



# Streamlining Museum Event & Program Management with HubSpot for Nonprofits

*A Comprehensive Resource by Nonprofit Tech Shop*

Museum events and programs are at the heart of connecting institutions with their communities, driving education, engagement, and revenue. However, managing the multitude of tasks involved—whether it's tracking attendance, coordinating with sponsors, or sending personalized communications—can be overwhelming.

With the right tools, museums can streamline these processes, creating seamless experiences for both staff and attendees.

At Nonprofit Tech Shop (NTS), we understand the unique challenges museums face. From managing memberships and donor relationships to organizing events and digitizing collections, the right technology ecosystem can transform how museums operate, engage audiences, and drive impact.

In this guide, we'll explore how HubSpot for Nonprofits—with its CRM integration, event management tools, and marketing automation features—can empower museums to deliver impactful, well-organized events that captivate audiences and deepen community connections.



## Chapter 1:

# Museum Event Management: Common Challenges and Solutions

Managing events at museums comes with a unique set of challenges, especially as museums diversify their programming and serve larger, more varied audiences.

Here's how museums can tackle these hurdles with smarter, more efficient solutions.

## 1. Tracking Attendance and Guest Data

Manually tracking attendance and guest data across spreadsheets and different systems is not only time-consuming but also prone to errors, which can result in missed opportunities for engagement.

A unified system that automates this process is crucial. With a centralized platform, museums can seamlessly collect, store, and analyze data in real-time. This removes the risk of human error, allows for more accurate reporting, and provides deeper insights into the demographics and interests of attendees.

**2024 Insight:** According to a HubSpot's [2024 State of Marketing Report](#), **23% of marketers struggle to move and share vital data between teams**. The importance of automation and centralized data systems for event management has never been clearer.

**Solution:** Investing in an event management platform with automated data collection and reporting tools can streamline this process. These systems allow museum staff to easily track and analyze guest data, leading to more personalized event experiences and improved follow-up efforts. Automation also provides the freedom to focus on other key aspects of event execution, such as attendee engagement and partnerships.

## 2. Managing Multiple Events and Locations

For many museums, managing events at multiple venues or locations can quickly become overwhelming. Without a tool that centralizes attendee data, schedules, and resources, museum staff may struggle to stay on top of things. This fragmentation can lead to logistical nightmares and communication breakdowns.

**Solution:** A centralized event management tool can provide a comprehensive overview of all museum activities, no matter the location. These systems often include features like location-specific scheduling, volunteer management, and resource allocation. With all this information in one place, teams can easily coordinate activities, track attendance, and ensure that each venue operates smoothly.

### 3. Engaging Attendees and Managing Communication

Effective communication is essential for engaging attendees before, during, and after an event. Whether it's sending invitations, reminders, or post-event surveys, personalized communication can drive greater engagement. However, manually handling these communications can be cumbersome and lead to missed opportunities.

**2024 Insight:** [HubSpot's 2023 State of Marketing Report](#) indicated that **78% of event professionals who use automated email campaigns report a 30% or higher increase in attendee engagement**. Automated communication ensures the right messages are sent at the right times, without manual effort.

**Solution:** Using integrated communication systems that allow for automated, personalized messaging can significantly reduce the time and effort spent on this task. From automated event reminders to personalized follow-up emails, these tools ensure that attendees feel valued and informed, which enhances their overall experience and likelihood of returning for future events.

### 4. The Importance of Reporting and Analytics

Understanding what works and what doesn't is crucial for improving event success. Museums need detailed insights into ticket sales, attendance rates, attendee demographics, and engagement levels to optimize their programming for future events. Without a robust reporting and analytics system, it's difficult to determine which aspects of an event resonated with visitors and which areas need improvement.

**Insight:** [According to recent industry insights](#), 79% of event planners are prioritizing data analytics to assess event ROI, which includes measuring attendee engagement, lead generation, and overall satisfaction. This statistic highlights the growing emphasis on using data to inform decision-making and fine-tune event strategies, ensuring that museums can attract the right audience, enhance engagement, and maximize both attendance and revenue.



Solution: Advanced event management software includes built-in analytics tools that allow for real-time reporting. Museums can track metrics such as attendance trends, engagement rates, and ticket sales, as well as gather feedback through post-event surveys. This data is invaluable for improving the quality of future events, optimizing marketing strategies, and understanding the return on investment (ROI) for each event.

## Stop & Think: What's Your Take?

### The Role of AI and Automation in Museum Events

As we look ahead to 2025, how can museums adopt AI and automation to enhance not just event management but the entire visitor experience, from pre-event marketing to post-event engagement? Could leveraging AI for personalized outreach and automated data analysis be the key to unlocking deeper connections with audiences and maximizing impact?

## Chapter 2:

# HubSpot for Nonprofits: The Ideal CRM for Museum Event Management

As you've seen in Chapter 1, managing museum events comes with a unique set of challenges—from tracking attendance and handling multiple locations to engaging attendees and measuring event success.

HubSpot for Nonprofits, an all-in-one CRM, is the perfect solution for museums looking to streamline their event registration, communication, and engagement processes. And with a 40% nonprofit discount, it's an affordable choice for museums aiming to optimize their operations without breaking the bank.

The logo for HubSpot for Nonprofits is displayed on a vibrant orange background with abstract teal and yellow shapes. The word "HubSpot" is in a white, rounded, sans-serif font, with a small robot head icon integrated into the letter 'o'. Below it, the words "for Nonprofits" are written in a smaller, white, sans-serif font.

HubSpot  
for Nonprofits

## What Makes HubSpot Stand Out for Museums

HubSpot integrates event management, marketing, and communication features into a single platform. For museums, this means seamless event registration, automated follow-ups, and real-time tracking of attendee engagement—all within an easy-to-use system. The ability to keep everything in one place reduces administrative burden and boosts efficiency, so your team can focus on creating meaningful experiences for your visitors.

## Key Features and Benefits for Event Management

### 1. Customizable Event Registration Forms

- HubSpot allows museums to create personalized event registration forms that automatically capture attendee data. This data is segmented into relevant lists, helping you target specific groups like donors, attendees, or volunteers with tailored communications.

## 2. CRM Integration for Streamlined Communication

- With HubSpot, managing all of your contacts—attendees, donors, sponsors, and volunteers—is made easy. All data is stored in one place, ensuring that no information is lost and communication is always on-point.

## 3. Email Automation for Ongoing Engagement

- Automate pre-event reminders, follow-ups, and post-event surveys with HubSpot's email automation tools. This allows your team to engage attendees without the manual effort, ensuring timely communication with no extra workload.

## 4. Real-Time Analytics for Data-Driven Decisions

- HubSpot's real-time analytics provide valuable insights into ticket sales, engagement levels, and feedback. Track event performance as it happens, and use these insights to improve your future events.

## HubSpot's Real-World Impact

In our work with the Minnesota Historical Society (MNHS), we helped them adopt **HubSpot** for their event management process. As a result, they saw a **25% increase in attendee engagement** thanks to more personalized and automated communication.

By utilizing HubSpot's CRM and email automation features, MNHS was able to **reduce time spent on manual tasks by 35%**, freeing up resources for more strategic event planning. This transformation not only streamlined their operations but also allowed them to deliver more impactful experiences for their visitors.

Read the full case study here: **[The Big Switch: How Nonprofit Tech Shop Transformed the Minnesota Historical Society's CRM and Ticketing System with HubSpot](#)**

## Stop & Think: What's Your Take?

### Why It's Time to Ditch the Piecemeal Tools & Settle for a Single Source of Truth

What's stopping you from using HubSpot to streamline your event management? Think about it: How much time could you save by automating your event communications and registration processes with HubSpot? With its robust feature set, HubSpot is the ideal CRM for museums looking to enhance event management.

## Chapter 3:

# Best Practices for Event Registration

Event registration is often the first point of contact between your museum and attendees, setting the tone for their entire experience. With the growing demand for digital engagement, offering a seamless and efficient registration process has never been more important.

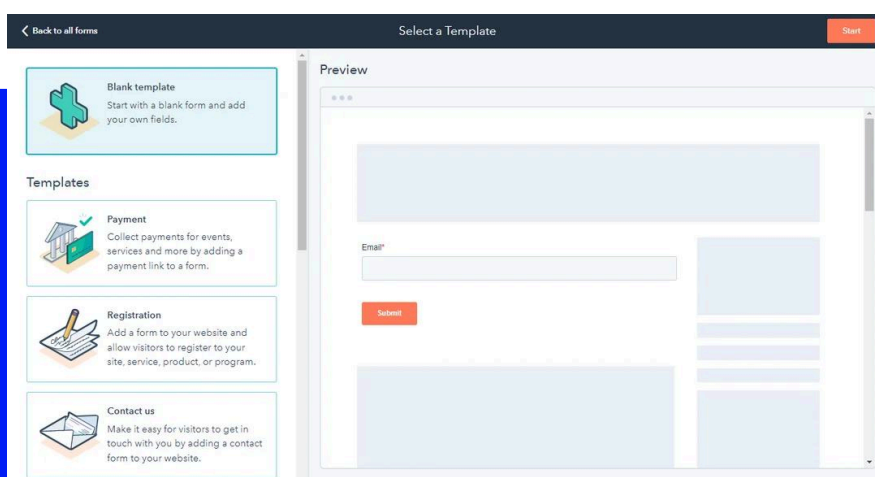
In Chapter 2, we explored how HubSpot can streamline your museum's event management efforts. In this chapter, we'll dive deeper into how museums can specifically leverage HubSpot to optimize their event registration process.

## 1. Streamlining Online Event Registration

Have you ever tried to register for a museum event, only to get frustrated by a confusing, multi-step process that made you second-guess whether it was worth attending? This kind of experience can lead to missed opportunities, both for your museum and for potential attendees.

**Best Practice:** To avoid this, ensure that your registration process is simple, intuitive, and mobile-optimized. A seamless online registration experience not only improves the likelihood of attendees signing up but also sets the tone for their entire event experience. According to [Eventbrite's 2024 TRNDS report](#), 78% of attendees say a streamlined registration process influences their decision to attend future events.

**How HubSpot Helps:** HubSpot helps achieve this by offering easy-to-use, mobile-friendly [registration forms](#) that can be integrated directly into your museum's website.





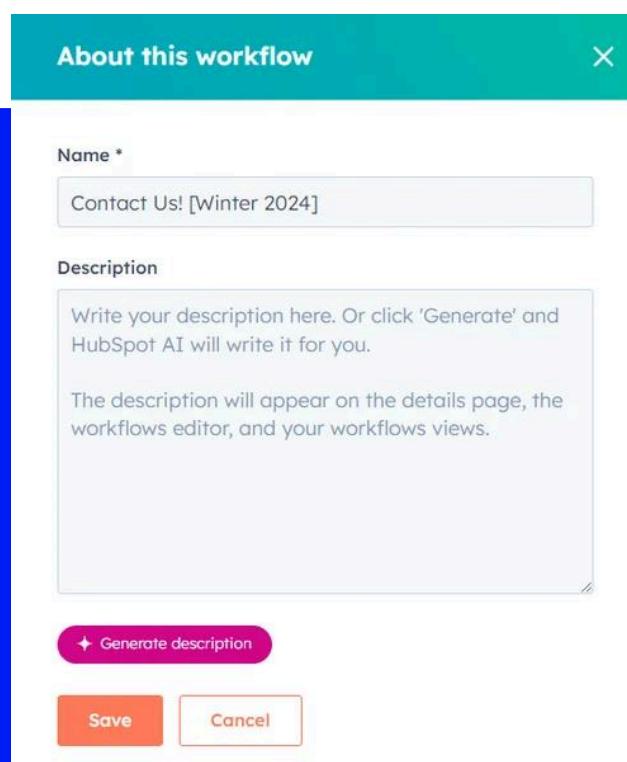
**Insight:** [HubSpot](#) found that mobile-optimized registration forms account for 55% of all event registrations, underlining the importance of ensuring that your forms are accessible on any device. By prioritizing mobile-first and user-friendly designs, you can capture more sign-ups, increase engagement, and improve overall attendance.

## 2. Automating Reminders and Follow-Ups

One of the biggest challenges museums face is keeping attendees engaged before, during, and after events. It's easy for registrants to forget about an event, lose interest, or simply get distracted. Without timely reminders and follow-ups, you risk lower attendance and diminished engagement. Similarly, once an event is over, it's essential to keep the momentum going by following up with attendees—whether it's collecting feedback or encouraging them to attend future events.

**Best Practice:** Automating reminders and follow-ups ensures that your attendees stay engaged throughout the entire event lifecycle. By sending timely reminders and post-event communications, you maximize attendance, foster stronger relationships, and gather critical feedback for future improvements.

**How HubSpot Helps:** Using [HubSpot's workflow tools](#), museums can set up automated email and SMS reminders to ensure that attendees are prepared and excited. After the event, HubSpot allows you to send personalized follow-ups that gather feedback, encourage social media sharing, and even prompt attendees to register for future events.



The image shows a screenshot of the HubSpot workflow editor interface. At the top, there is a teal header with the text "About this workflow" and a close button (X). Below the header, there is a form with the following fields:

- Name \***: A text input field containing "Contact Us! [Winter 2024]".
- Description**: A text area with the placeholder text "Write your description here. Or click 'Generate' and HubSpot AI will write it for you." Below this, there is a note: "The description will appear on the details page, the workflows editor, and your workflows views."
- Generate description**: A pink button with a plus icon and the text "Generate description".
- Save**: An orange button.
- Cancel**: A white button with an orange border.

**Insight:** According to [Cuseum](#), sending personalized event reminders can increase attendance by up to 30%, demonstrating how feedback and follow-up communication can drive long-term loyalty and future participation.

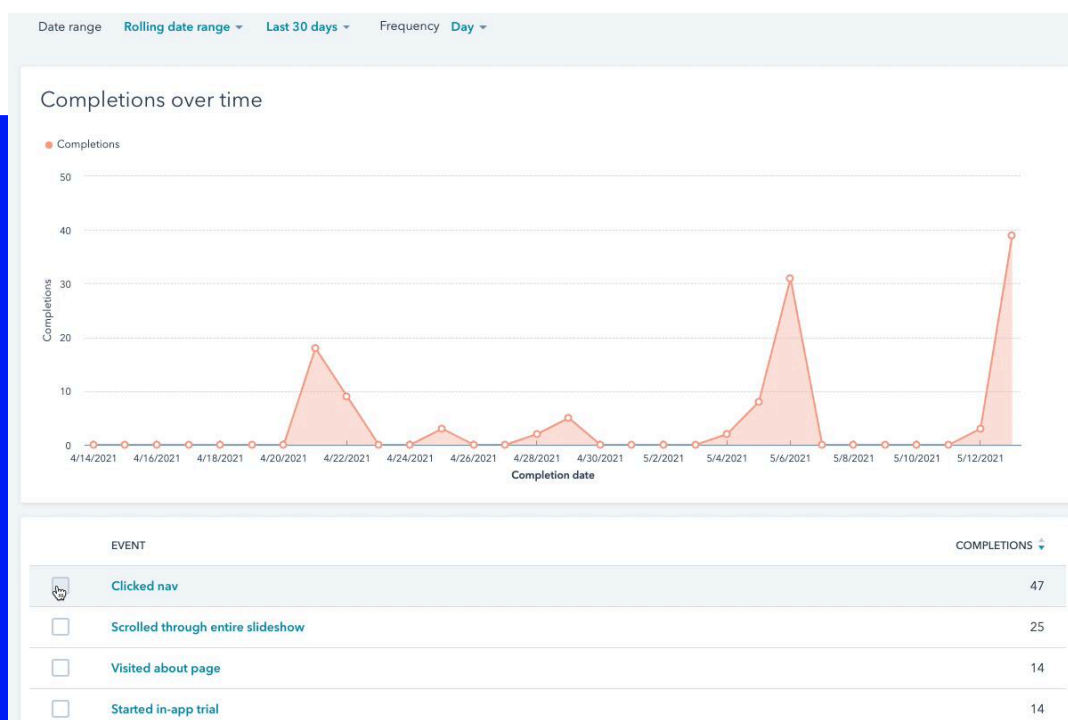
### 3. Maximizing Event Registration ROI

Managing events without understanding your audience and performance metrics can feel like navigating in the dark. Without clear data, it's hard to know what's working and where to focus your resources for future events.

That's why leveraging data to track ticket sales, engagement levels, and attendee demographics is essential for optimizing your event strategies and ensuring you're maximizing your return on investment (ROI).

**Best Practice:** Use real-time analytics to assess your event's success as it unfolds. By tracking key metrics—such as ticket sales, audience engagement, and demographics—you can make informed decisions on the fly, adjust strategies, and improve future event planning.

**How HubSpot Helps:** HubSpot's real-time analytics tools, including the ability to track [custom behavioral events](#) provide museums with powerful insights into attendee behavior, ticket sales trends, and engagement patterns. With this data, you can track which marketing channels drive the most sign-ups, which demographics are most engaged, and how attendees interact with event content.



**Insight:** According to [Eventbrite's 2024 Event Marketing Report](#), 70% of event planners use data analytics to measure performance and improve marketing strategies. HubSpot makes this process easy by integrating your event data with your CRM, allowing for seamless tracking and actionable insights that optimize future events.

#### 4. Integrate Your CRM with Ticketing and Event Management Tools

Ever felt like your event data is scattered across multiple platforms, making it hard to get a clear picture of attendee behavior or engagement? This fragmentation can lead to missed opportunities for personalized outreach and inefficient event management.

**Best Practice:** Centralizing your data by integrating your CRM with ticketing and event management tools ensures you have a unified view of all event-related data in one place. This integration allows you to track attendee behavior, ticket sales, and engagement, helping you make more informed, data-driven decisions. By consolidating your event data, you can engage with attendees more personally and manage your events more efficiently.

**How HubSpot Helps:** HubSpot seamlessly integrates with your favorite event management tools like Eventbrite. This allows museums to track event registration, ticket sales, and audience engagement within the same platform. With this integrated data, museums can segment their audience, send targeted communications, and follow up with the right attendees at the right time.



Image Source: [HubSpot](#)

**Insight:** According to [CRM.org](#), businesses using integrated CRM systems report a 29% increase in sales revenue and a 34% boost in sales productivity. Museums leveraging integrated CRMs can expect similar improvements in operational efficiency, making it easier to manage events and enhance donor engagement.

## Chapter 4:

# Simplifying Event Attendance and Strengthening Sponsor Relationships with HubSpot

In the previous chapter, we covered best practices for streamlining event registration and maximizing ROI. Now, it's time to turn our attention to the next phase: managing your event attendees and enhancing sponsor and donor relationships.

HubSpot's tools not only simplify guest list management but also help you foster stronger connections with your supporters—before, during, and long after the event ends.

How HubSpot Helps Manage Attendees with Ease: From Check-In to Post-Event Engagement	Leveraging HubSpot CRM to Enhance Sponsorships and Donations
<ul style="list-style-type: none"> <li> <b>Effortless Guest List Management</b>                      HubSpot links each attendee's registration data to their contact profile for easy segmentation and personalized communication. This allows for smooth check-in and quick access to event details.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Manage Sponsors and Donors:</b>                      HubSpot tracks sponsorships and donations from initial contributions to ongoing engagement. Keep detailed profiles for each sponsor and donor, and send personalized communications to acknowledge their support.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>Segment Your Audience</b>                      Use HubSpot's CRM to segment attendees by category (e.g., members, VIPs, first-time visitors) and send tailored communications before, during, and after the event.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Real-Time Tracking:</b>                      Track donations and sponsor contributions in real-time, and use this data to personalize future outreach. Automate acknowledgment emails, receipts, and thank-you messages.                 </li> </ul>
<ul style="list-style-type: none"> <li> <b>On-the-Go Management</b>                      The HubSpot mobile app lets staff access guest lists and registration data anywhere, making event day operations smoother and more efficient.                 </li> </ul>	<ul style="list-style-type: none"> <li> <b>Targeted Follow-Up:</b>                      With HubSpot, you can segment donors based on their contributions and engagement, sending tailored communications to ensure continued support and increase future donations.                 </li> </ul>



## **Museum events and programs are more than just occasions on the calendar; they are vital touchpoints for connecting institutions with their communities, driving education, engagement, and revenue.**

Whether it's a small lecture, a large gala, or an interactive exhibit, HubSpot helps museums streamline operations, connect with supporters, and deliver memorable experiences.

It's time to break free from disjointed systems and adopt a unified approach to event management. With HubSpot, your museum can build lasting connections, foster ongoing engagement, and amplify its mission in the community.

Curious about how HubSpot can transform your museum's operations? Contact Nonprofit Tech Shop to learn more about tailored CRM solutions for your institution!

**LET'S TALK**