Movico aligns its team with a 360-degree view, saving time and eliminating oversights

Movico struggled with fragmented workflows and information. With SMART4B, it created a holistic view of all tasks and projects in Smartsheet. As a result, its team works in perfect sync, ensuring nothing is overlooked.

"**Thanks to our work with SMART4B and Smartsheet, we can see what the entire team is doing at a glance. Before, we had to dig through about 20 notes from each meeting scattered across our server. Now, everything is in one place. The entire project team knows the steps they need to take to ensure success in a project.**"

Britt van der Velde,
Team Lead in Project Management at Movico

movico

Customer:
Movico

Industry:
Live Entertainment, Travel and Hospitality

Organization Size:
Emerging and SMB
(1-199 employees)

Website:
https://movico.eu/

Region:
EMEA

With over 25 years of experience, Movico is the driving force behind some of the most magical sports events and roadshows in Europe. Handling everything from concept to delivery and logistics, Movico ensures that event organisers and brands make a lasting impression on their audiences. "When it comes to sports events, we serve brands like Red Bull, Heineken, and F1 (Formula 1) Dutch Grand Prix, providing facilities like finish atrches, podiums, VIP hospitality areas, press areas, and providing temporary event locations. As for roadshow marketing, we create mobile showrooms for brands taking exceptional brand experiences to, sometimes,hard-to-reach audiences," explains Hilde Weren-Verberne, Marketing Lead at Movico.

Scattered information, siloed teams

Initially, Movico juggled spreadsheets to plan and execute projects. "Everyone was working on different versions of a document—from version 1.0 to 1.12 without a blueprint of our project plan—which led to communication issues," shares Britt van der Velde, Team Lead in Project Management at Movico.

So, the company switched to Smartsheet to ensure that everyone was looking at the same project plan. Initially, only project managers used Smartsheet. They shared plans with clients to guide them through the process, letting them know what to expect each week, what tasks Movico would handle, and what was expected from the client.

Soon, Movico started using Smartsheet internally within its core team to have an overview of projects. However, the information flow was still fragmented. "We started using Smartsheet within individual departments, and everyone did their own thing," recalls Weren-Verberne. "This lack of connection between teams meant that we missed out on some of the main visibility-related advantages of Smartsheet. We realised that we needed a professional company to help translate our needs into a comprehensive solution. This way, we'd build a long-term cohesive strategy instead of just looking for quick fixes for immediate needs."

Gaining a complete overview of projects

As Movico's projects get more complex, it needs to become more efficient in monitoring projects and resources. For example, this may involve having a complete overview of which project is in which phase and deadlines coming up.

Capabilities
→ Collaboration
→ Project Visibility
→ Task management
→ Dashboards and Reporting
→ Project Management

To understand how Movico could optimise the use of Smartsheet, SMART4B started by analysing Movico's existing templates and workflows to come up with more efficient processes. "SMART4B is a collaborator, not just a consultant. We first try to understand what the customer is trying to achieve and what problems they're trying to solve," shares Maaik Meijerink, CEO at SMART4B. "Most of the time, Smartsheet can cover about 95-99% of their needs, and we're here to help them operate more intelligently with this solution. Our slogan is Simplexity, which means that we create simple solutions for complex processes."

True to this spirit, SMART4B and Movico overhauled the entire project structure in Smartsheet. "Instead of individual project plans for each client, we created an integrated task list and reports across all projects," explains van der Velde. "As team lead, I can review all projects currently in progress, monitor various stages or tasks, track upcoming or missed deadlines, and investigate issues if something goes wrong." Movico can also generate and send PDFs to customers, giving them an overview of each project and its progress. Finally, the company can set automatic reminders for team members working on various tasks.

An aligned team

As a result, every employee at Movico has access to the same information, placing everyone on the same wavelength. "Thanks to our work with SMART4B and Smartsheet, we can see the status of projects at a glance. Before, we had to dig through about 20 notes from each meeting scattered across our server. Now, everything is in one place. The entire project team knows the steps they need to take to ensure success in a project," shares van der Velde.

For example, the technical department comes in later in the process, but they can see from the beginning what the project manager is working on and what timelines are set for the client. Everyone can also clearly see task dependencies and understand how subsequent work can be impacted if they miss deadlines. In short, this visibility has helped ensure that everyone at Movico is aligned.

Cutting oversights, cutting time

With such transparency, nothing falls through the cracks. "Smartsheet acts as a kind of checklist. It prevents tasks from getting lost in brainstorming sessions where everyone talks, but no real actions are planned yet," Weren-Verberne explains. "For example, we now schedule photoshoots and video shoots for projects—tasks that were often forgotten before because project managers were more focused on launching the project. Now that such steps are part of the project plan, managers receive automatic reminders. This way, we're making cross-departmental connections within the company."

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With a 360-degree view, Movico can also adapt to changes more easily. "Now that we have a clear overview of all the steps in a project, we can easily check to see if a project is on track or if it requires more time. This way, we can adjust accordingly. For complex projects, we can allocate more time, and for simpler ones, we can shorten the timeline," shares van der Velde.

With every project detail on the table, Movico staff spends less time in meetings. "We no longer need to meet up to discuss small questions, which used to happen often," adds van der Velde. "Now, we use the project plan as a guide for our meetings, focusing on any upcoming challenges and ensuring everything is flowing smoothly. This definitely makes meetings more efficient." The Movico team is also saving time that was previously spent on extensive note-taking and documentation.

Uncovering future potential

Movico continues to optimise its internal processes. Moving forward, it is exploring the possibilities of expanding Smartsheet to all departments. "Personally, I think Smartsheet has a lot of potential—you can automate even the smallest process or details," concludes Weren-Verberne. "For people in practical roles, who aren't used to spending a lot of time behind a computer, it can be challenging to embrace the functionality at first. But once they start to see its benefits, Smartsheet slowly becomes an integral part of their routine."

Looking back on the implementation, van der Velde offers advice to those who are starting on a similar journey. "If I had to do it again, I'd collaborate with a partner like SMART4B earlier in the process. Smartsheet is huge, and you often don't know what's possible. If you try to integrate it yourself, there are many tutorials and resources, but having a professional team guide you is invaluable. They can help you determine what your company needs and doesn't need and guide you step by step from there."