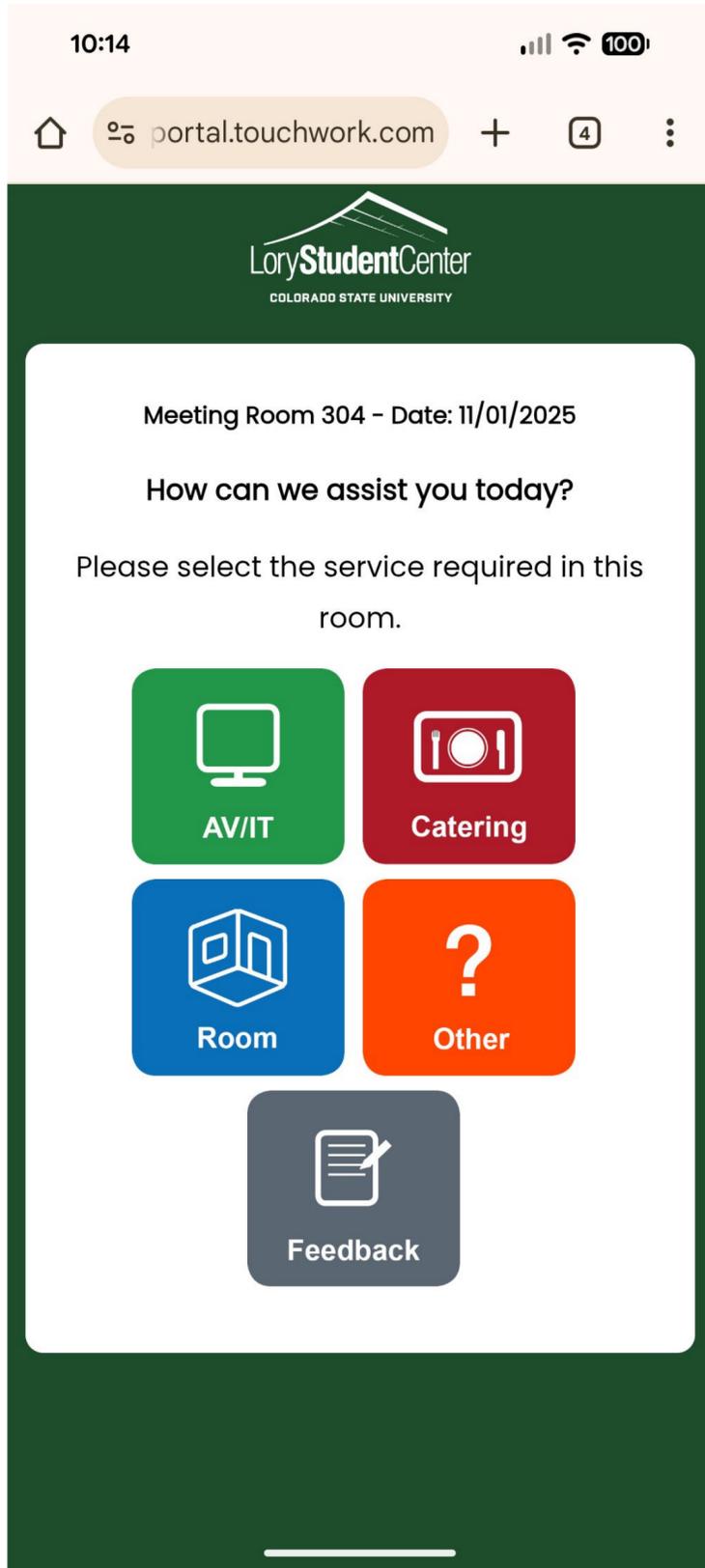
How may we assist?

To have Event Staff come to you, scan this code!

AV/IT · CATERING · ROOM · FEEDBACK · OTHER



Alternatively, call or text the
LSC Building Manager for additional support
(970) 215-7112



10:15 📶 🔋 100

🏠 portal.touchwork.com + [4] ⋮


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Room Support

Please select the room support you require:

- Temperature
- Door Lock/Unlock
- Lights
- More Tables/Chairs
- Other

If you would like to be contacted please leave your details below.



SUBMIT YOUR REQUEST

<< [BACK](#)

10:15 📶 🔋 100

🏠 portal.touchwork.com + [4] ⋮


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OTHER

What other support is required?

If you would like to be contacted please leave your details below.



SUBMIT YOUR REQUEST

<< [BACK](#)

10:16 📶 🔋 100

🏠 portal.touchwork.com + [4] ⋮


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GIVE FEEDBACK

Please share with us any feedback about your experience at the LSC

If you would like to be contacted please leave your details below.



SUBMIT YOUR REQUEST

<< [BACK](#)

10:20   

portal.touchwork.com



Thank you for contacting us about

Meeting Room 304

Your message has been sent to the appropriate staff.

Note: Scan the QR code again if you have other requests.

Please contact the LSC Building Manager at 970-215-7112 if you have any questions.

10:21   

Safari

RR
Room >

txtco.de >

Status: OVERDUE Date: 10/30/2025 - Time: 16:50:39
Meeting Room: Meeting Room
322 Room Request: Contact: Guest
WEB20251031005038XWENG -

Tap to Load Preview

txtco.de >

Today 10:20 AM

Date: 11/01/2025 - Time: 10:14:49
Meeting Room: Meeting Room 304
Request: Connecting Computer to Screen
Contact: Guest
WEB20251101181448XXTKX - -

Tap to Load Preview

txtco.de >

+ Text Message • SMS 

Colorado State University (RequestIT) Notification <no-reply@touchwork.com>
To: Rogien, Jason

Sat 11/1/2025 10:22 AM

**** Caution: EXTERNAL Sender ****

Date: 11/01/2025 - **Time:** 10:14:49
Meeting Room: Meeting Room 304
Request: Connecting Computer to Screen
Contact: Guest WEB20251101181448XXTKX - -

Feedback: <https://txtco.de/bouoexrtfqvd>

7Point Ops Integration

   < 10:00 PM 7:00 AM 10:00 PM LSC - 308-10 - (Empty, 0, act. 0)
Lobby Furniture storage Native American Cultural Center
Humeyumtewa, Rasa I LSC - Confirmed - Finalized
LSC - Private - Do Not Post 

- Automatically logged in 7Point Ops
- Every request flows into a single system where it can be tracked, assigned, and resolved without duplication or confusion
- One source for managing service delivery
- Notes report

Conclusion

- Improved response time
- Coordinated response from staff
- Clients can connect in the way that they are most comfortable
- Understanding of issues that need to be corrected

Purdue University + Touchwork

Impacts on Facility Operations and Event Management

**Presented By: Travis Peters – Associate Director of Auxiliary
Services Operations**



About Purdue University

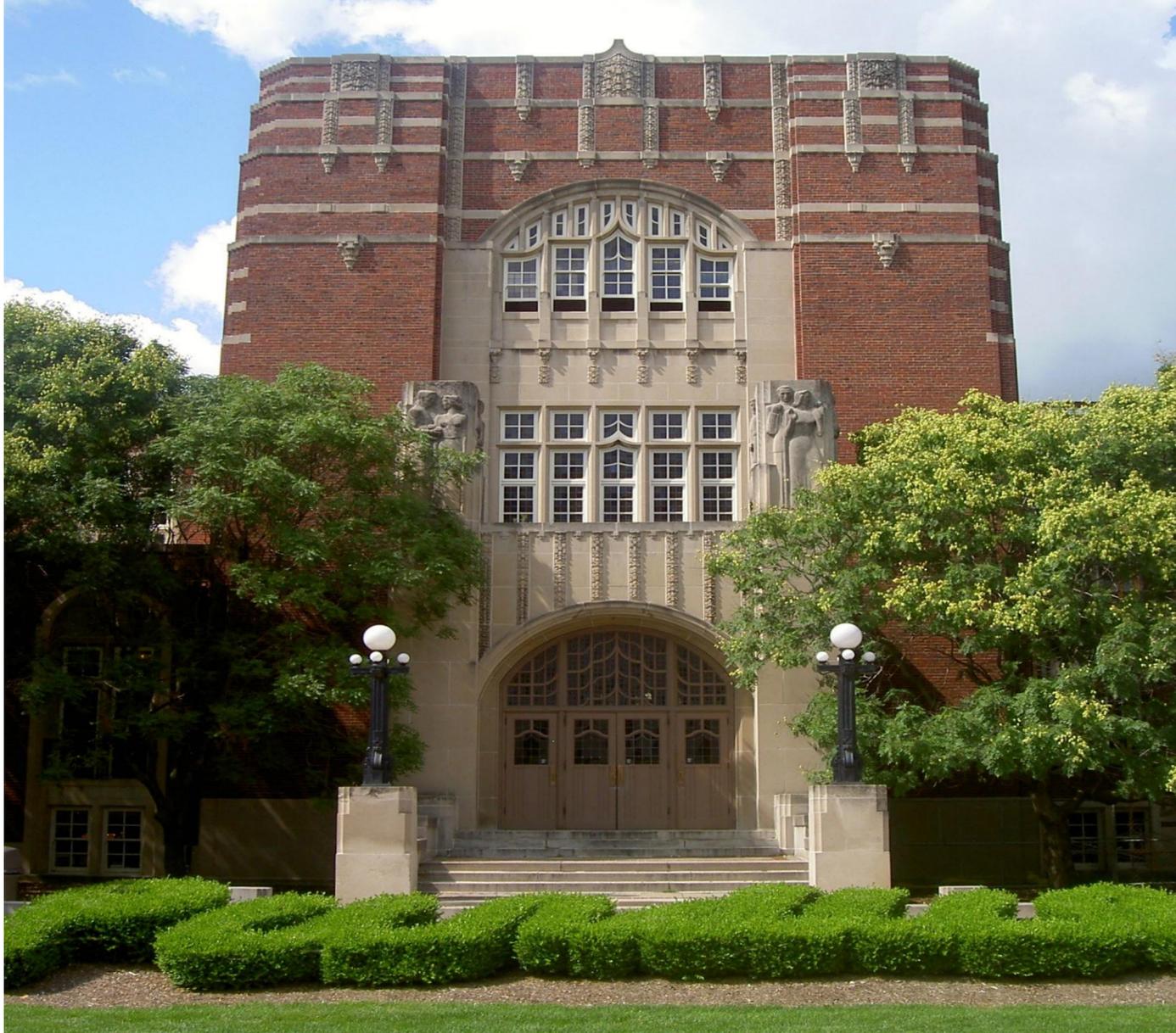


- Founded 1869; located in West Lafayette, Indiana
- R1 research institution with focuses on engineering, agriculture, science, and technology
- Largest higher education institution in Indiana
- Enrollment Statistics



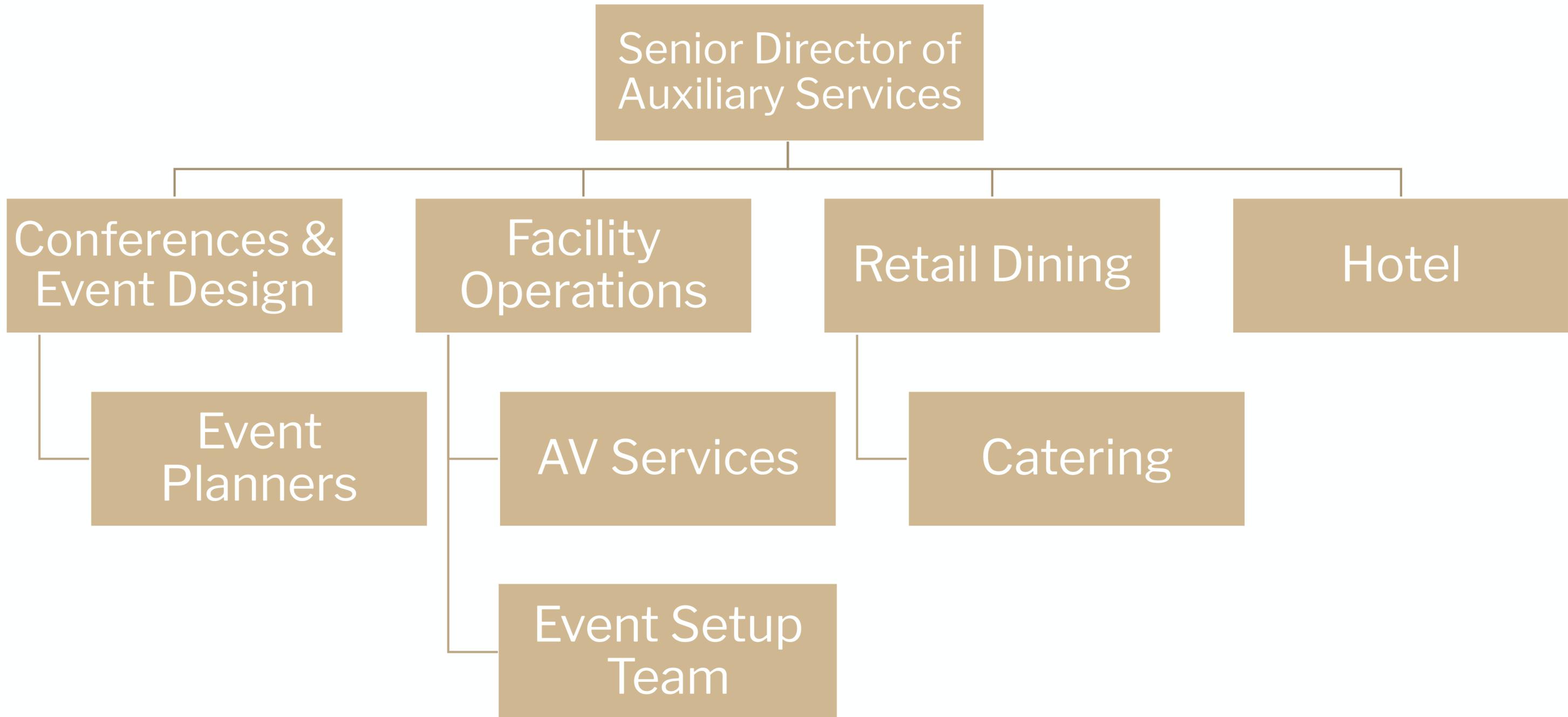
- Total Enrollment – 57,310
 - Undergraduate – 43,067
 - Graduate – 13,317
 - Professional – 926
- 44% Indiana Resident
- 40% Non-resident
- 16% of total enrollment are international students – 9,270
 - 121 Countries represented

About the PMU Enterprise



- We are a department in transition. In the last 5 years we have:
- Moved from Student Life to Administrative Operations
- Changed from a self-operated hotel to entering into an agreement with White Lodging to operate the Union Club Hotel, an Autograph Collection property by Marriott
- The adoption of Aramark Hospitality Company (Purdue Food Co.) to oversee all non-residential retail dining locations on campus
- Absorbed Purdue Conference Services and Event Design
- Absorbed AV Support Services for PMU and STEW

Our Organization



Quick Facts

Purdue Memorial Union

Square Footage: 258,190

Annual Visits: 2,300,000

Meeting Rooms: 14



Stewart Center

Square Footage: 55,188

Annual Visits: 1,400,000

Meeting Rooms: 23



Event Services

Total Events Scheduled
(2024-2025): 9,575

- Departments: 1,795
- Conf. Services: 1,224
- Stud. Orgs.: 5,251
- External Events: 1,275
- Weddings: 30



Why RequestIT Fit at Purdue



Streamlined communication amongst the areas within our department



Increased accountability for issues or concerns that arise during an event



Enhanced overall customer service experience for our clients



Informed decision-making and budget discussions



Integration with 7 Point Ops

Streamlined Communication

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STEW 214A - Date: 12/01/2025

How can we assist you today?

Please select the service required in this room.

 AV/IT	 Catering
 Room	 Other
 Feedback	

- All requests come to one central hub – our PMU Building Managers
 - Building Managers utilize iPads for 7 Point Ops and carry a cell phone while on duty for text messages or calls.
 - Once request is received, the BM will contact via two-way radio the area who needs to respond to the issue.
 - We track response time to make sure issues are resolved in an appropriate time frame.
- Area leads of impacted areas receive email/text notifications of issue as well
 - AVIT – A/V Services
 - Catering – Aramark
 - Room – Event Setups Team
 - Other – Building Services
 - Feedback – Facilities Team

Increased Accountability

- Every request submitted through the QR code is logged with the exact time, location, and details. This eliminates ambiguity about when an issue was reported and makes it easy to see how long it took staff to respond.
- Once a request enters the system, it can be automatically assigned to the appropriate staff member or team. This creates direct responsibility—everyone knows who is expected to act and when.
- Supervisors can see the status of every request at a glance: open, in progress, overdue, or completed. This real-time visibility ensures issues don't slip through the cracks and highlights areas where response habits need improvement.

Question Responses	Comms.
Resolved Michael Condoluci Resolved: 21 hours 15 minutes	AV/IT Support Connecting Computer to Screen
Resolved Michael Condoluci Resolved: 0 hours 26 minutes	AV/IT Support Other Windows monitor stuck on "preparing windows"
Resolved Michael Condoluci Resolved: 0 hours 16 minutes	AV/IT Support Microphone Assistance
Resolved Michael Condoluci Resolved: 0 hours 7 minutes	AV/IT Support Computer Audio
Resolved Michael Condoluci Resolved: 0 hours 54 minutes	Room Support Other Can we get an eraser for the whiteboards?
Resolved Michael Condoluci Resolved: 0 hours 8 minutes	AV/IT Support Computer Audio
Resolved Michael Condoluci Resolved: 0 hours 10 minutes	AV/IT Support Connecting Computer to Screen
Resolved Kinetica System Resolved: 0 hours 10 minutes	AV/IT Support Other This is a test.
Resolved Travis Peters Resolved: 0 hours 14 minutes	AV/IT Support Other TEST

Enhanced Customer Service Experience

- Provides an immediate, low-friction access to help. It allows customers to scan a QR code placed in strategic locations to instantly report an issue or request assistance. This removes barriers like finding a staff member, waiting in line, or locating a service desk.
 - Guests feel empowered when they can request service on their own terms. Self-service communication options often increase satisfaction because they remove uncertainty and perceived inconvenience.
 - Customers don't need to step away from their activity to report an issue or ask for help. A quick scan ensures their experience remains smooth and uninterrupted.
-

Informed Decision Making and Budget Allocation

Informs Future Planning

- Converts real-time reports into actionable data
- Identifies trends, recurring issues, and operational gaps
- Supports strategic decision-making with clear evidence

Optimizes Staffing Patterns

- Shows peak times, high-traffic areas, and workload distribution
- Aligns staffing levels with actual service demand
- Improves shift planning and resource deployment

Strengthens Capital Replacement Decisions

- Tracks chronic failures and repeat maintenance issues
- Builds a data-backed case for equipment, restroom, or infrastructure upgrades
- Helps prioritize investments where they have the greatest impact

Integration with 7 Point Ops



Seamless Workflow: Issues reported through RequestIT flow directly into 7 Point Ops for immediate action and tracking.



Faster Response: Automated routing reduces delays and ensures timely follow-up.



Operational Efficiency: Reduces manual handoffs, communication gaps, and duplicated effort.

Seamless Event Management



- Make it easy for your customers to make requests.
- Centralizing all event-related requests in one easy-to-use platform
- Routing requests to the right teams automatically
- Providing real-time tracking so nothing gets overlooked
- Reducing back-and-forth emails and miscommunication
- Streamlining workflows for greater efficiency and consistency
- Keeping teams aligned with notifications and built-in accountability
- Ensuring event managers stay organized and fully prepared for every event

QUESTIONS?

Contact us:

Jason Rogien - jason.rogien@colostate.edu

Travis Peters - peterstr@purdue.edu

Scott Anderson - scott@7pointsolutions.com

Jennifer Wood - Jennifer.Wood@touchwork.com