Welcome to Cvent's Customer Success Group

Cost-effective tips to maximize event ROI

Please download the Attendee Hub Mobile App to get today's presentation materials and join our discussions

iOS

Android

Today’s Agenda

Welcome and Introductions

Rethink Your Event Program

Networking Lunch

Cost-Effective Tips and Customer Examples

2023 Event Trends

Q&A

Poll Question:

How long have you used Cvent?

Introductions:

What is your current role?
How do you use Cvent?
What do you want to get out of today?

Building an Event Program to Weather Any Storm

Meetings & Events Drive Revenue

76%

of current job ads demand event professionals be capable of proving business value of events.

60%

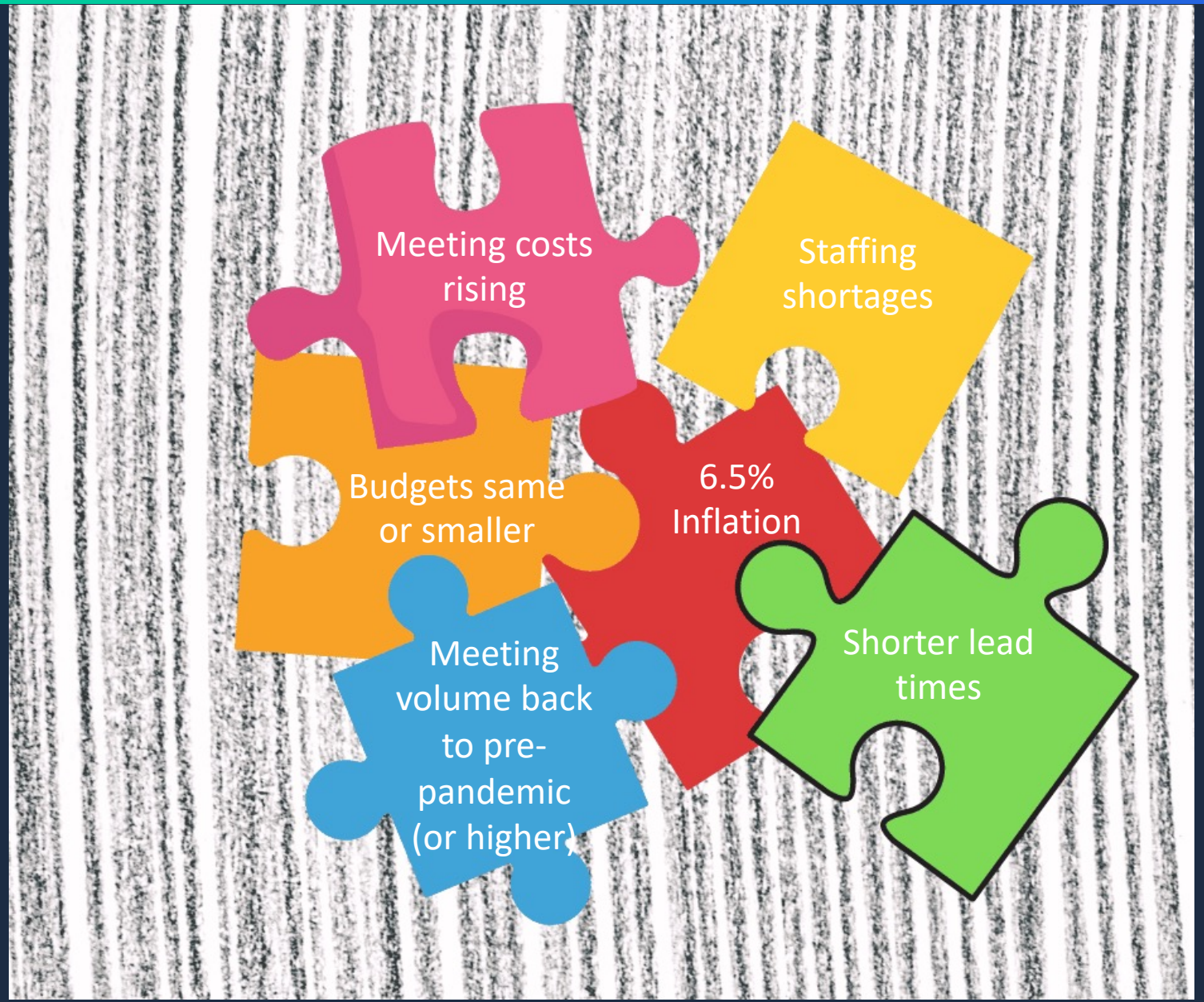
of planners and marketers measure event success based on efficiently reducing event spend.

44%

of event planners say their biggest challenge is staying within budget.

Source: "100 Event Statistics (2022 Edition)"

The pieces don’t fit together

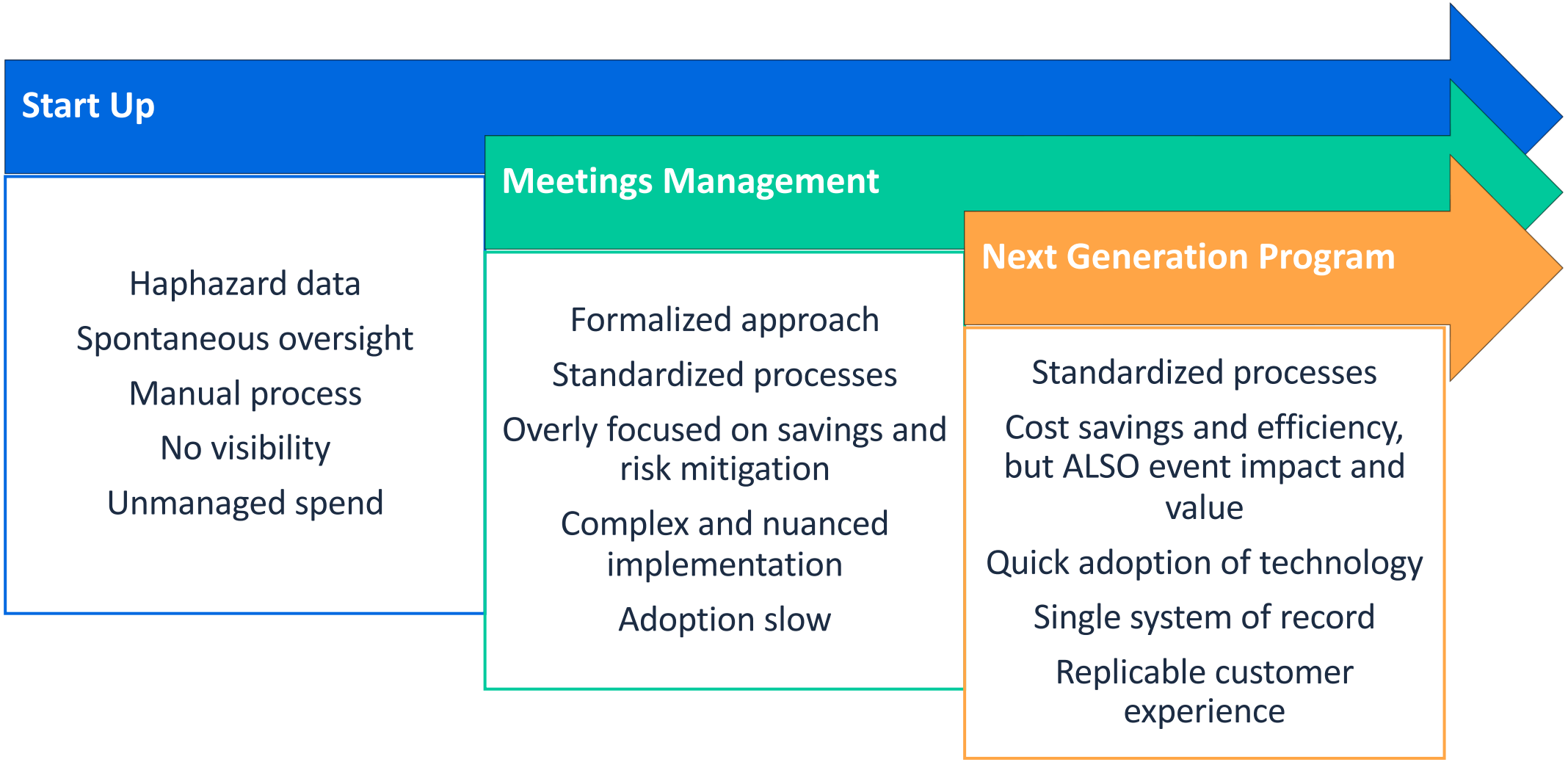


Re-evaluate what you’re doing and how you’re doing it

Prove **Your** Value to the Business

Prove Event's **Impact** on the Business

The Evolution of your Event Program



Poll Question:

Where do you rank yourself or your organization?

Save Money

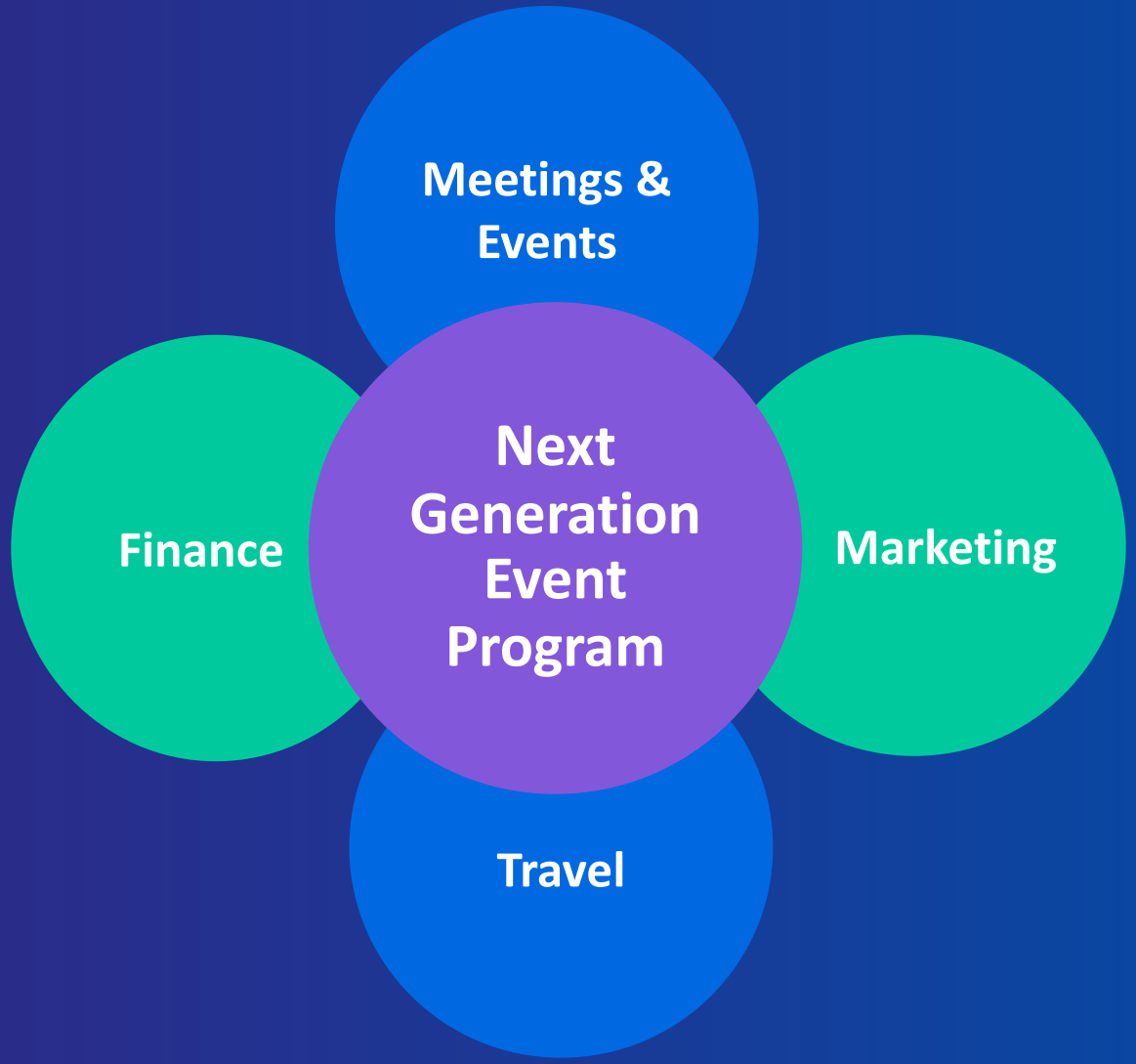
Make Money

The Convergence of Teams

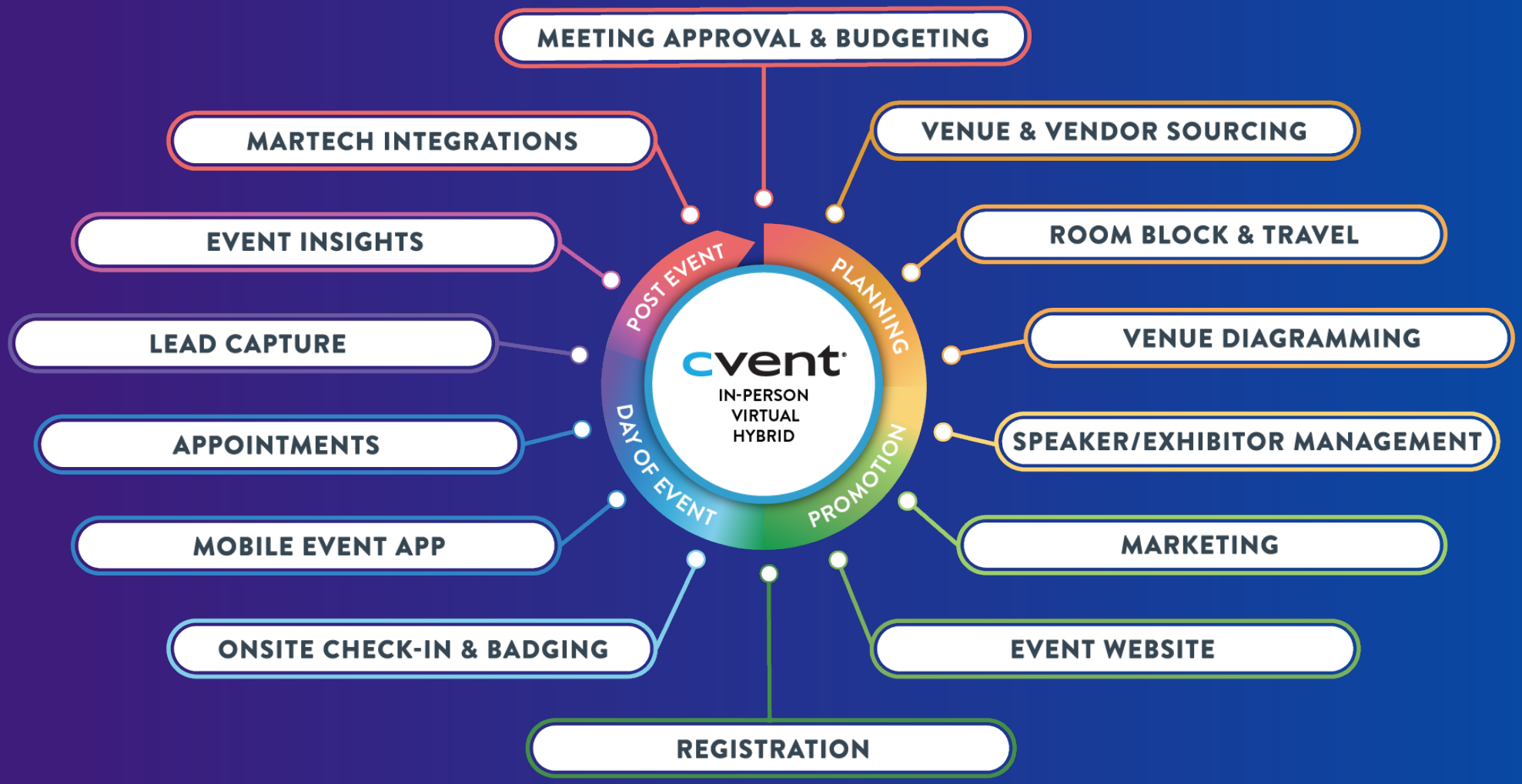
Siloed Departments

Different Technologies

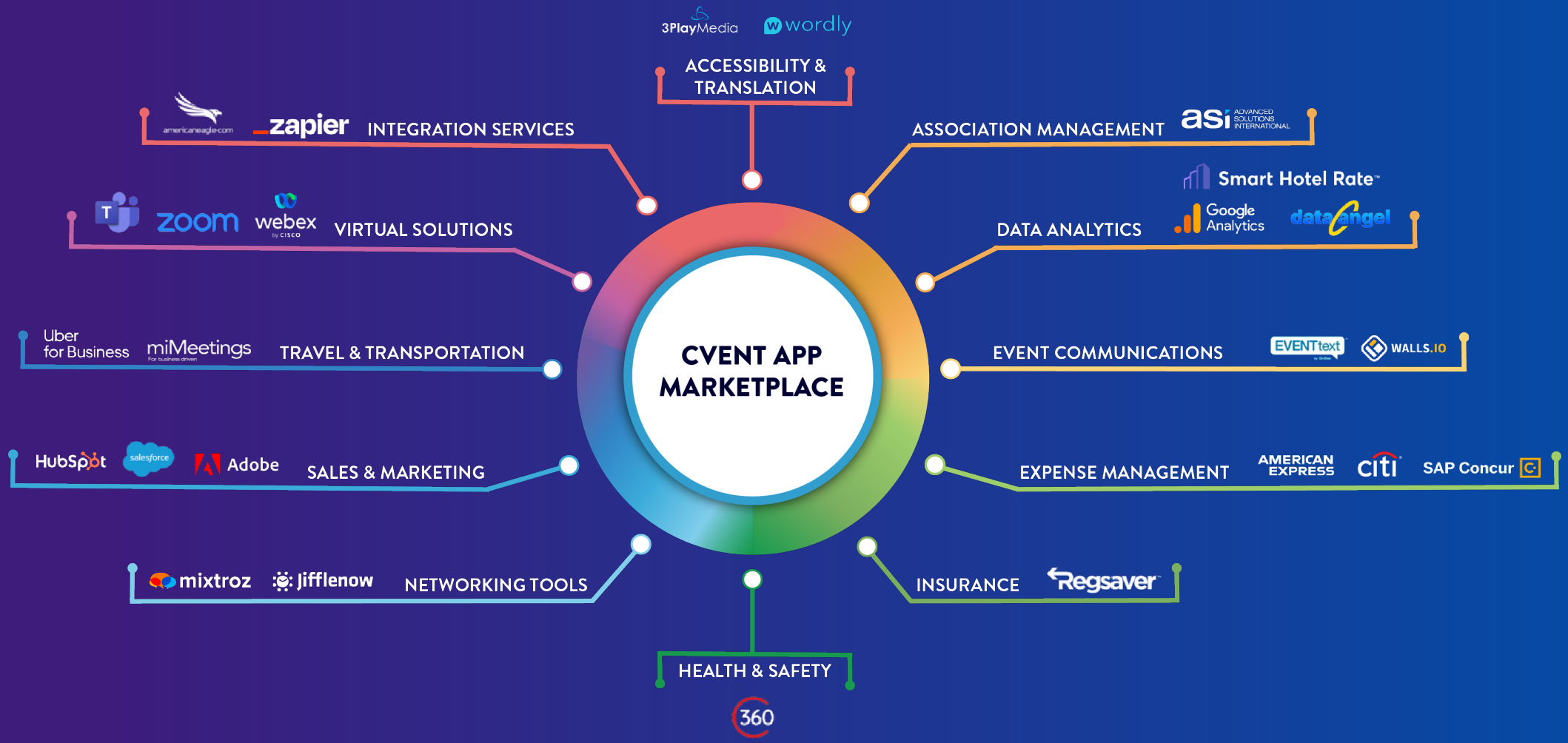
Varying Processes



Manage Costs Across Any Event and Every Event



Activate Event Data Across Business Systems



Live reports on the metrics stakeholders care about

Quickly share insights with sales and marketing

Integrate Cvent with your key business systems

Leading You to Event Success

FOR YOUR TEAMS

Efficiently Execute Any and Every Event

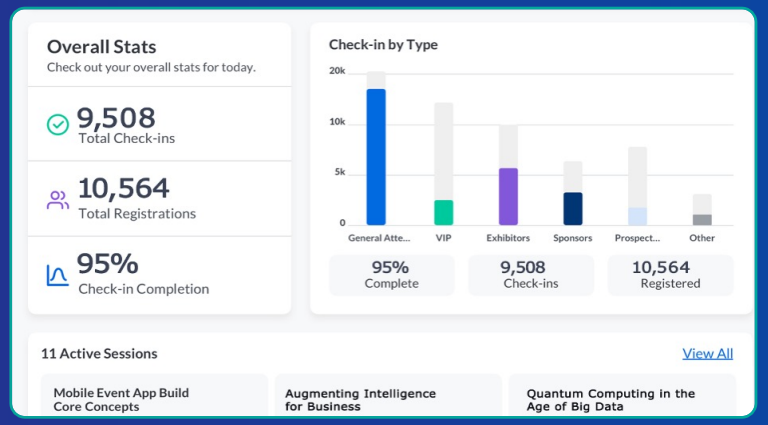
Simplify management of your event lifecycle

Create engaging, personalized experiences

Handle any event format

Get visibility into all your events

FOR YOUR BUSINESS



Reach Your Business and Revenue Goals

Have a single source of truth for all your data

Understand attendees' engagement and interests

Increase event revenue

Accurately measure event ROI and success

Open Discussion:

How have you used Cvent or one of our many integrations to get more aligned with other departments?

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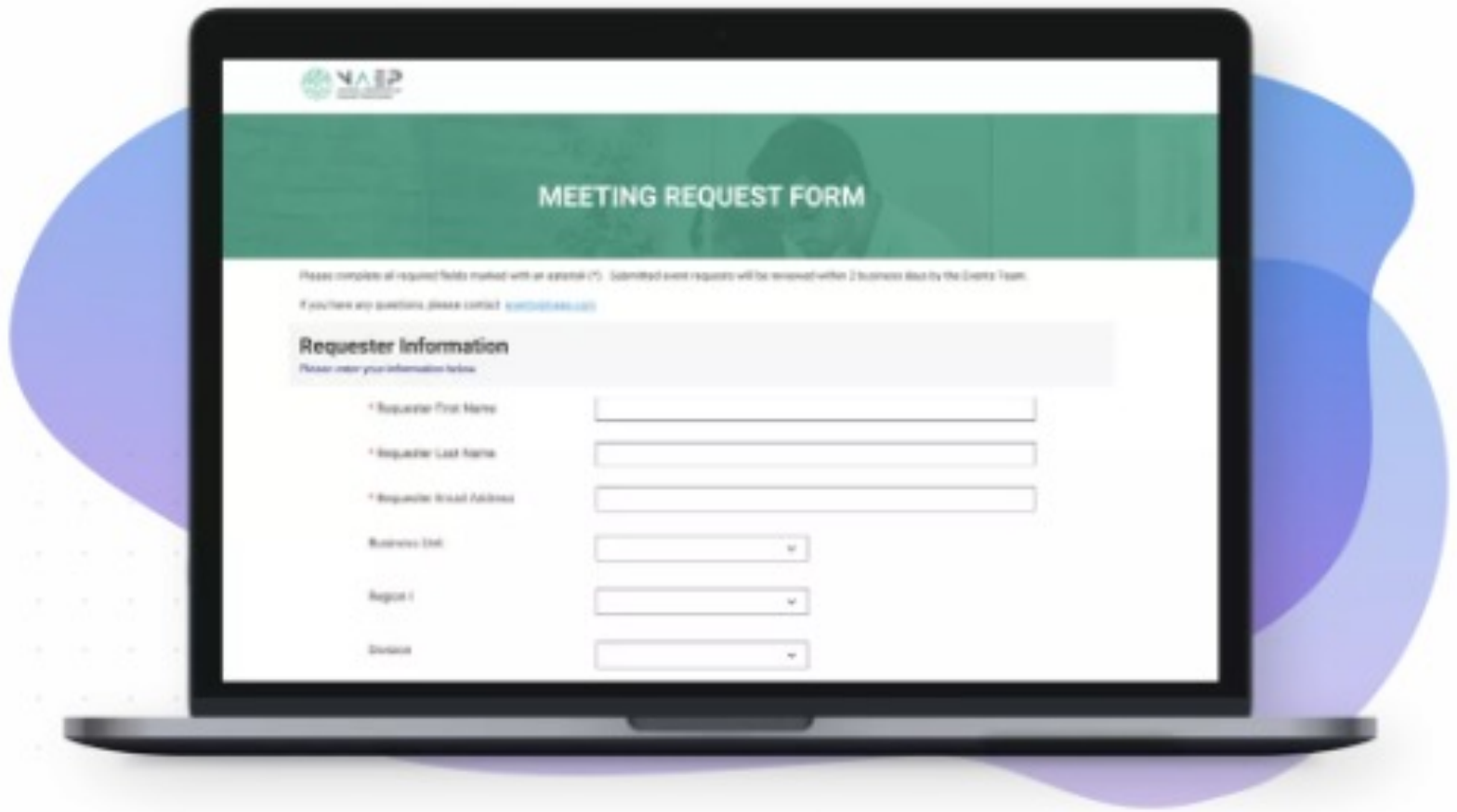
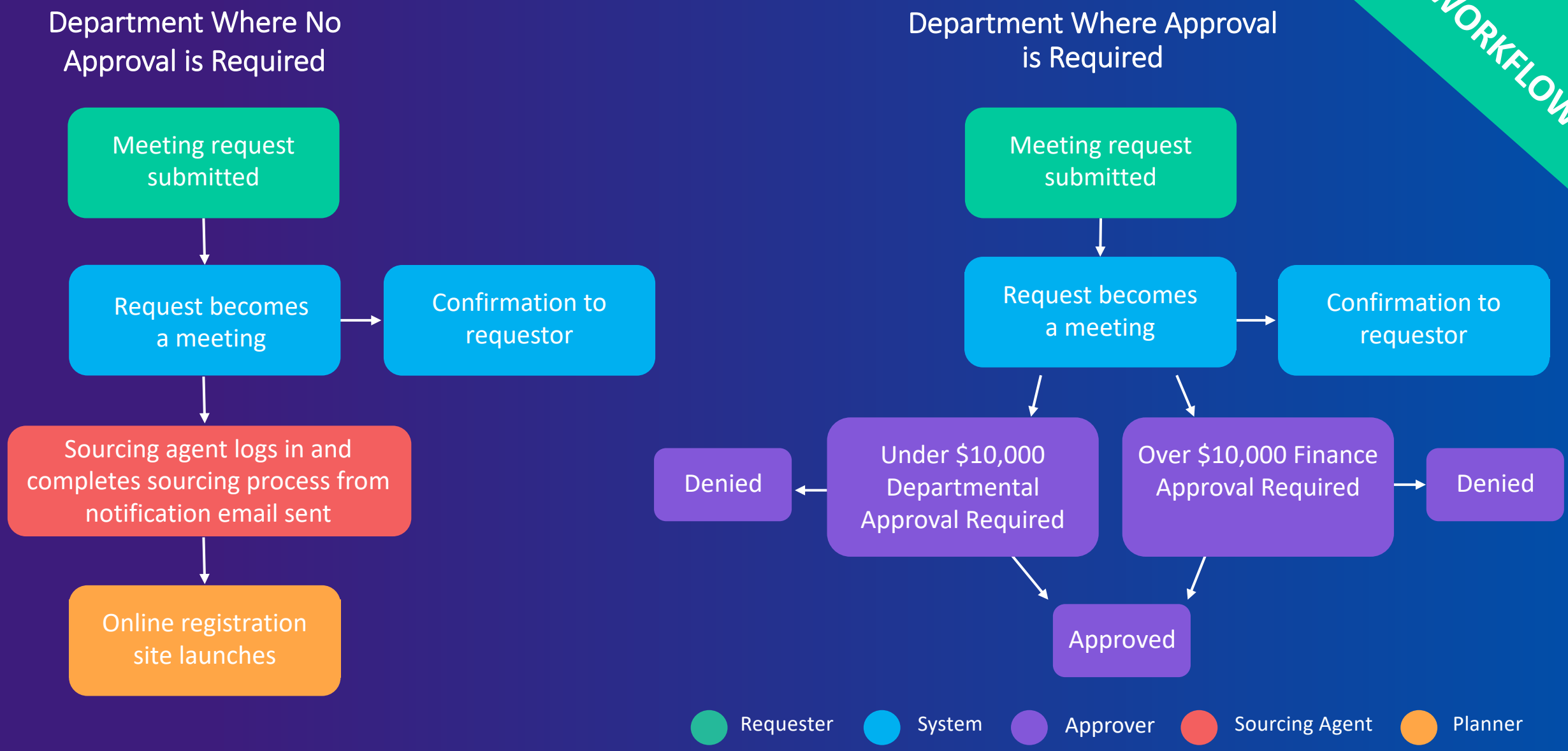
Make Money

Tip #1: Get visibility across your events



Workflow and Process Management Example

EXAMPLE WORKFLOW



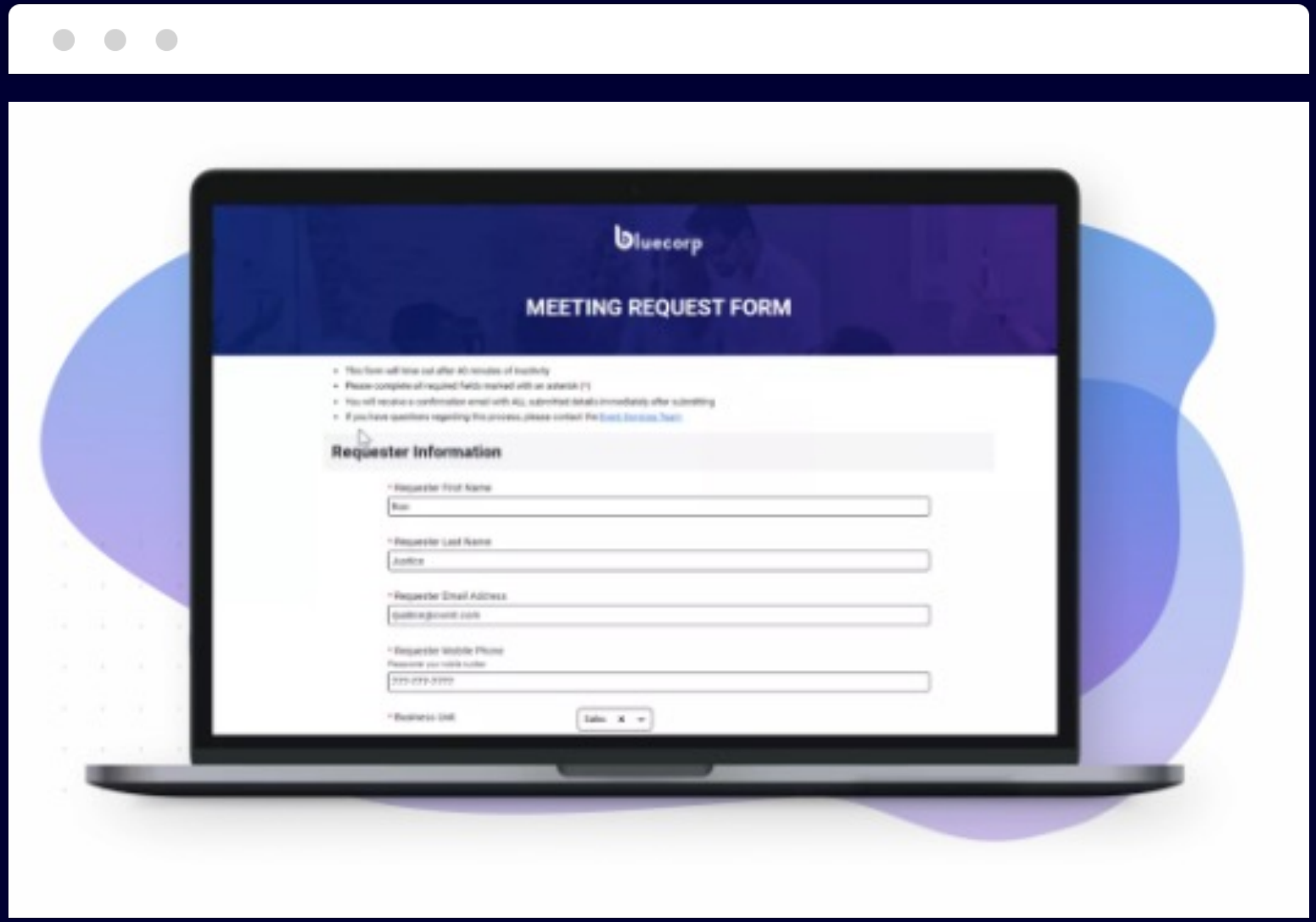
Meeting Request Forms

Customizable online questionnaires that allows you to collect necessary event information

Allows you to track all data in one place

Planners can approve or deny requests

Create an event directly from the meeting request form!



Meeting Request Forms

Event Logistics

Does this event require sleeping rooms?

Does this event require meeting space?

Does this event require ground transportation?

* Do you require an event registration website?

Miscellaneous Information

Please attach any documents relevant to the event such as agenda, attendee list, c

Document Attachments

Upload File

Event Logistics

* Do you require sleeping rooms?

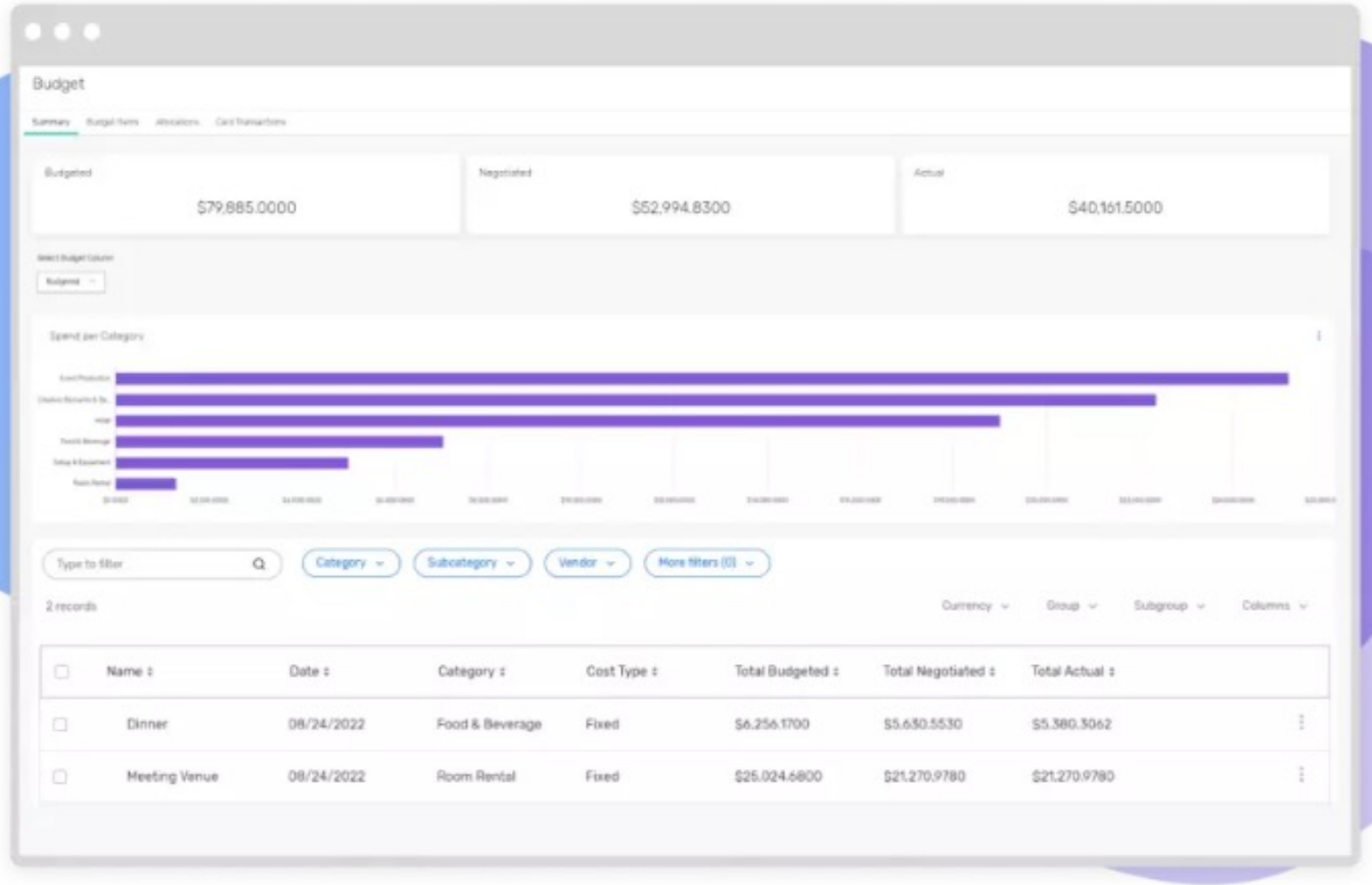
- (•) Yes
- ( ) No

Sleeping Room Requirements

Add all event dates

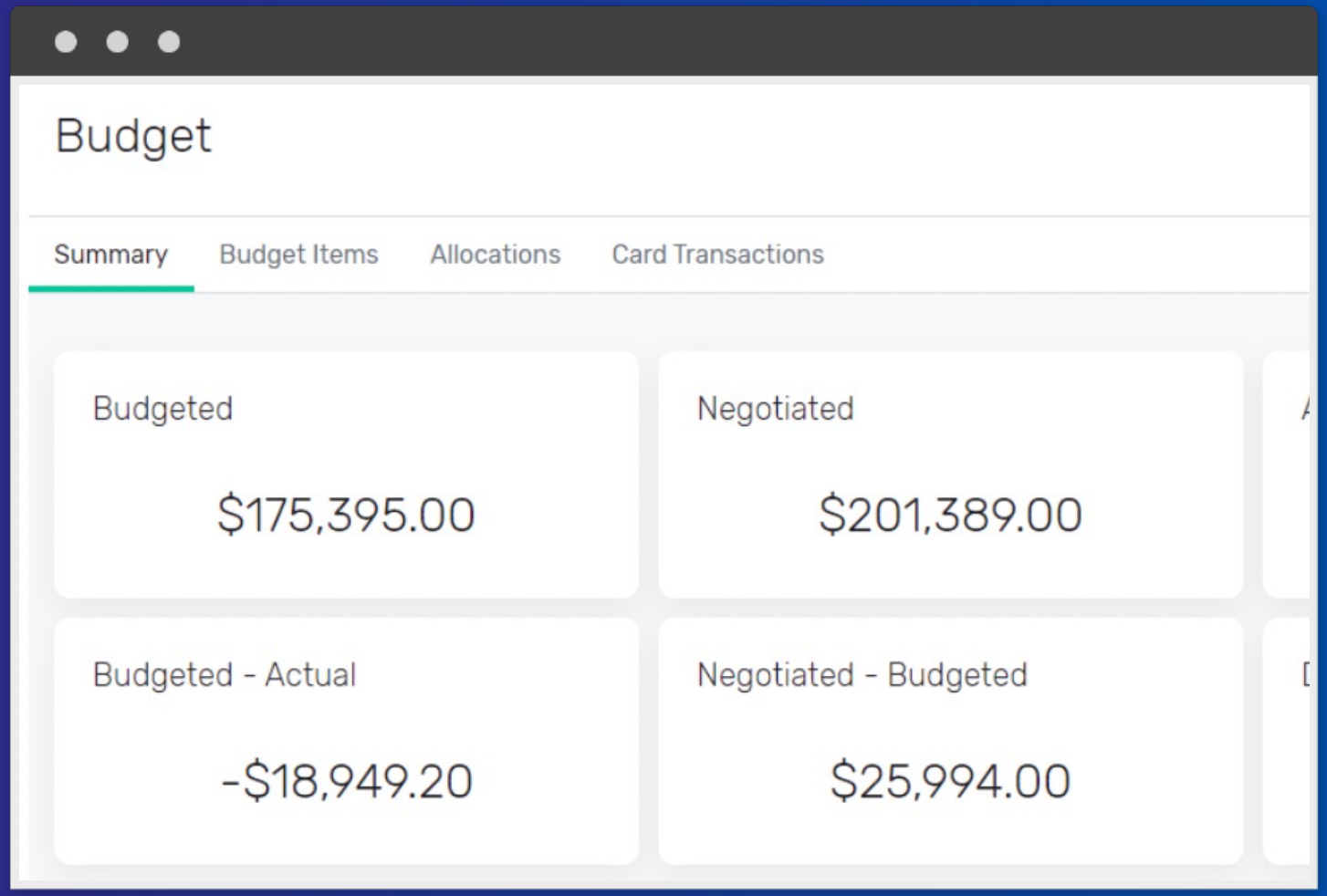
Date	Any (Run of House)	Single (1 Bed)	Double (2 Beds)	Suite
+ Add Day Before				
11/16/2022				
11/17/2022				
+ Add Day After				

Tip #2: Track your meetings and events budget

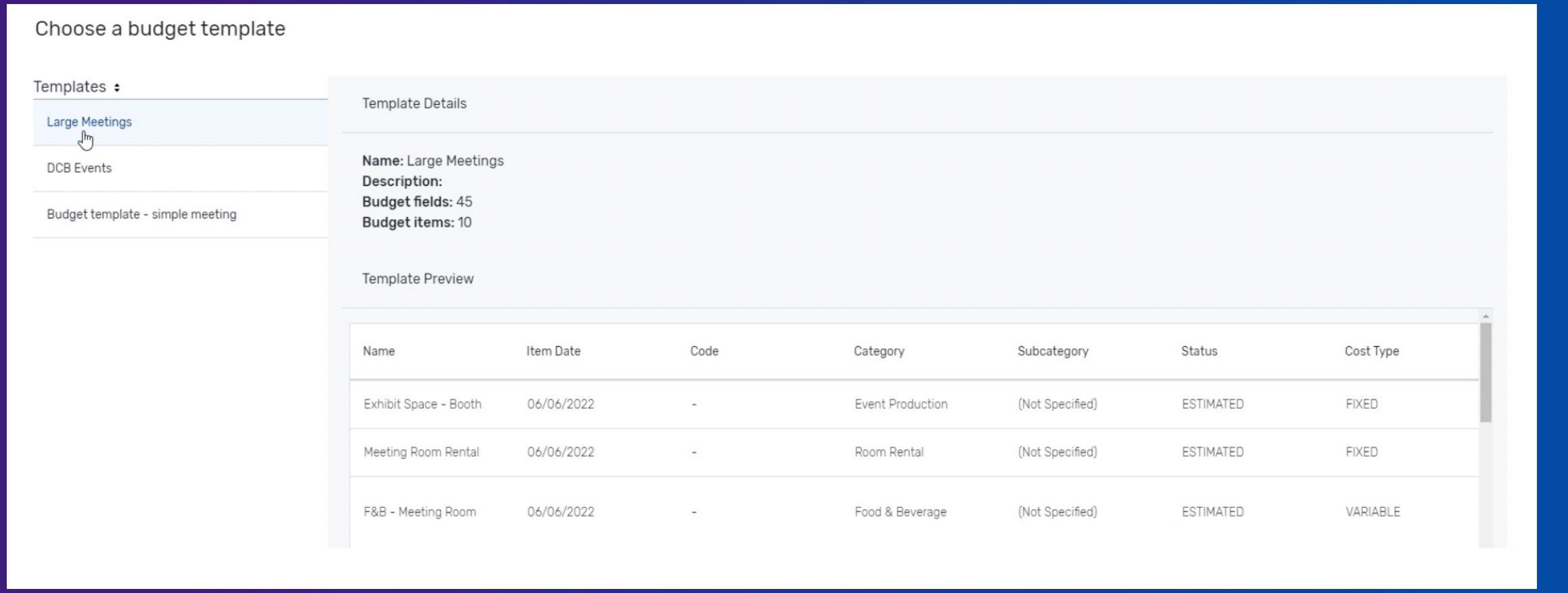


Budget Management

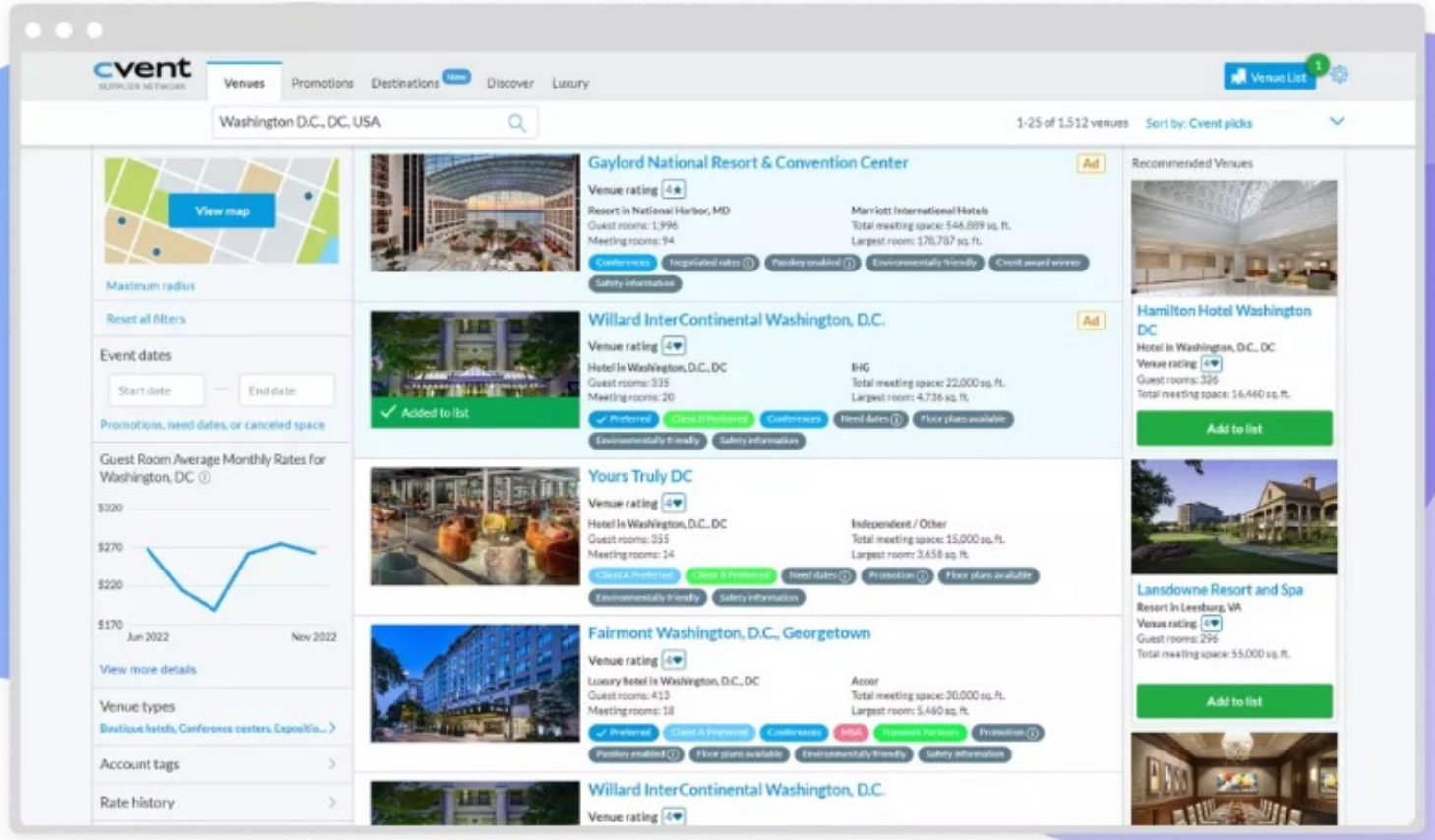
- Track Event Related Expenses
- Organize spending and track allocations
- Configure a template to utilize across multiple events
- Reporting & Cost Savings Formulas



Budget Management

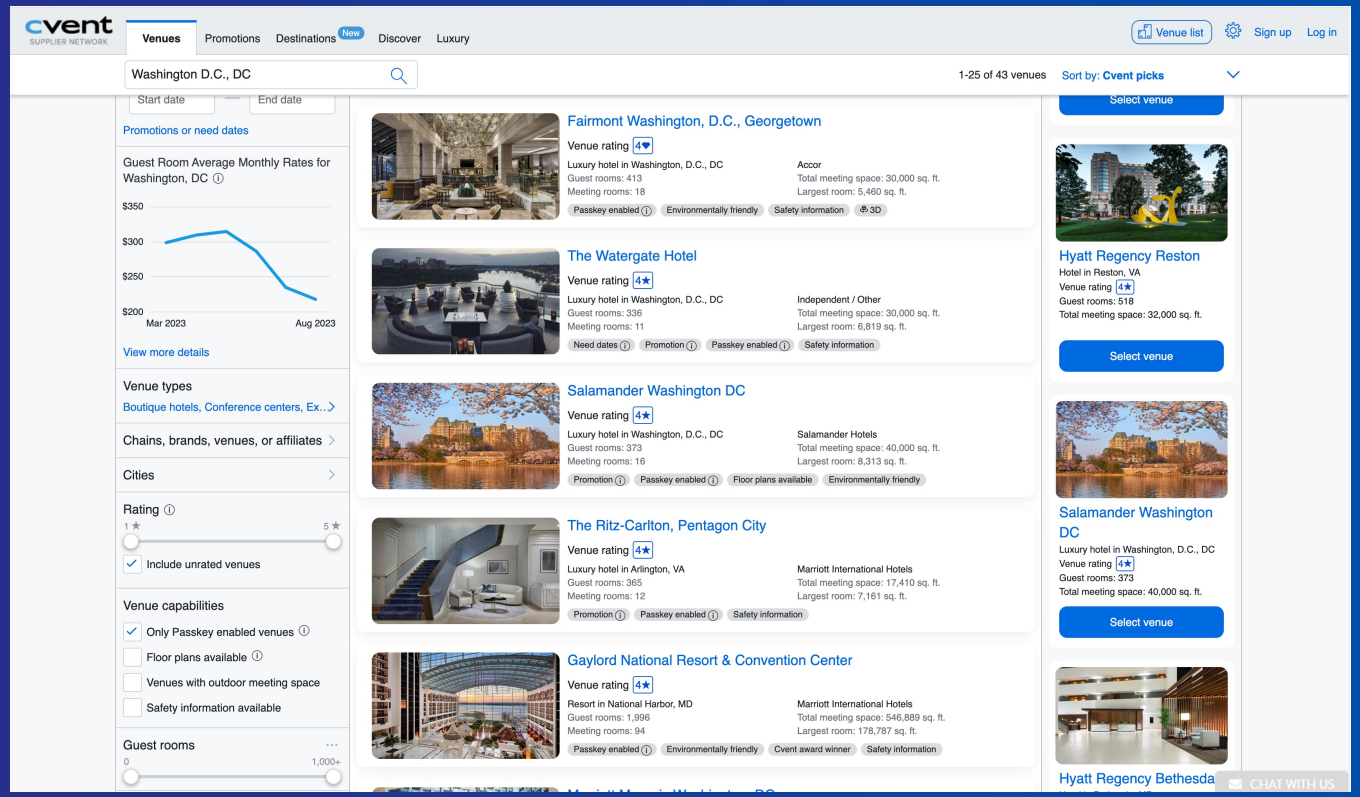


Tip #3: Use Venue Sourcing Technology



Simple, Easy To Use Venue Sourcing Technology

1. Information guide: get the latest updates from hotels
2. Quickly find venues that meet event requirements
3. Ensure cancelled space credits are visible to use before they expire
4. Send RFP to multiple venues at once
5. Include local Convention & Visitors Bureau and NSOs on RFPs for assistance
6. Open up event to RFP showcase so venues can find you & give competitive rates
7. Compare bids side-by-side to better negotiate
8. Track savings, overall spend and have complete visibility into event program



Compare Bids Side-by-side

Availability

Feedback

McKinney Training

Event Dates: Aug 27, 2028 to Aug 30, 2028

Pages

Summary

Note: Responses in red are different than what you requested in your RFP.
*Alternate dates and rates
**Venue suggested dates

Venue Name	Venue City	Venue MMA	Proposal Status	Venue Photo	Venue Address	Venue G
TEST-TEST CVB	South Pole	South Pole	Receipt Confirmed		123 Main Street South Pole 123456 Antarctica	150000
TEST-Cvent Certification Downtown Hotel	South Pole	South Pole	Declined		558 Tuckers Drive South Pole Antarctica	500
Cvent Sky High Hotel	Igloo City	South Pole	Turned Down		1234 Rachee Drive Igloo City ANT 890 Antarctica	1450
					varca south goa	

Edit Page Details

Selections will apply to this page only.

Show responses in the following statuses only

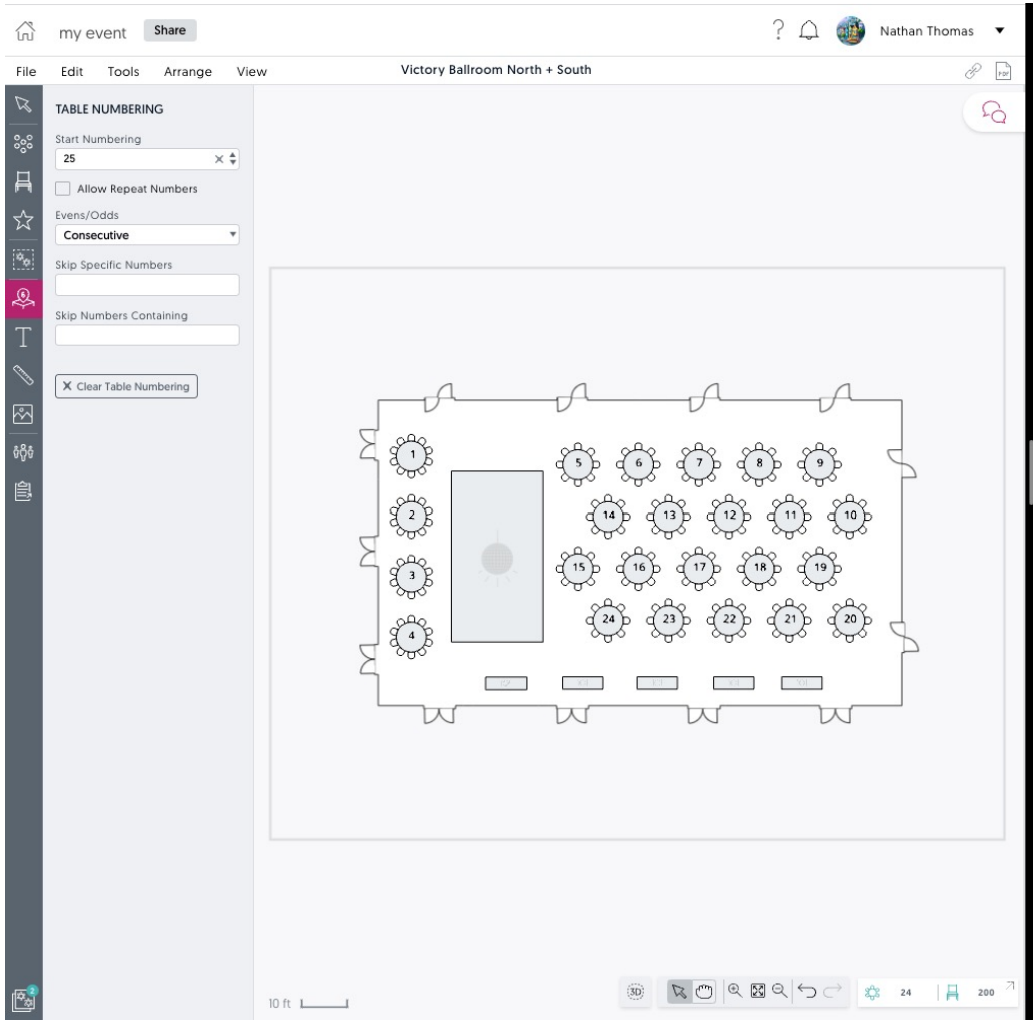
- [x] Submitted proposal
- [x] Receipt confirmed
- [x] Turned down
- [x] Canceled
- [x] Withdrawn
- [ ] No response

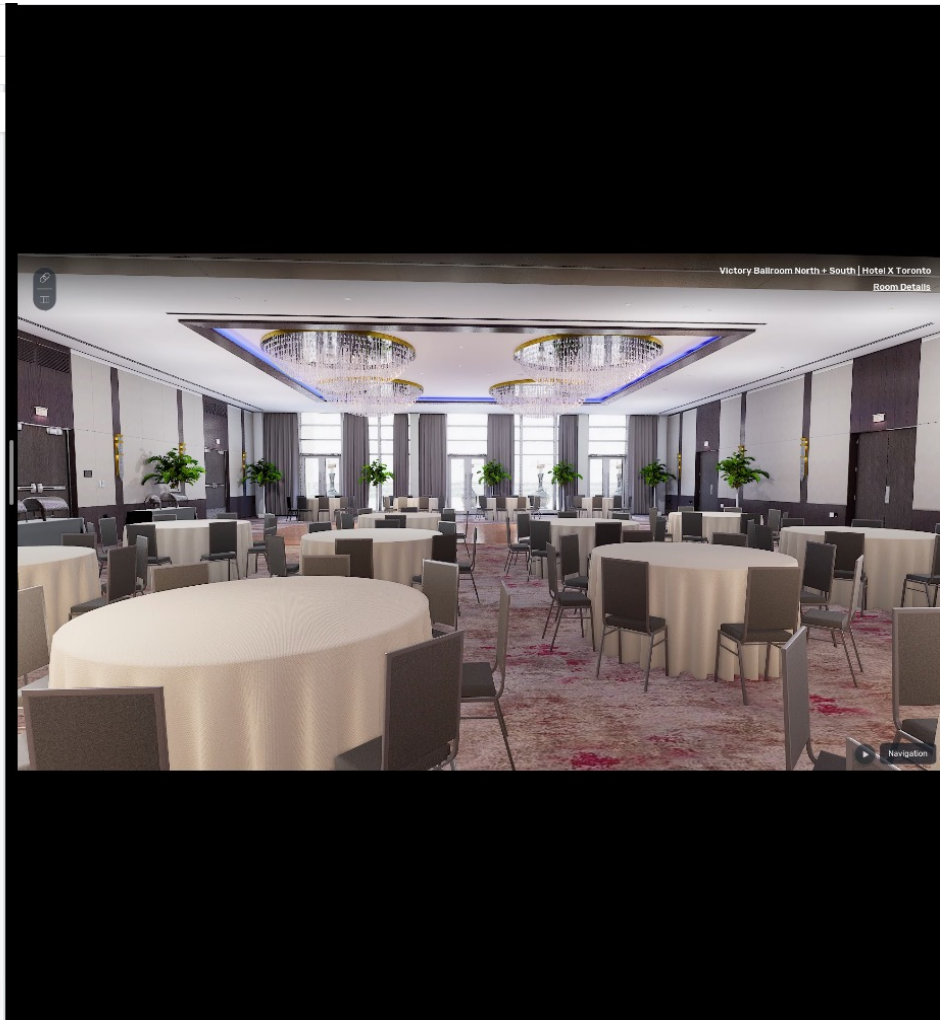
(3) dates selected

Report Fields

- [x] Venue Information (24)
- [ ] Venue Amenities (56)
- [ ] Promotion Information (3)
- [ ] Key Contact Information (9)
- [x] General Information (15)
- [ ] Guest Room Information (1)
- [x] Meeting Package Information (4)
- [x] Internet, Guest Rooms, and AV Estimated Cost Information (7)
- [x] Food and Beverage Estimated Cost Information (24)

Tip #4: Use 3D Event Design Tools



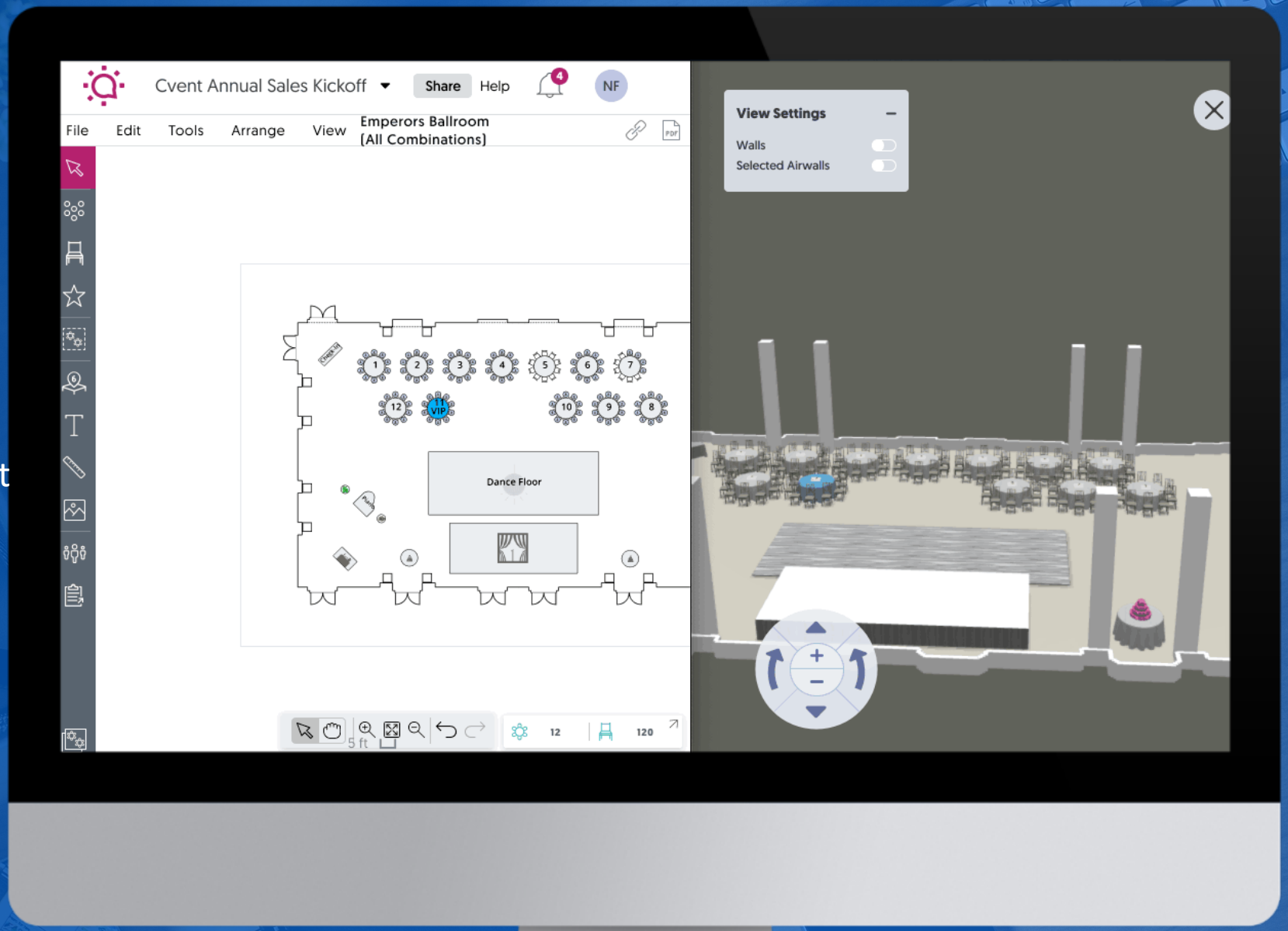


Cvent Event Diagramming

Design your space to meet your event goals

Use registration data to automate seating and catering

Collaborate with internal and external stakeholders in one place



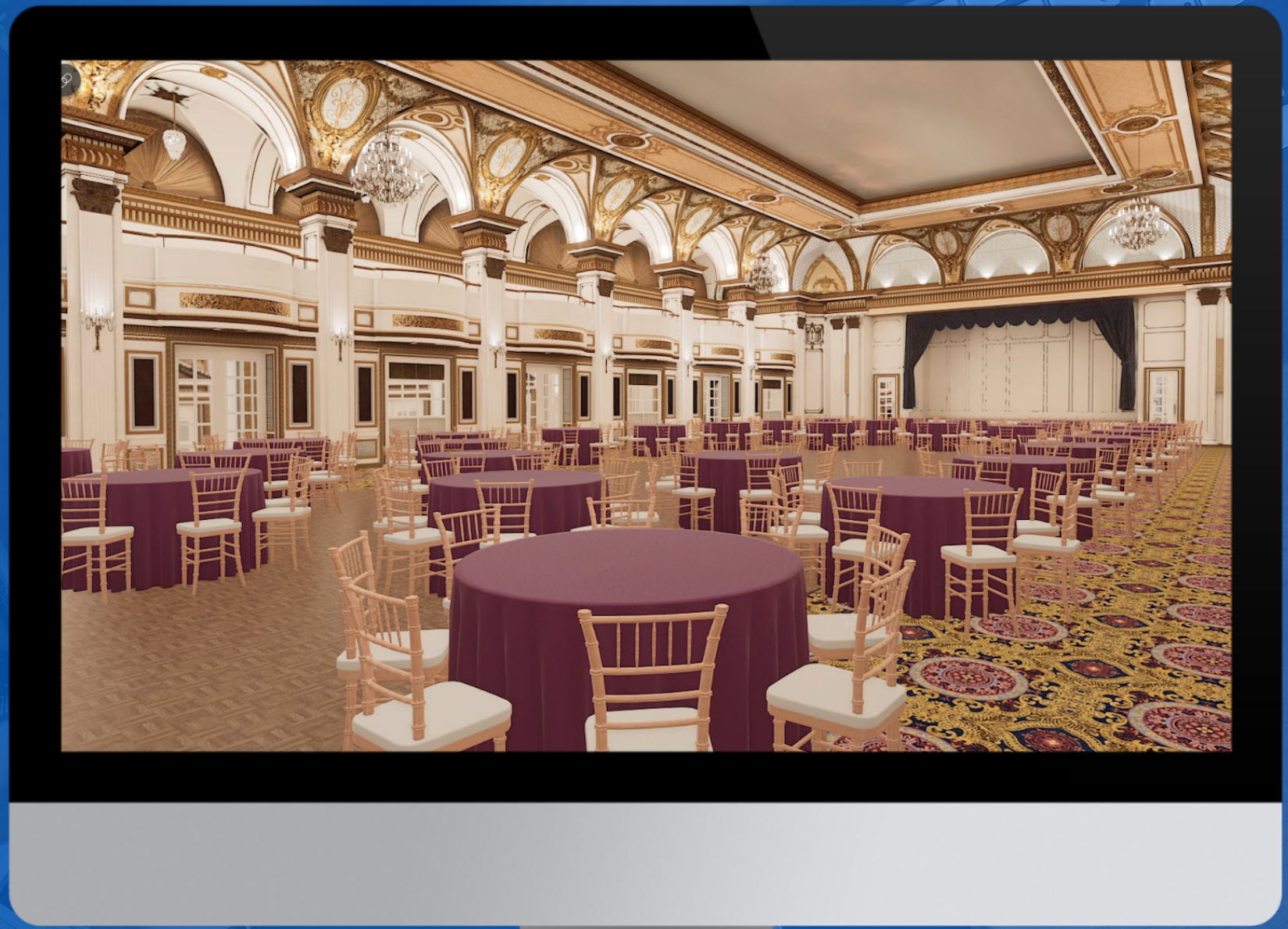
3D View of Your Event Space

Better sell your event vision internally

Visualize your space before your onsite

Make critical changes based on the 3D view

Cut the need for in-person site visits

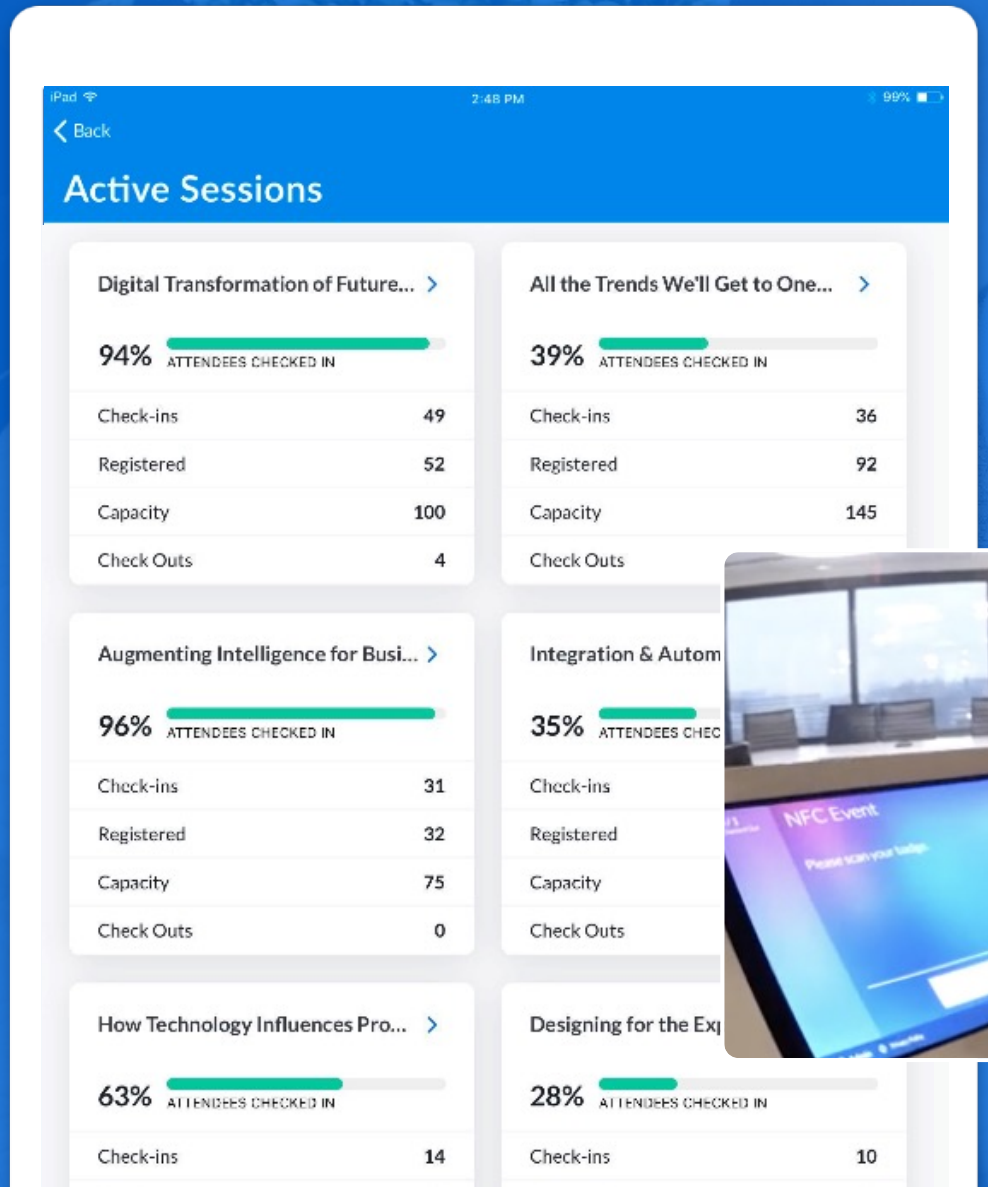


Tip #5: Reduce resource costs with OnArrival

OnArrival

	Basic	Premium	360
Check In	✓	✓	✓
Registration	✓	✓	✓
Payments	✓	✓	✓
Check out	✗	✓	✓
Badge Printing	✗	✓	✓
Kiosk Mode	✗	✓	✓
Signature Collection	✗	✓	✓
Session Tracking	✗	✓	✓
Project Manager	✗	✗	✓
Onsite Support	✗	✗	✓

Session Attendance Tracking



Manage Session Capacity

Set and publish session capacities to avoid overcrowding

Contactless session scanning or self-check-in provide accurate attendee counts

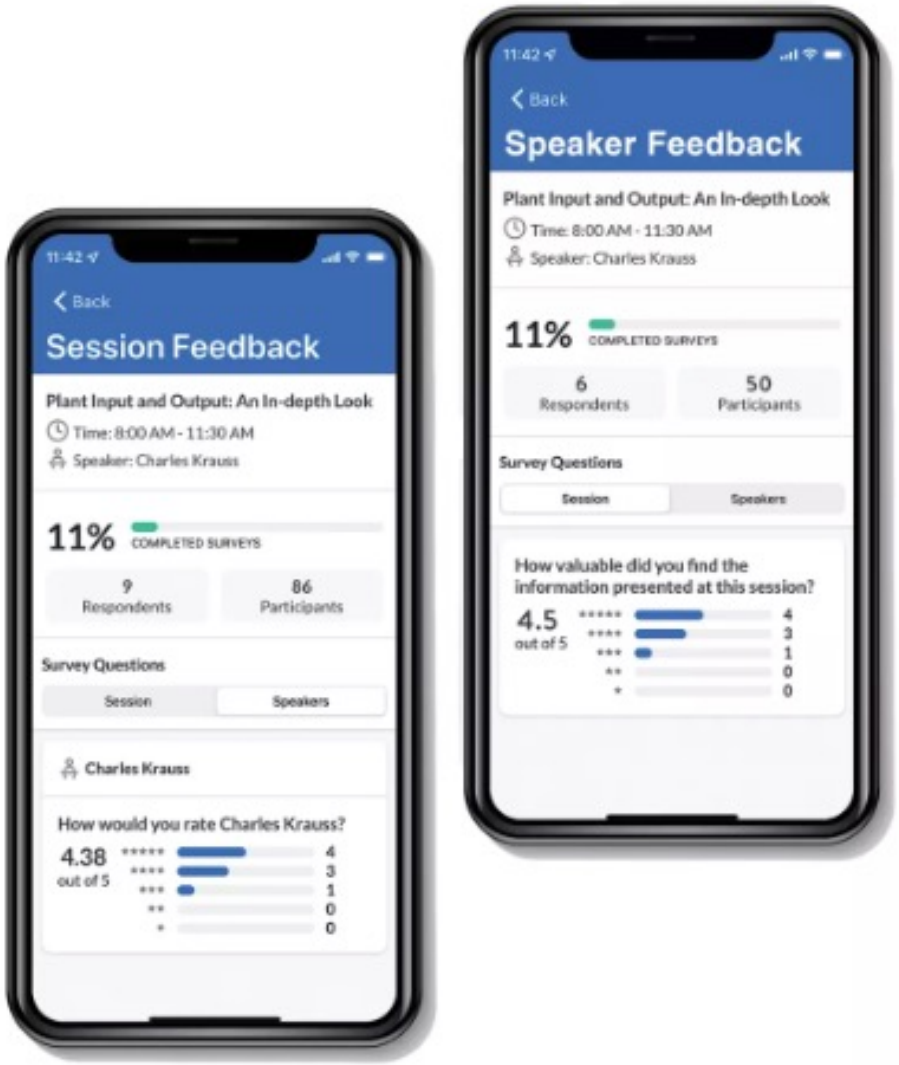
Advanced Printing

ON-DEMAND
COLOR PAPER

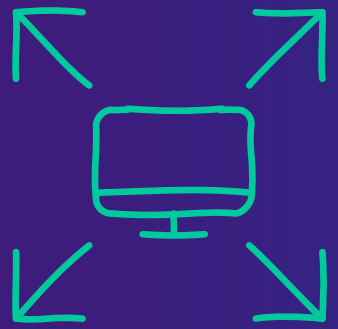
ID CARD

LARGE FORMAT PVC

Tip #6: Automate surveys to save time and optimize



Surveys



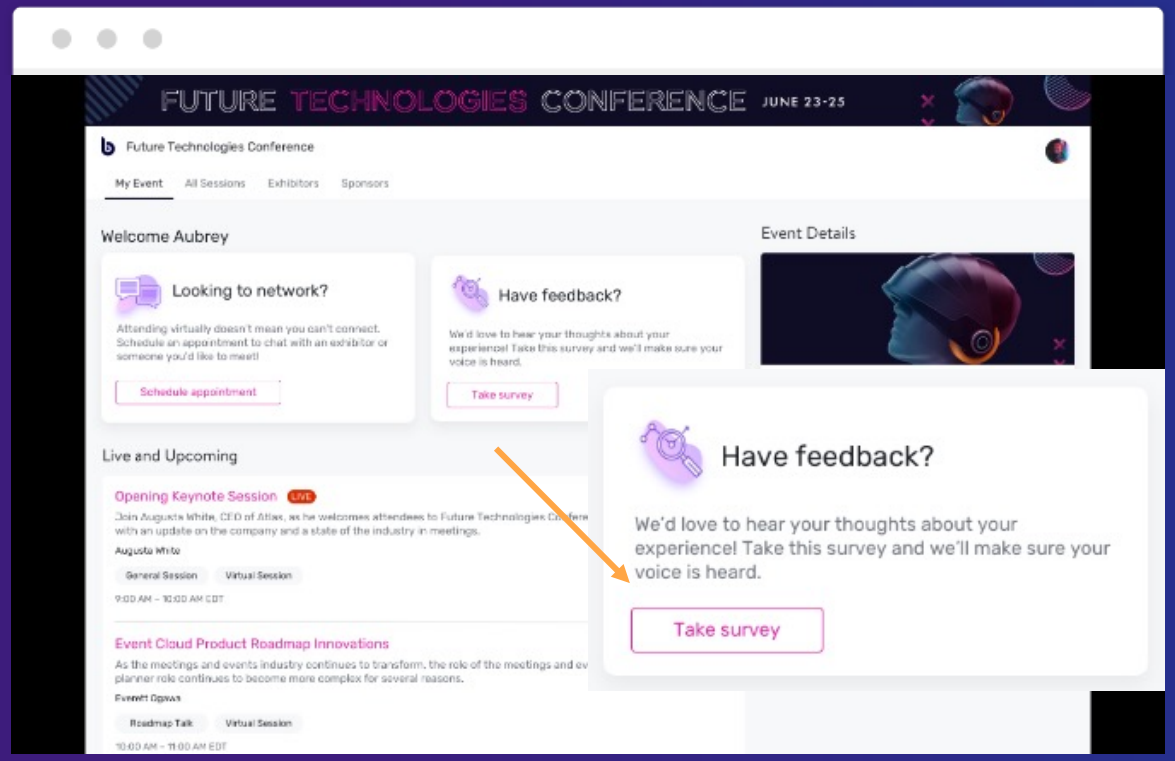
Collect feedback as an extension of your event experience

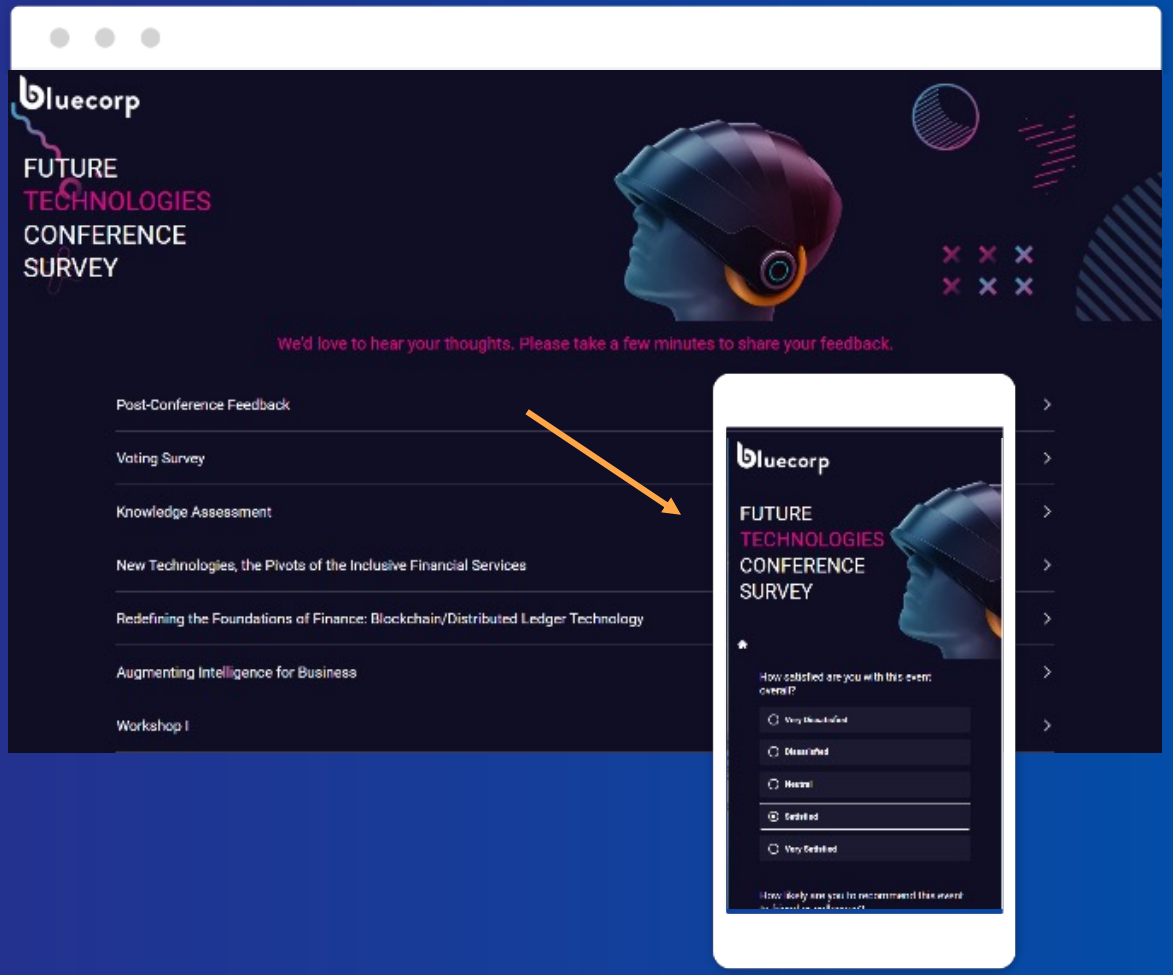
Premium solution that scales with advanced or adhoc survey needs

Include event details with survey reports for more complete analysis

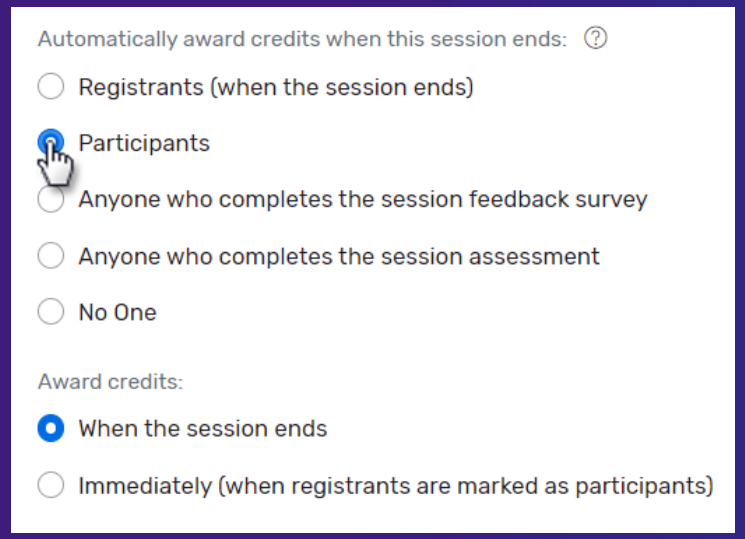
Surveys

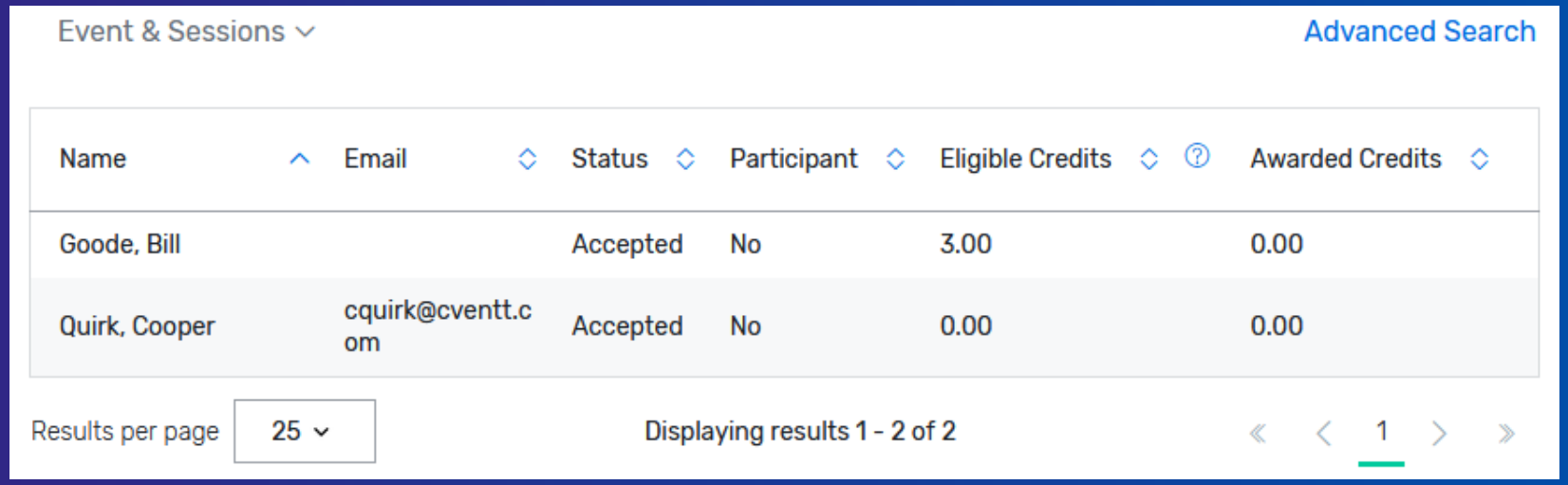
Collect meaningful and timely feedback through personalized surveys





Using Credits





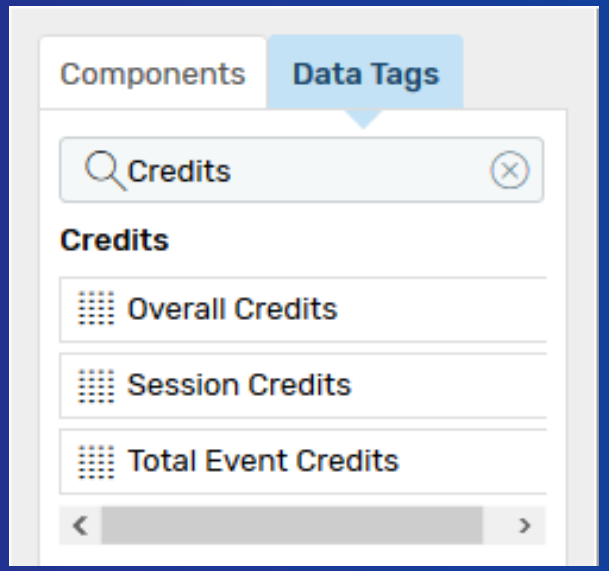
Build, Award, and Track

Scale/Automate Credit Program

Create multiple credit types

Choose which content gets credit

Award credits based on surveys



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2023 Event Trends

Race for Space

Searching for quality venues will be more complicated due to:

- Venue supply and demand imbalance
- Ongoing staffing challenges and high costs

More Connected Event Programs

Purposeful placement of in-person, virtual, hybrid, and webinar formats to continually engage audiences

In-Person Events Embrace Digital Elements

Digital experiences extend engagement beyond traditional event start and end dates

2023 Event Trends

Intense Focus on Cost Savings and Efficiencies

As a result of tighter budgets and rising event costs

More Strategic Use of Event Data

The need to demonstrate the value and impact of events to the wider organization and get measurable insights

Internal Events Step Into the Spotlight

Connecting, training, and motivating distributed employees becomes mission critical to build and maintain company culture

2023 Event Trends

Technology Consolidation

Replace point solutions and centralize tech to deliver:

- Resource efficiencies
- Enforcement of policies/standards
- More actionable event and attendee data
- Holistic picture of suppliers for sustainability and diversity goals

Events Designed with ESG in Mind

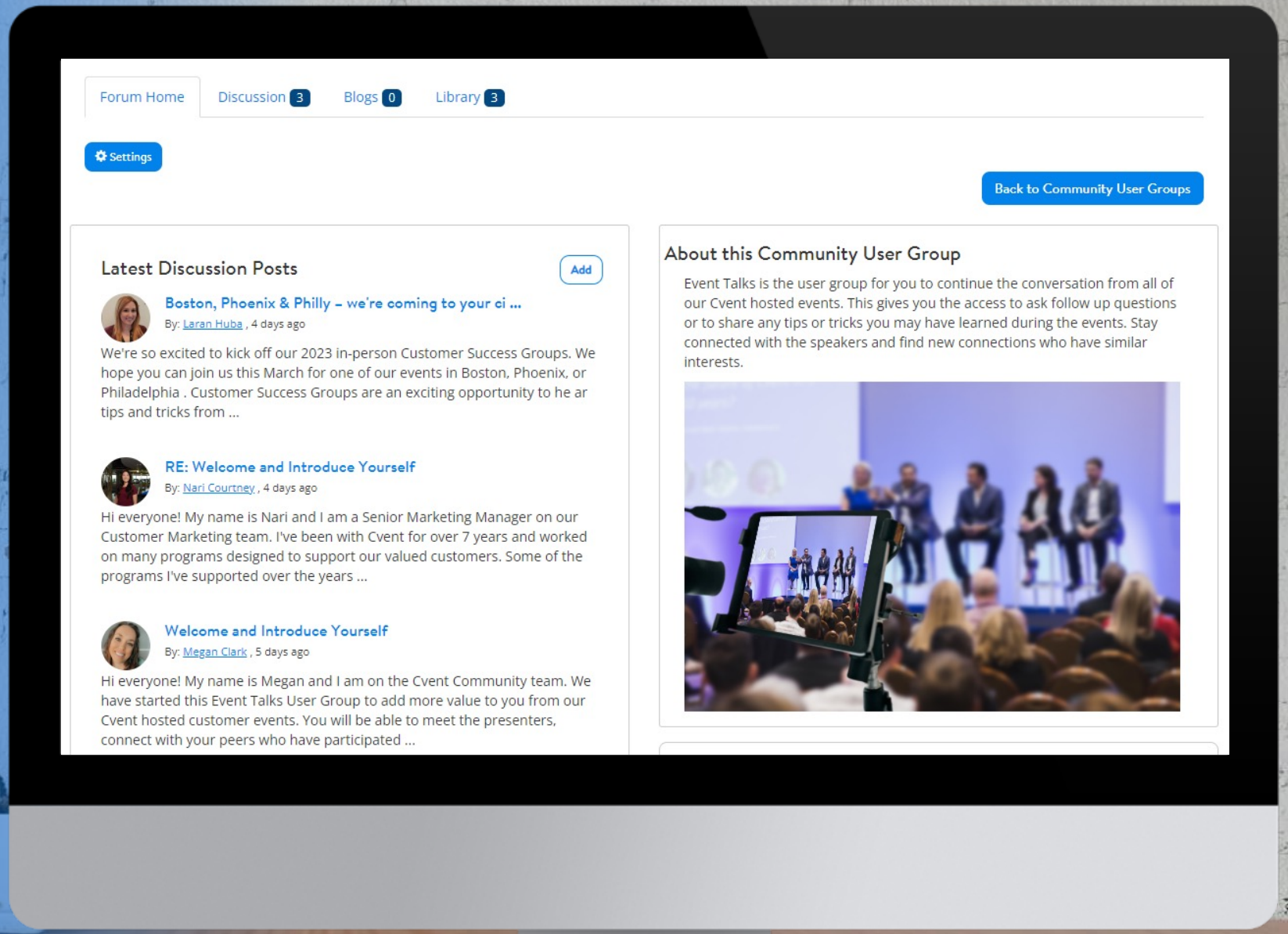
ESG (Environmental, Social, and Governance) factors increase in importance in every aspect of event design

Rebuild Partner and Supplier Relationships

Faced with staffing shortages and more complex event requirements, event organizers increasingly rely on extended teams of suppliers and partners to help deliver their events

Learn, Ask, and Succeed with Cvent Community

- Access training and support resources
- Knowledge share and learn best practices
- Continue today's conversation in our Event Talks user group



cvent | COMMUNITY

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OnArrival Demo

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02-14-2023 15:18

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Event Diagramming Tutorial

Posted By **Megan Clark**
02-14-2023 15:26

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Surveys and Credit Tracking Demo

Posted By **Megan Clark**
02-14-2023 15:23

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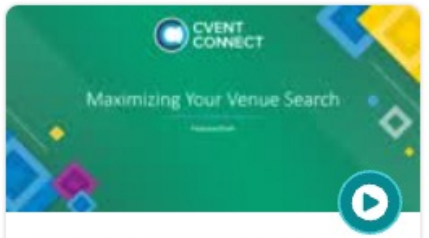

Cvent Supplier Network Venue Sourcing Tutorial

Posted By **Nari Courtney**
03-01-2023 15:08

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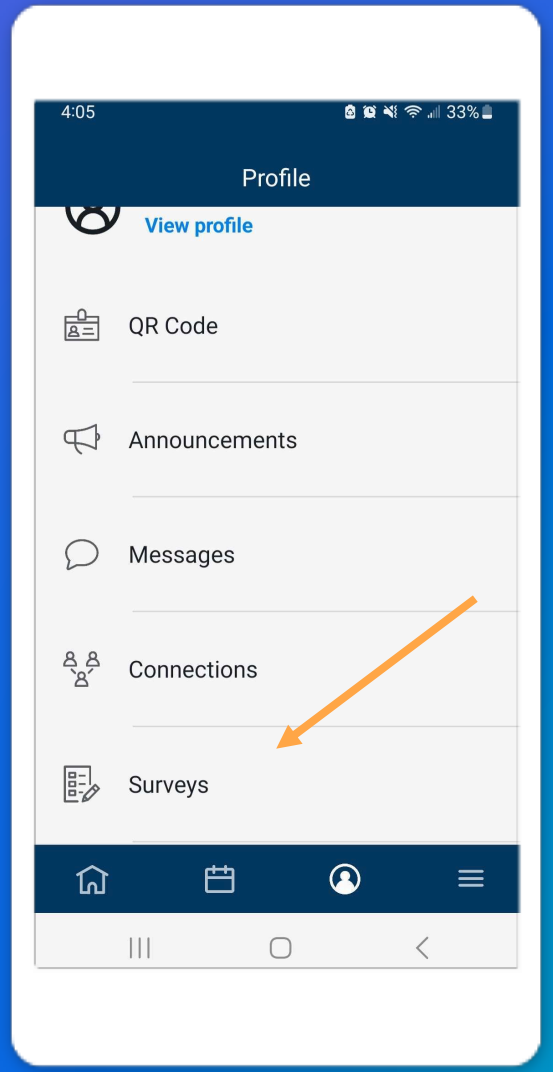
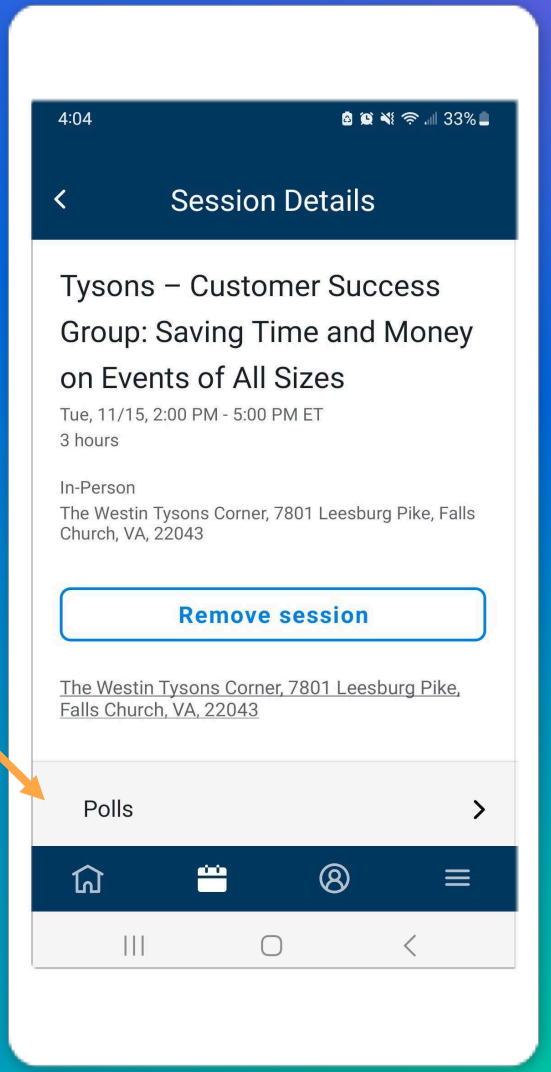
Customer feedback helps shape the content for future customer events.

Fill us in on your experience today by filling out the feedback survey and answering the poll question within your session, both located in the Attendee Hub Mobile App.





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Q&A