



# 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.

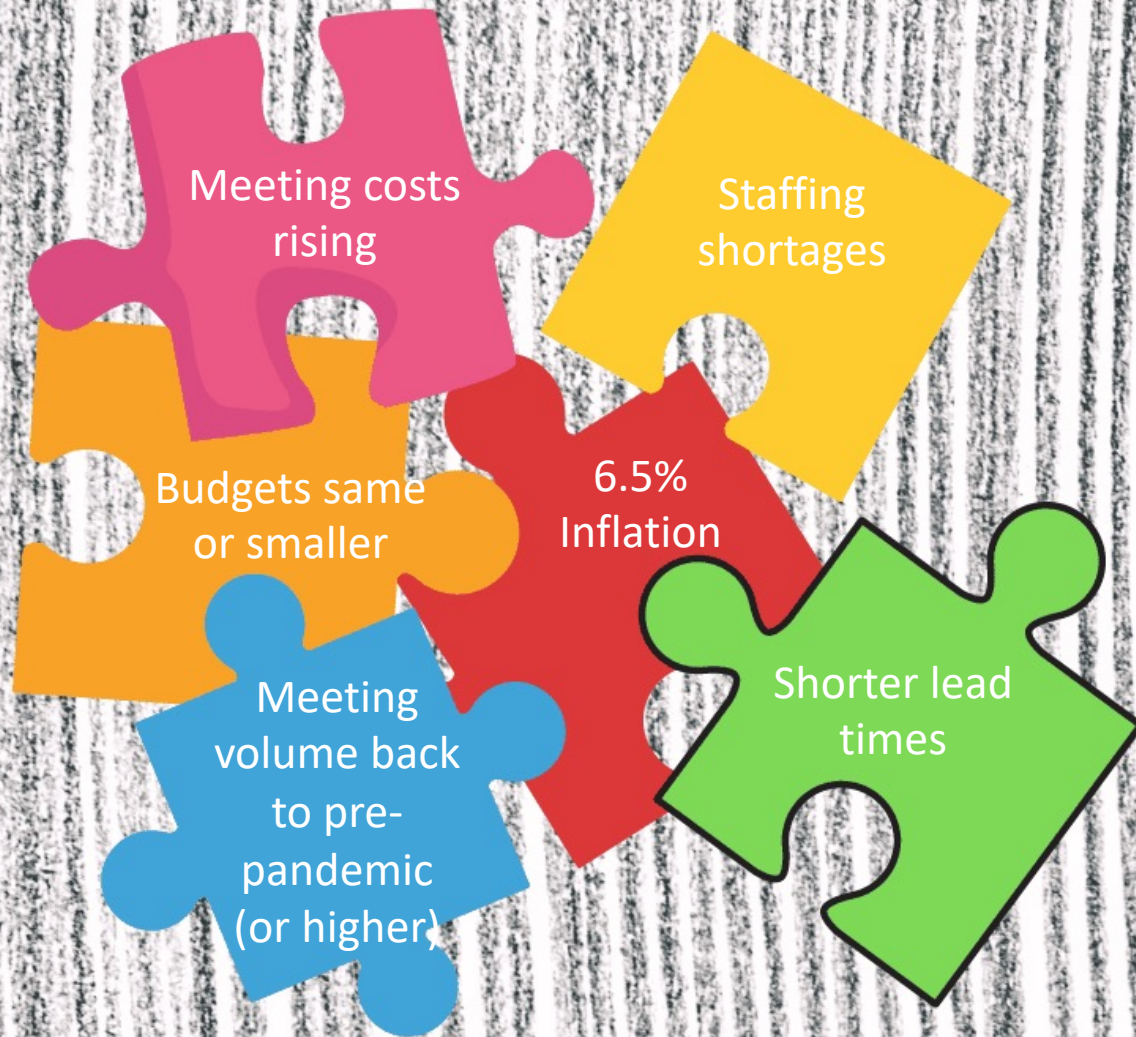
44%

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

Source: "100 Event Statistics (2022 Edition)"



# The pieces don't fit together



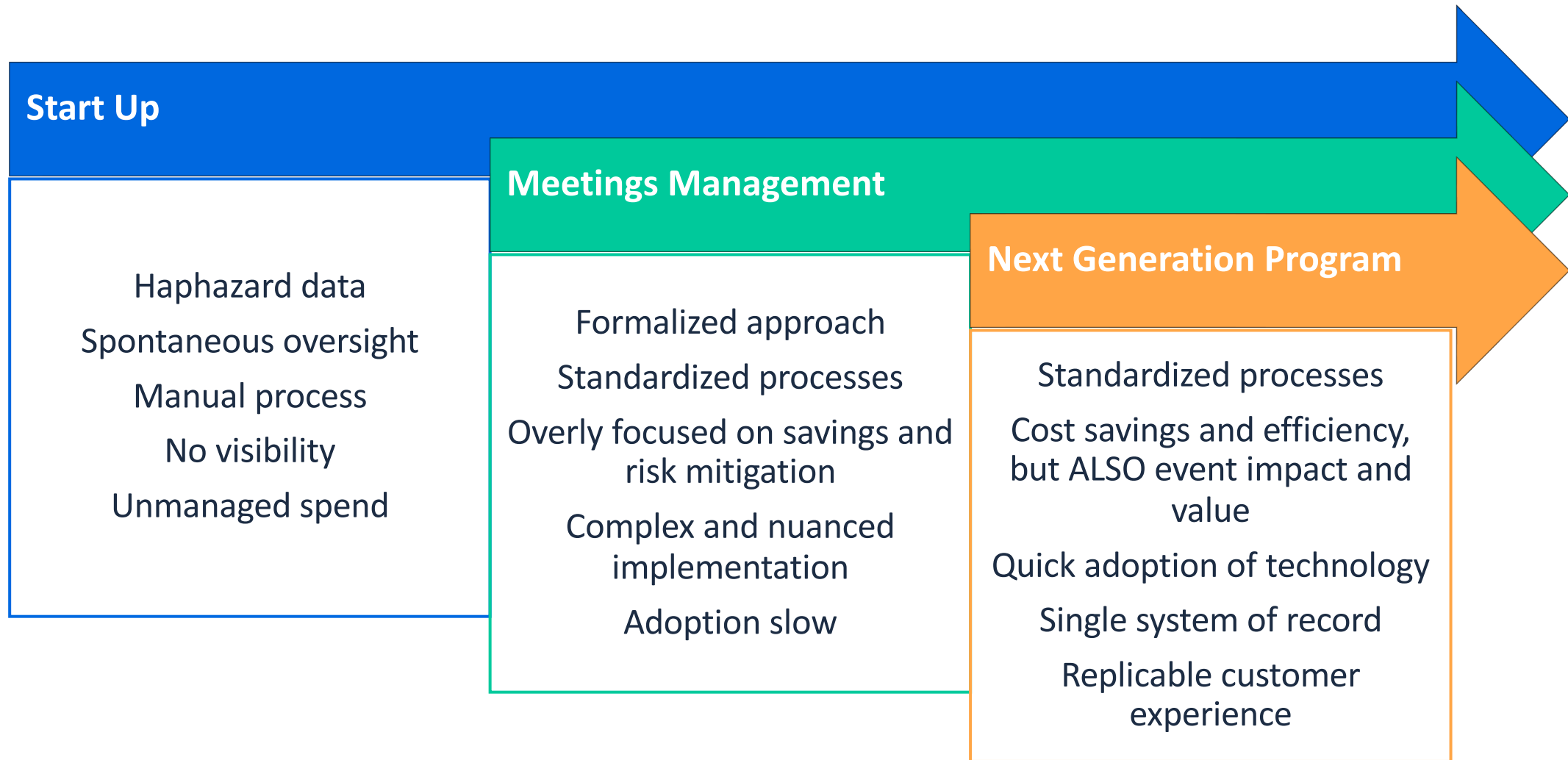
Re-evaluate what  
you're doing and  
how you're doing it

Prove **Your** Value to the  
Business

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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



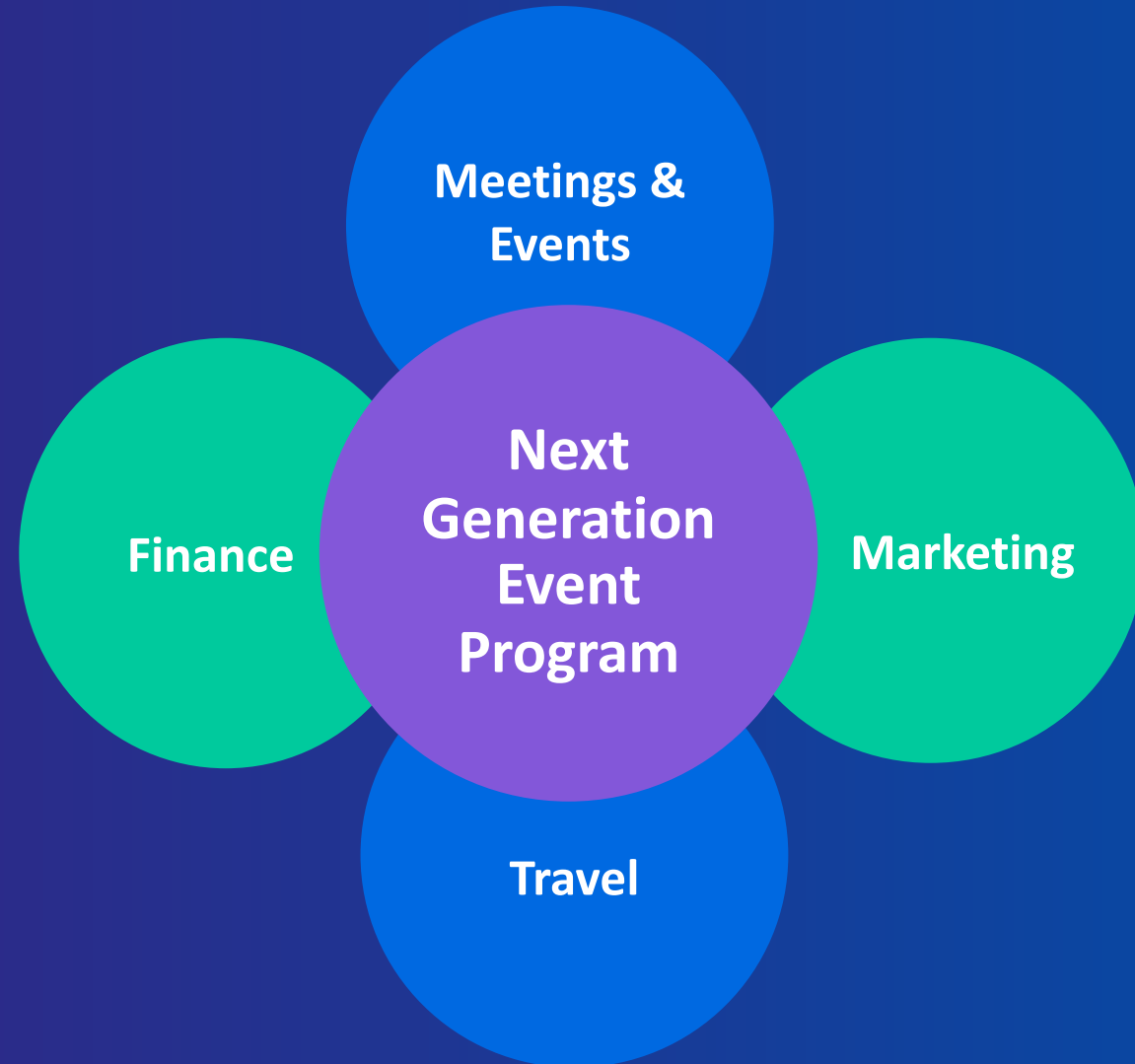
Make Money

# The Convergence of Teams

**Siloed Departments**

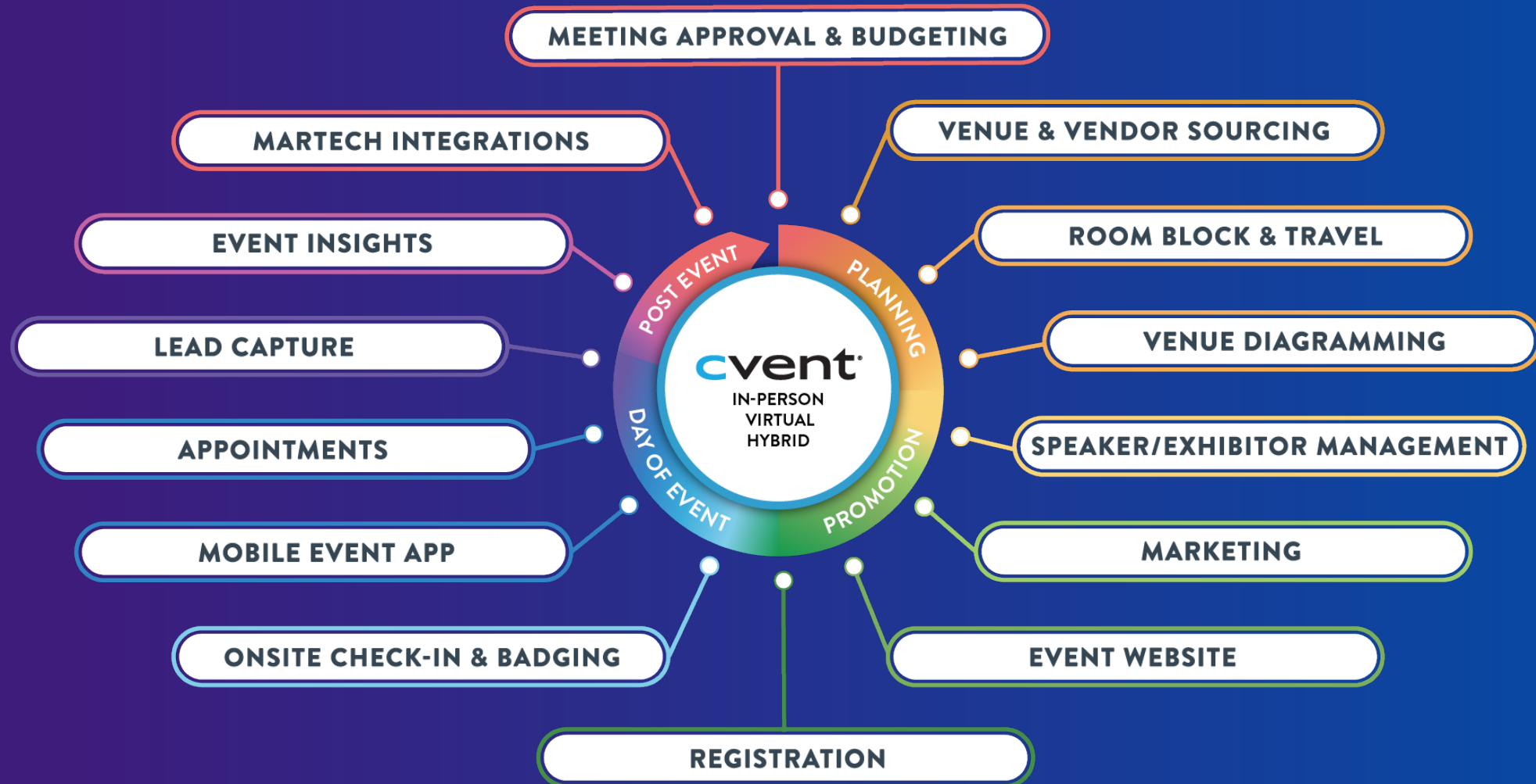
**Different Technologies**

**Varying Processes**

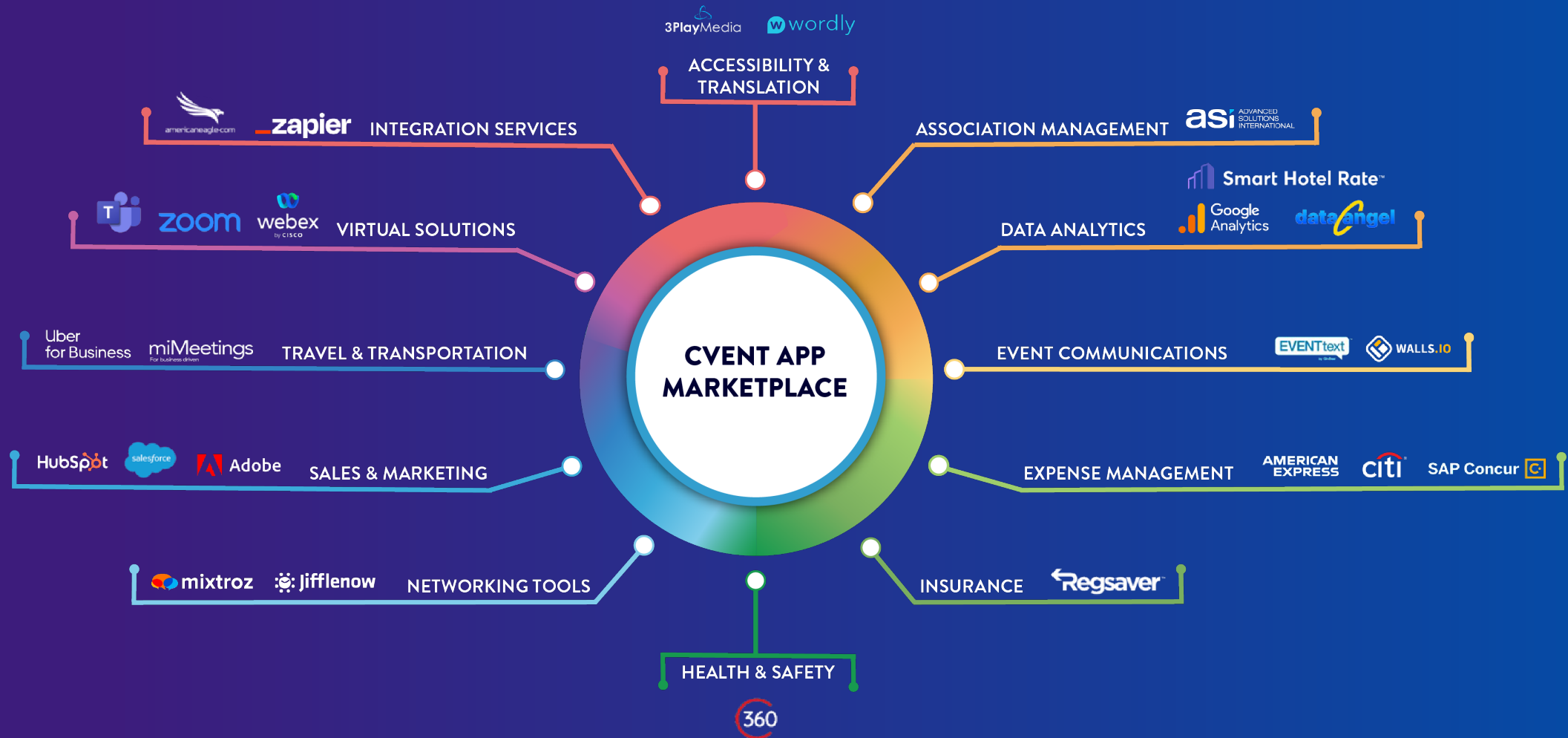




# Manage Costs Across Any Event and Every Event



# 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

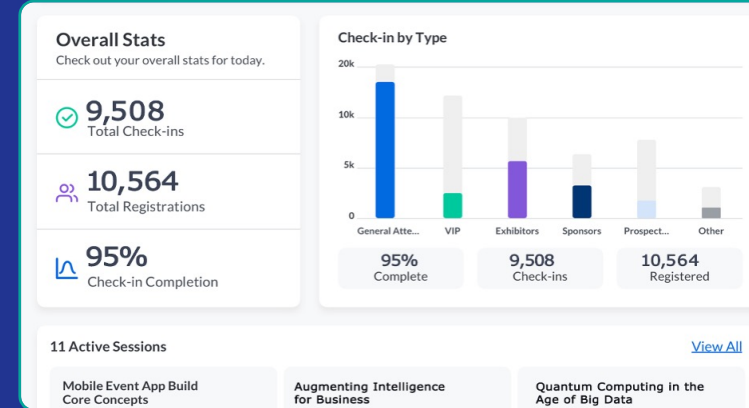
## FOR YOUR TEAMS



### 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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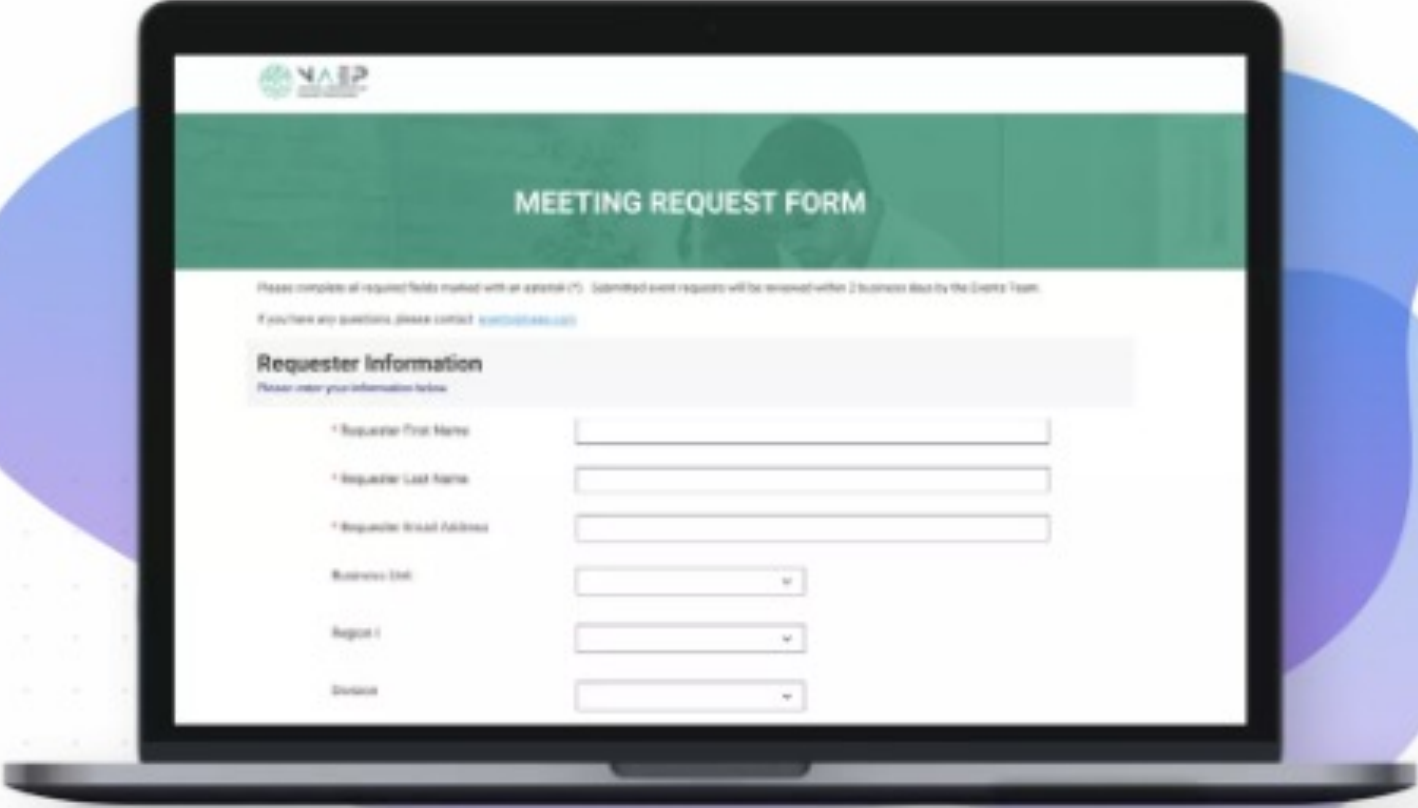


Save Money



Make Money

# Tip #1: Get visibility across your events

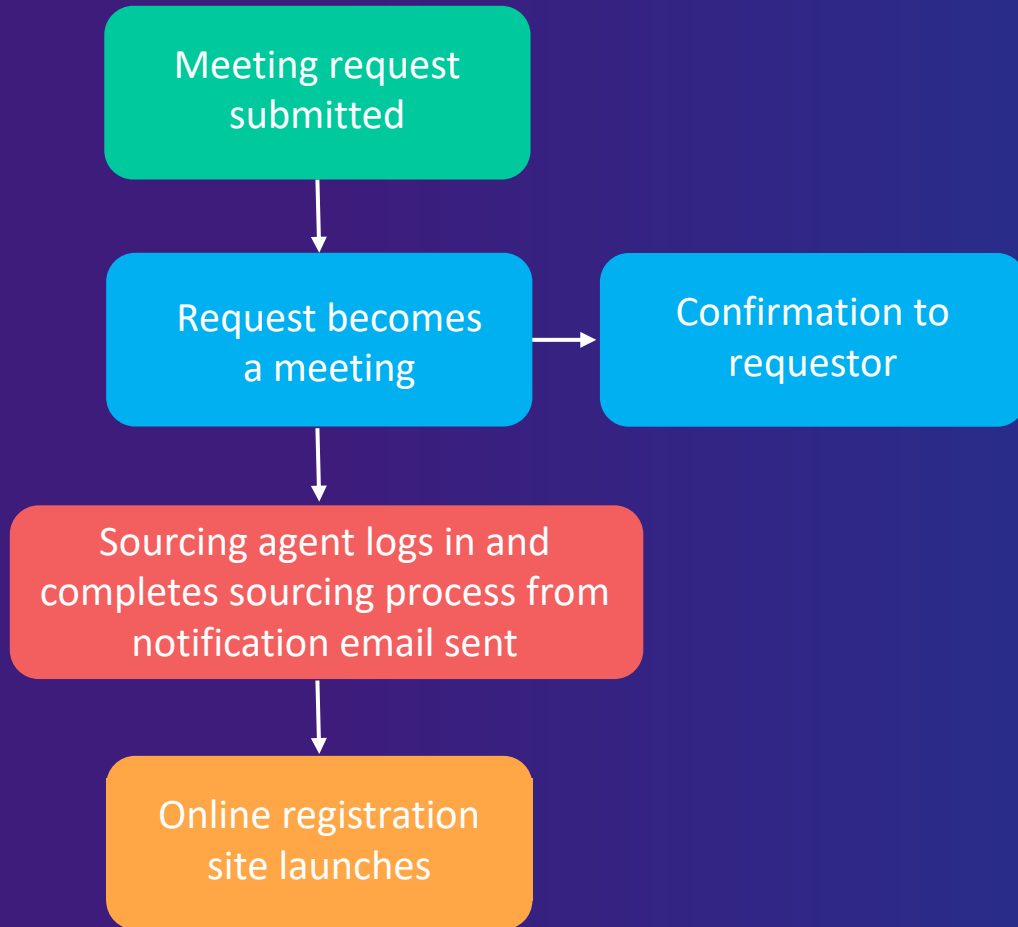


The image shows a laptop screen displaying a 'MEETING REQUEST FORM' for NAEP. The form has a green header with the NAEP logo and the title 'MEETING REQUEST FORM'. Below the header, there is a paragraph of instructions: 'Please complete all required fields marked with an asterisk (\*). Submitted event requests will be reviewed within 2 business days by the Events Team. If you have any questions, please contact [events@naep.org](mailto:events@naep.org).' The form is divided into a section titled 'Requester Information' with the subtext 'Please enter your information below.' This section contains several input fields: 'Requester First Name', 'Requester Last Name', 'Requester Email Address', 'Business Title', 'Request Type', and 'District'. Each field is accompanied by a small asterisk indicating it is required. The 'Request Type' and 'District' fields are dropdown menus.

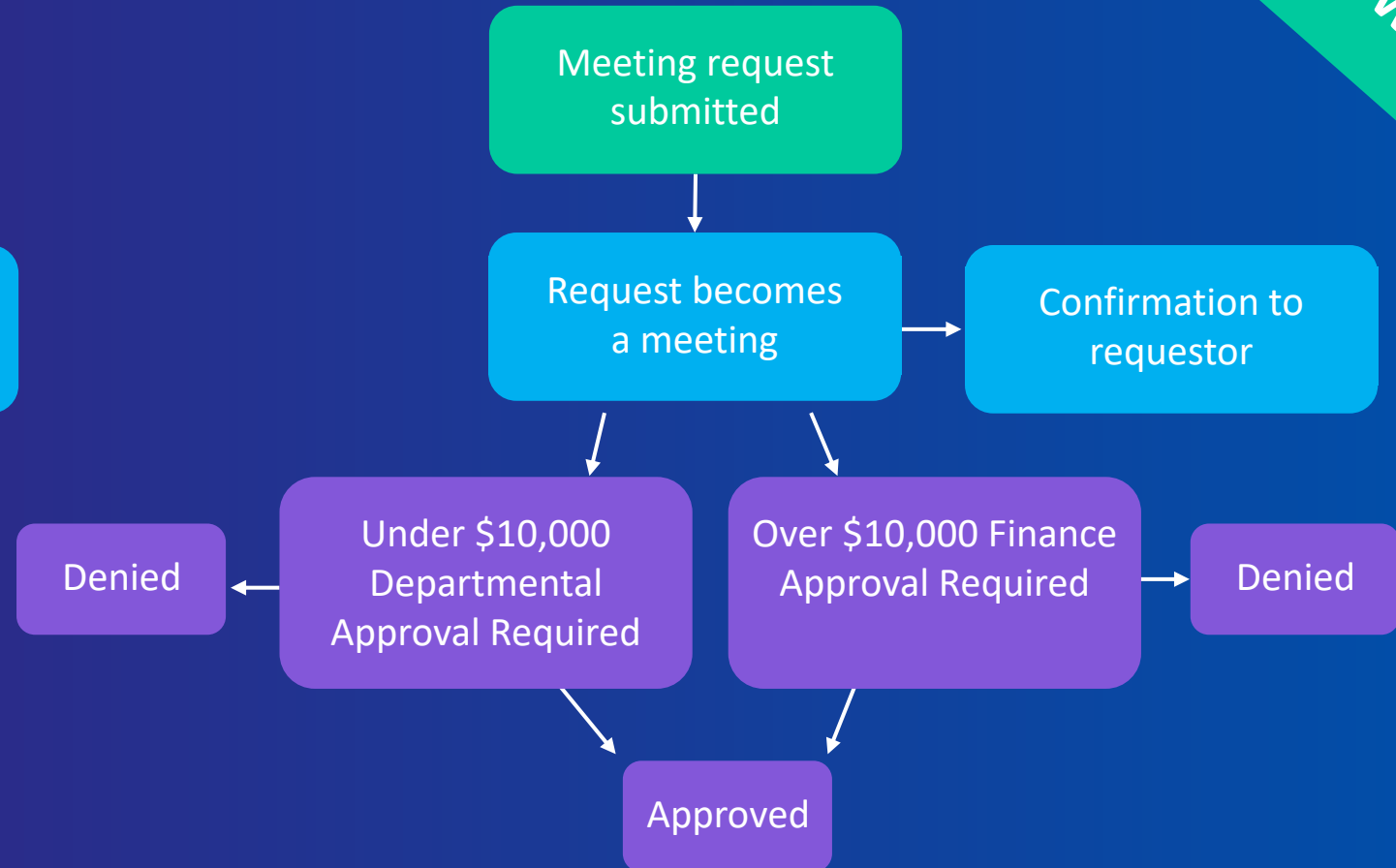
# Workflow and Process Management Example

EXAMPLE WORKFLOW

## Department Where No Approval is Required



## Department Where Approval is Required



Requester System Approver Sourcing Agent Planner



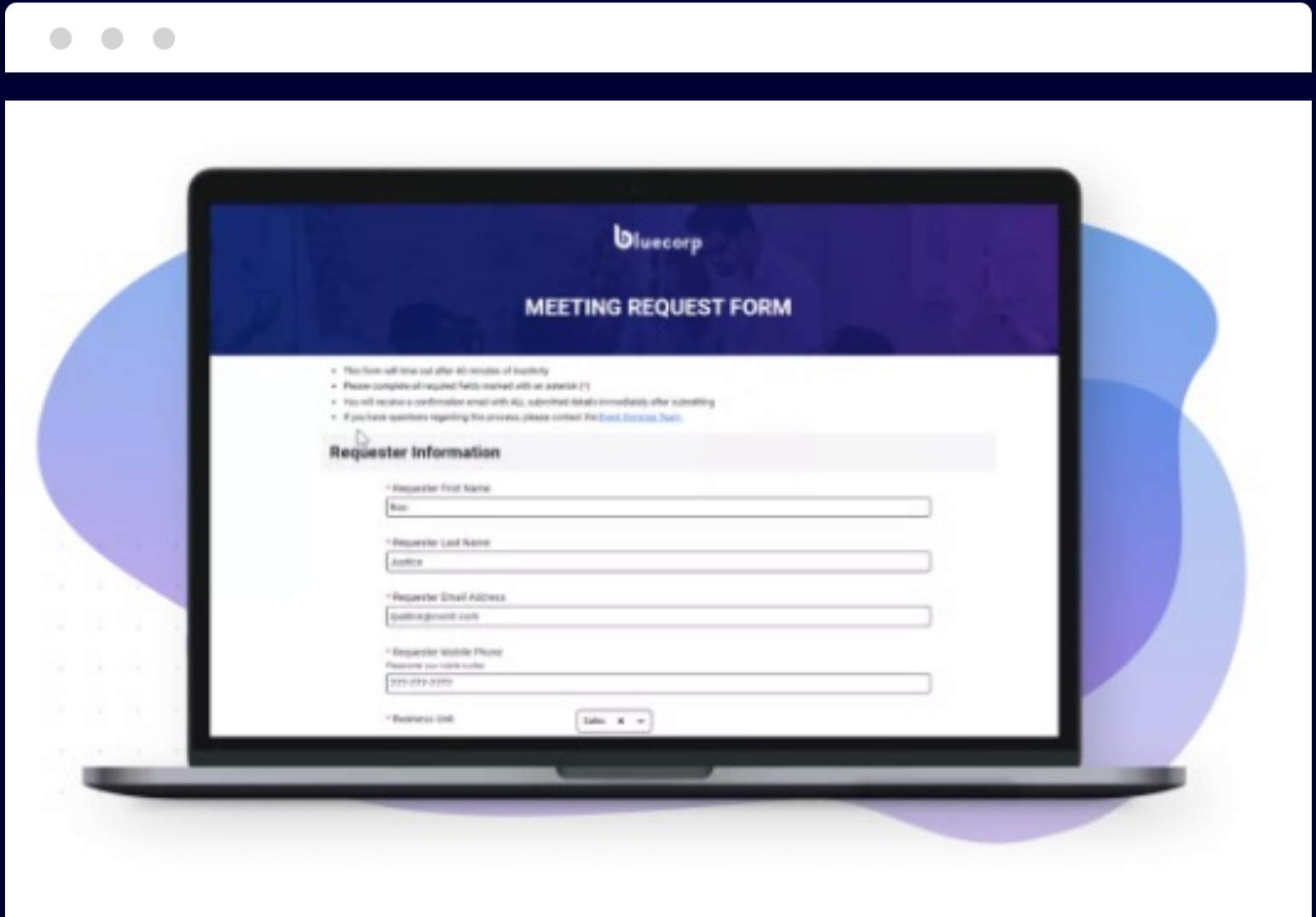
# Meeting Request Forms

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!



The image shows a laptop screen displaying a web form titled "MEETING REQUEST FORM" under the "bluecorp" logo. The form includes a list of instructions at the top, followed by a section titled "Requester Information" with several input fields: "Requester First Name" (with "John" entered), "Requester Last Name" (with "Doe" entered), "Requester Email Address" (with "john.doe@bluecorp.com" entered), "Requester Mobile Phone" (with "555-555-5555" entered), and "Business Unit" (with a dropdown menu showing "Sales").

bluecorp

## MEETING REQUEST FORM

- This form will time out after 45 minutes of inactivity
- Please complete all required fields marked with an asterisk (\*)
- You will receive a confirmation email with all submitted details immediately after submitting
- If you have questions regarding this process, please contact the [Event Services Team](#)

### Requester Information

\* Requester First Name  
John

\* Requester Last Name  
Doe

\* Requester Email Address  
john.doe@bluecorp.com

\* Requester Mobile Phone  
Please enter your mobile number  
555-555-5555

\* Business Unit  
Sales

# 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?

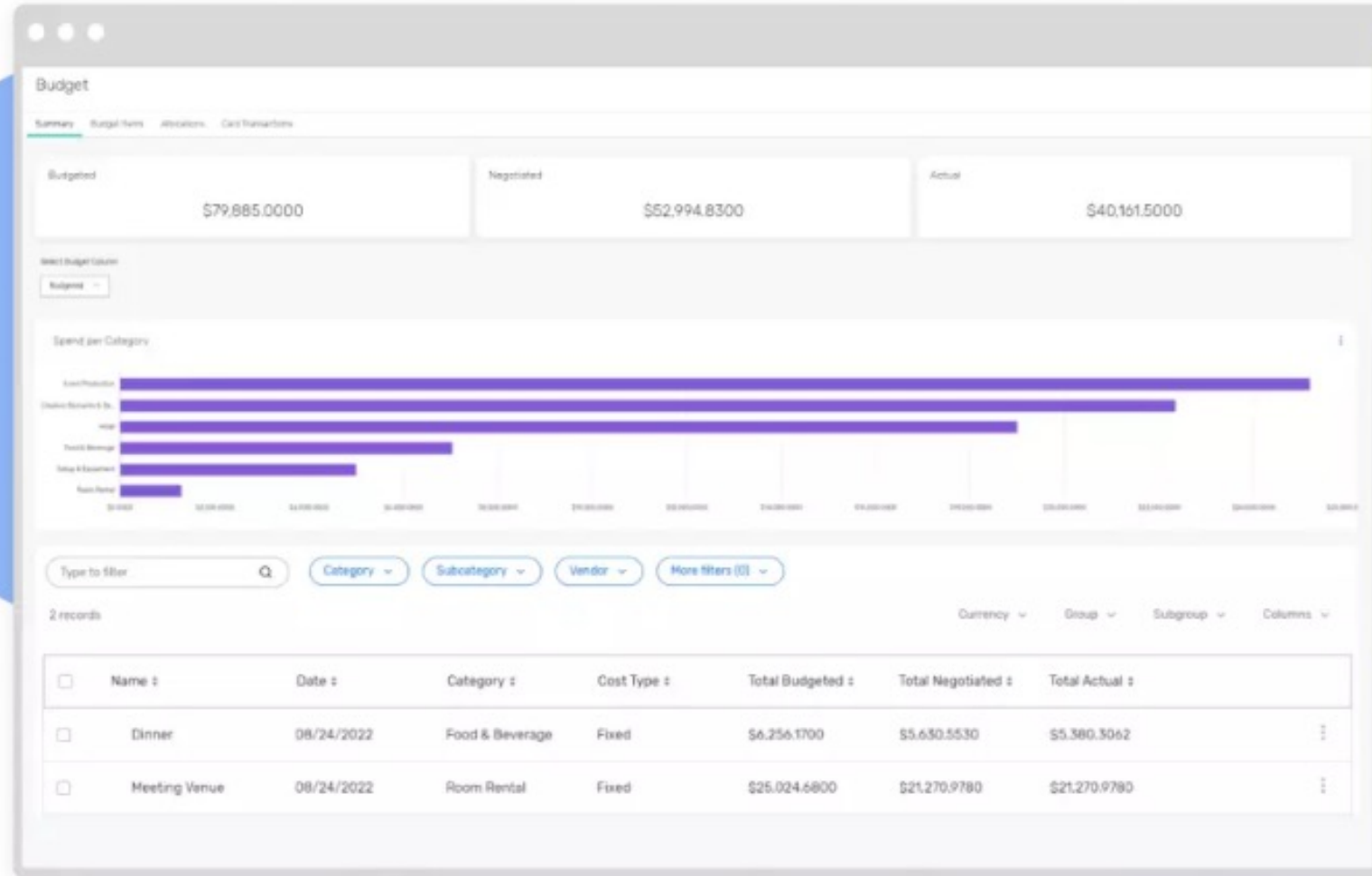
- ☒ Yes  
☐ No

## Sleeping Room Requirements

Add all event dates

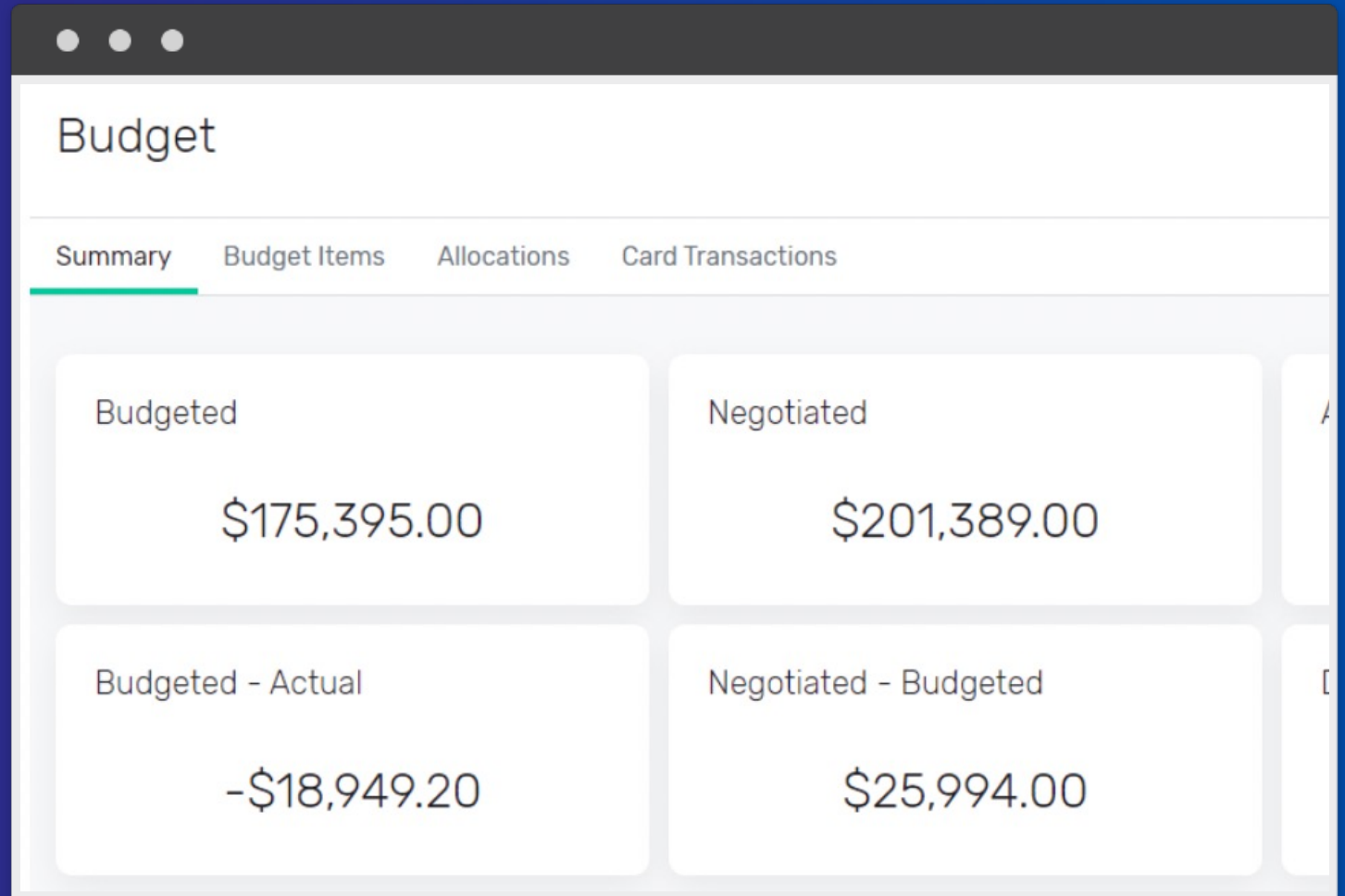
Date	Any (Run of House)	Single (1 Bed)	Double (2 Beds)	Suite	
+ Add Day Before					
11/16/2022	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
11/17/2022	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
+ Add Day After					

# 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

## Choose a budget template

### Templates ▾

Large Meetings



DCB Events

Budget template - simple meeting

### Template Details

**Name:** Large Meetings

**Description:**

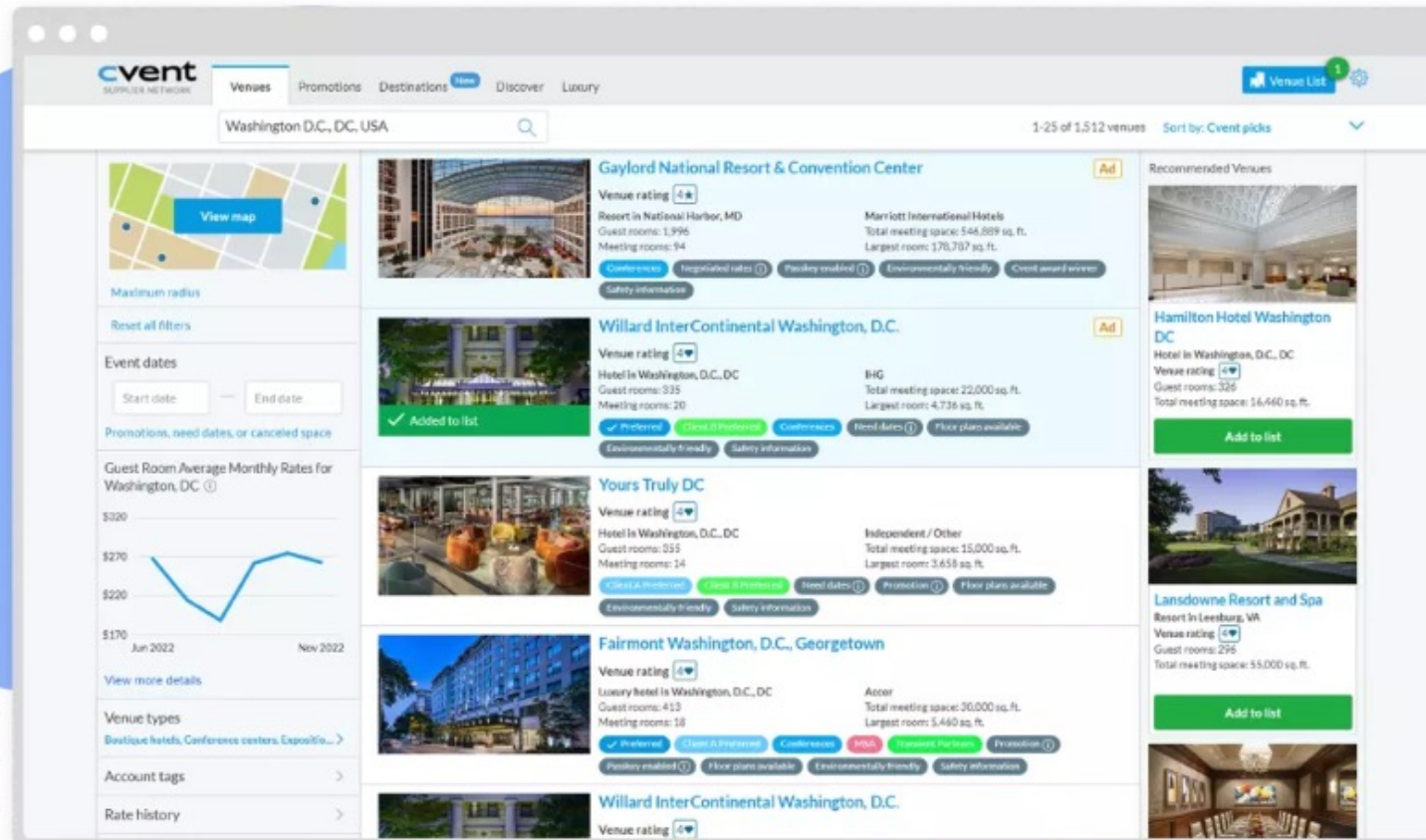
**Budget fields:** 45

**Budget items:** 10

### Template Preview

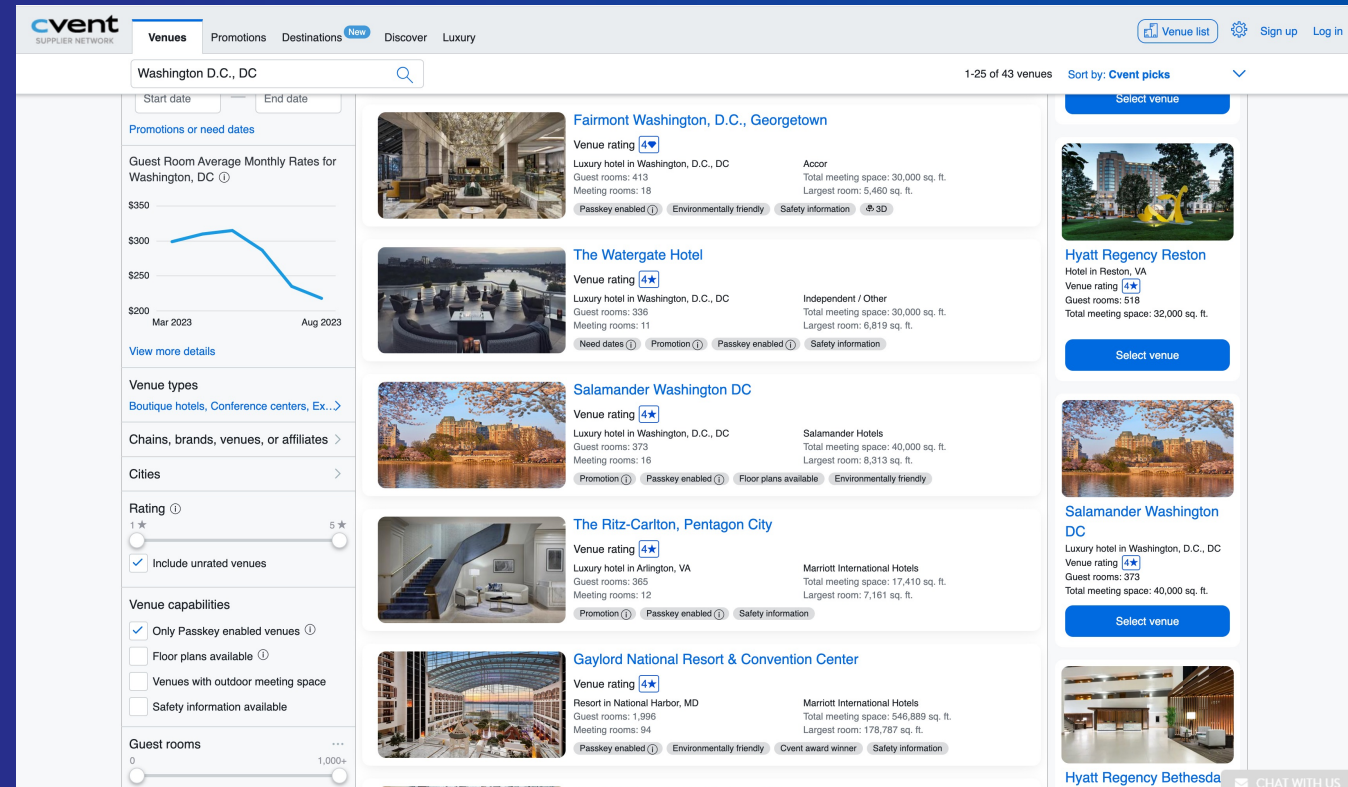
Name	Item Date	Code	Category	Subcategory	Status	Cost Type
Exhibit Space - Booth	06/06/2022	-	Event Production	(Not Specified)	ESTIMATED	FIXED
Meeting Room Rental	06/06/2022	-	Room Rental	(Not Specified)	ESTIMATED	FIXED
F&B - Meeting Room	06/06/2022	-	Food & Beverage	(Not Specified)	ESTIMATED	VARIABLE

# 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

### Edit Page Details



Selections will apply to this page only.

Show responses in the following statuses only

- ☒ Submitted proposal
- ☒ Receipt confirmed
- ☒ Turned down
- ☒ Canceled
- ☒ Withdrawn
- ☐ No response

(3) dates selected

### Report Fields

- 
- ☒ Venue Information (24)

☐ Venue Amenities (56)

☐ Promotion Information (3)

☐ Key Contact Information (9)

☒ General Information (15)

☐ Guest Room Information (1)

☒ Meeting Package Information (4)

☒ Internet, Guest Rooms, and AV Estimated Cost Information (7)

☒ Food and Beverage Estimated Cost Information (24)

### McKinney Training

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

Pages

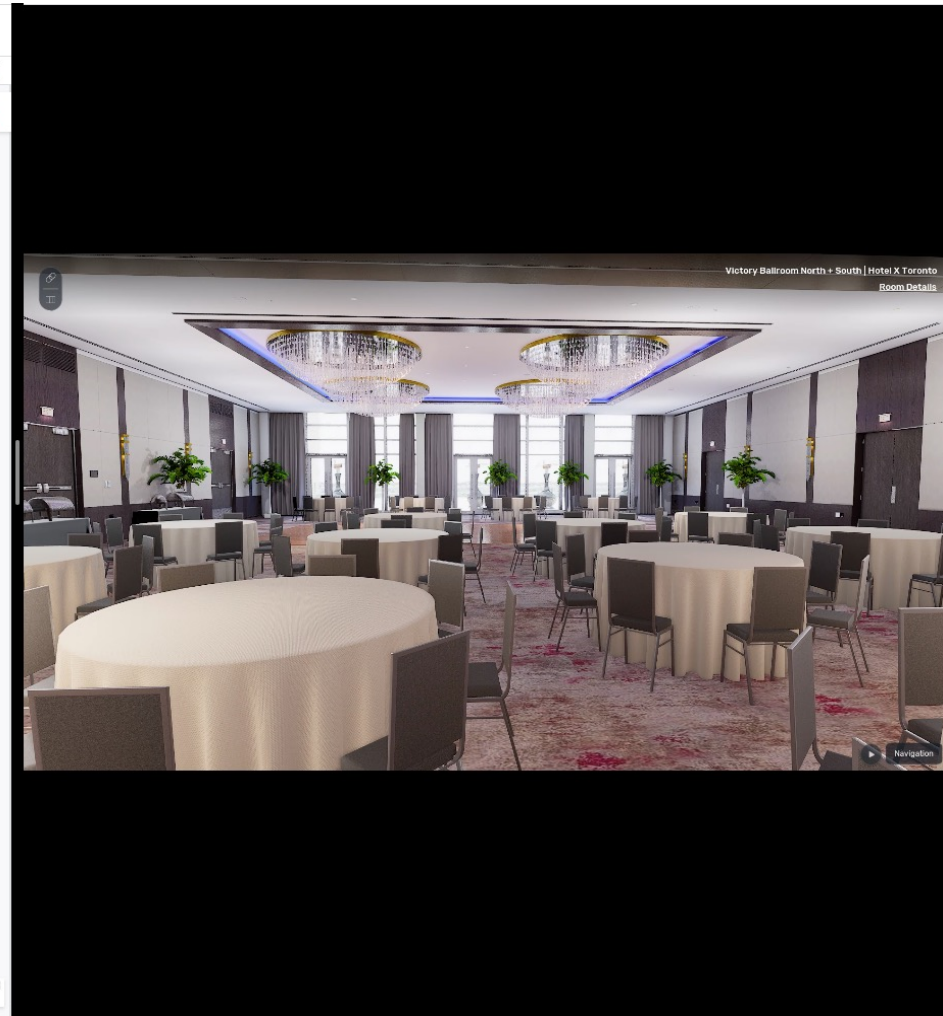
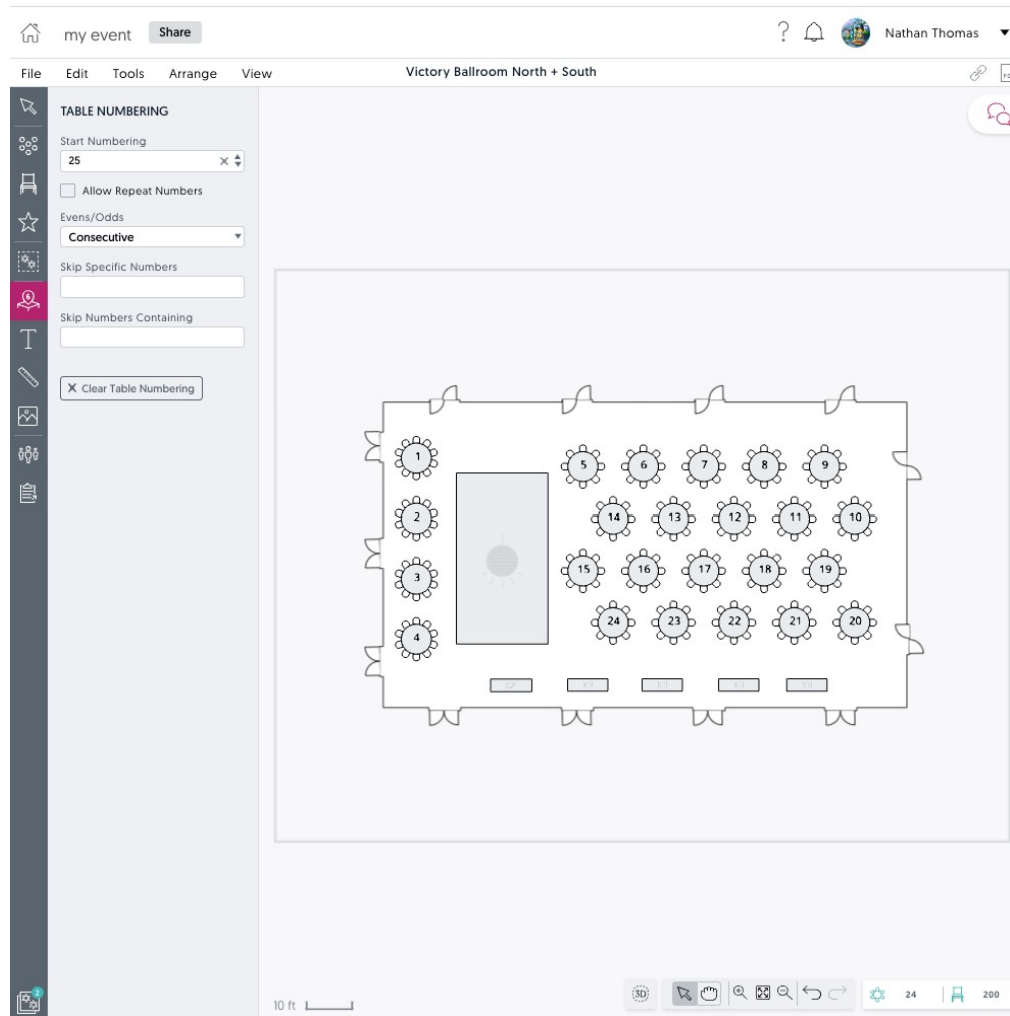
Summary

**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 C
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 000	



# Tip #4: Use 3D Event Design Tools

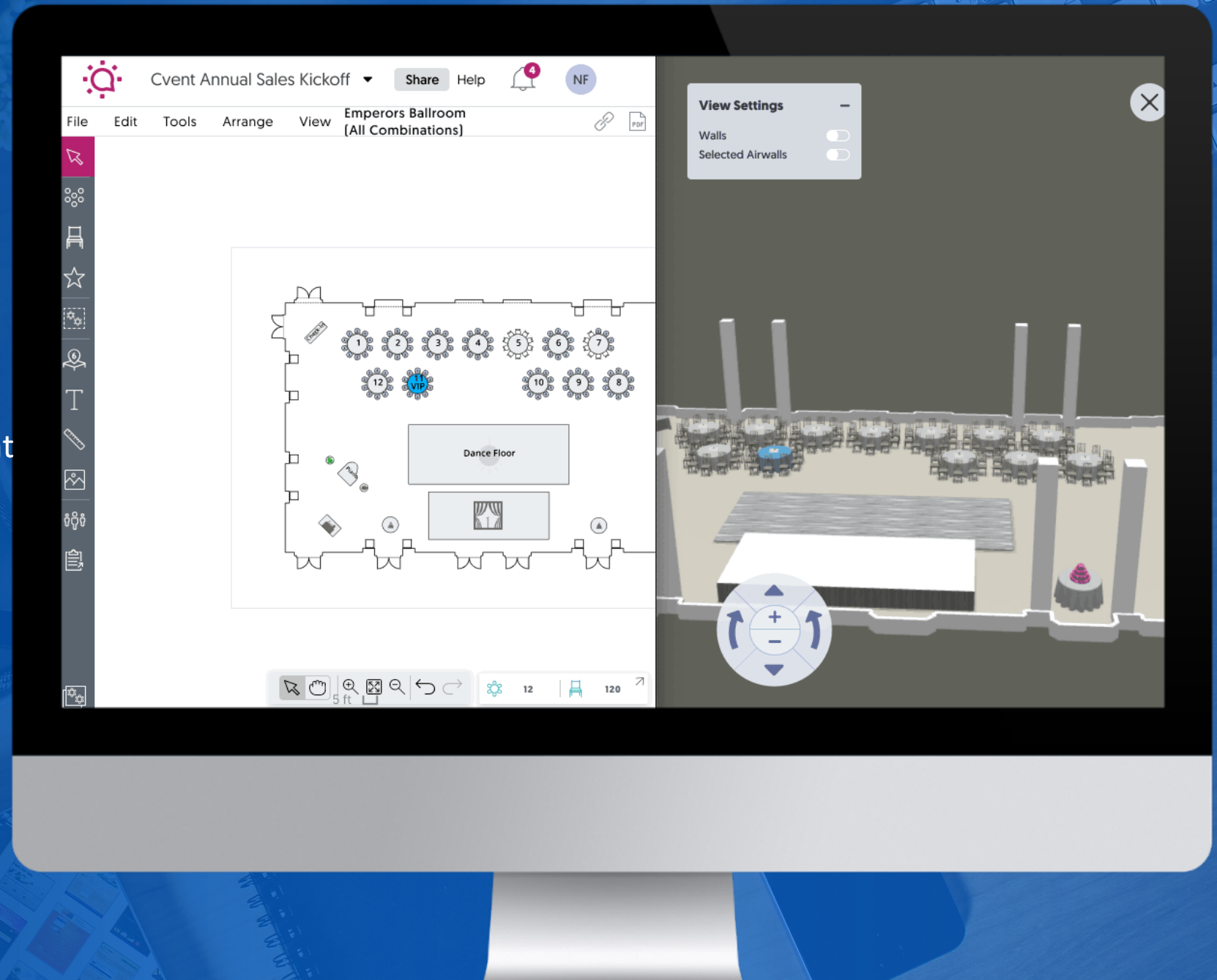


# Cvent Event Diagramming

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

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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



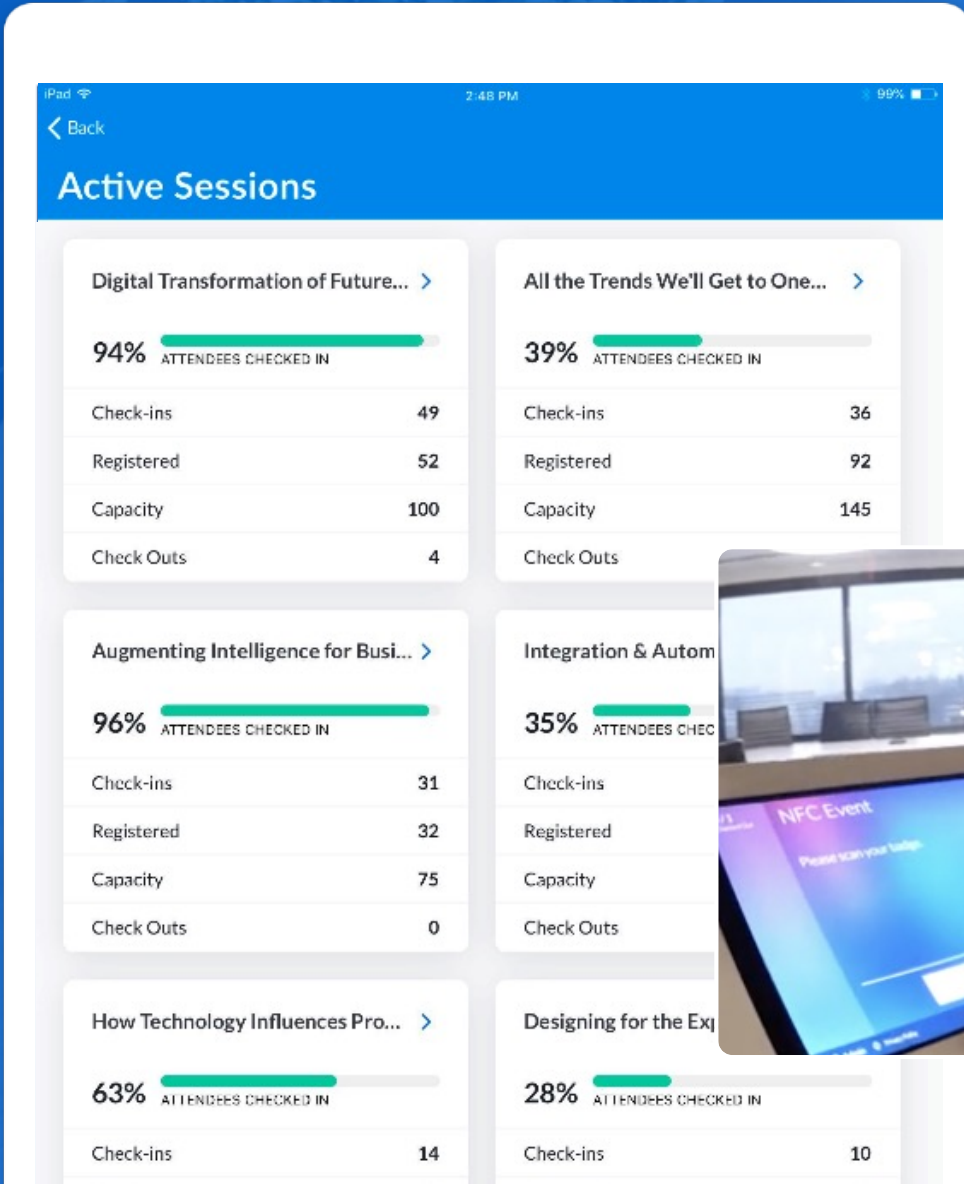
	Basic	Premium	360
Check In	✓	✓	✓
Registration	✓	✓	✓
Payments	✓	✓	✓
Check out	✗	✓	✓
Badge Printing	✗	✓	✓
Kiosk Mode	✗	✓	✓
Signature Collection	✗	✓	✓
Session Tracking	✗	✓	✓
Project Manager	✗	✗	✓
Onsite Support	✗	✗	✓

# 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



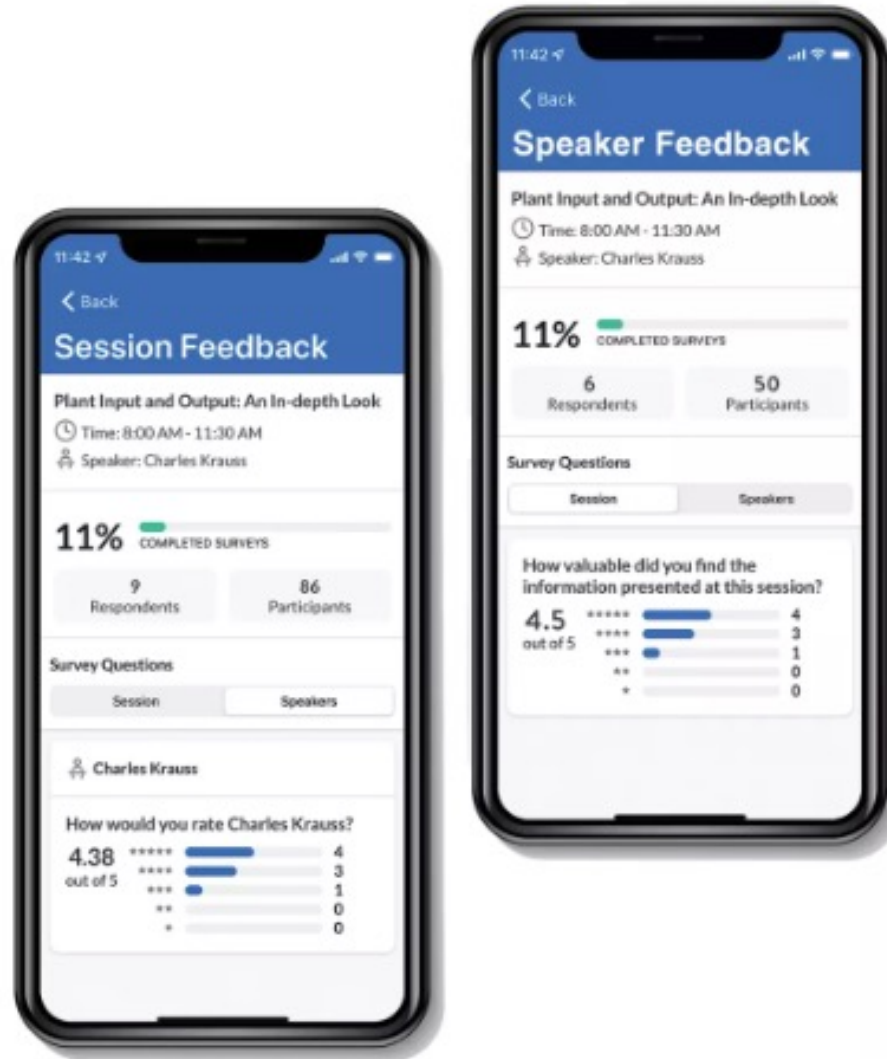
ID CARD



LARGE FORMAT PVC

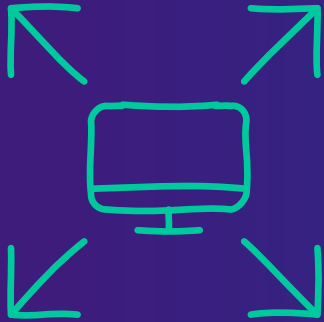


# Tip #6: Automate surveys to save time and optimize





# Surveys



Collect feedback as an extension of your event experience



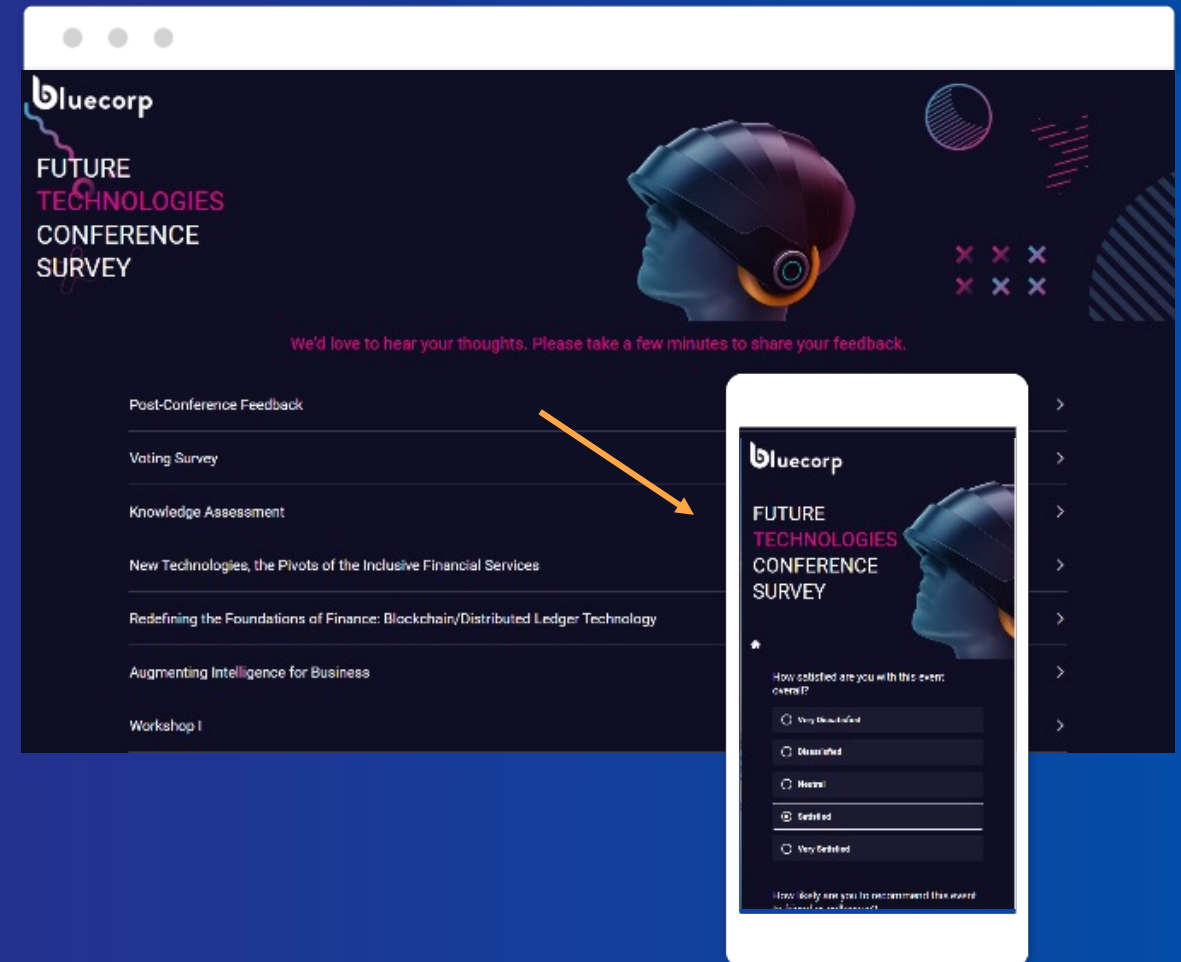
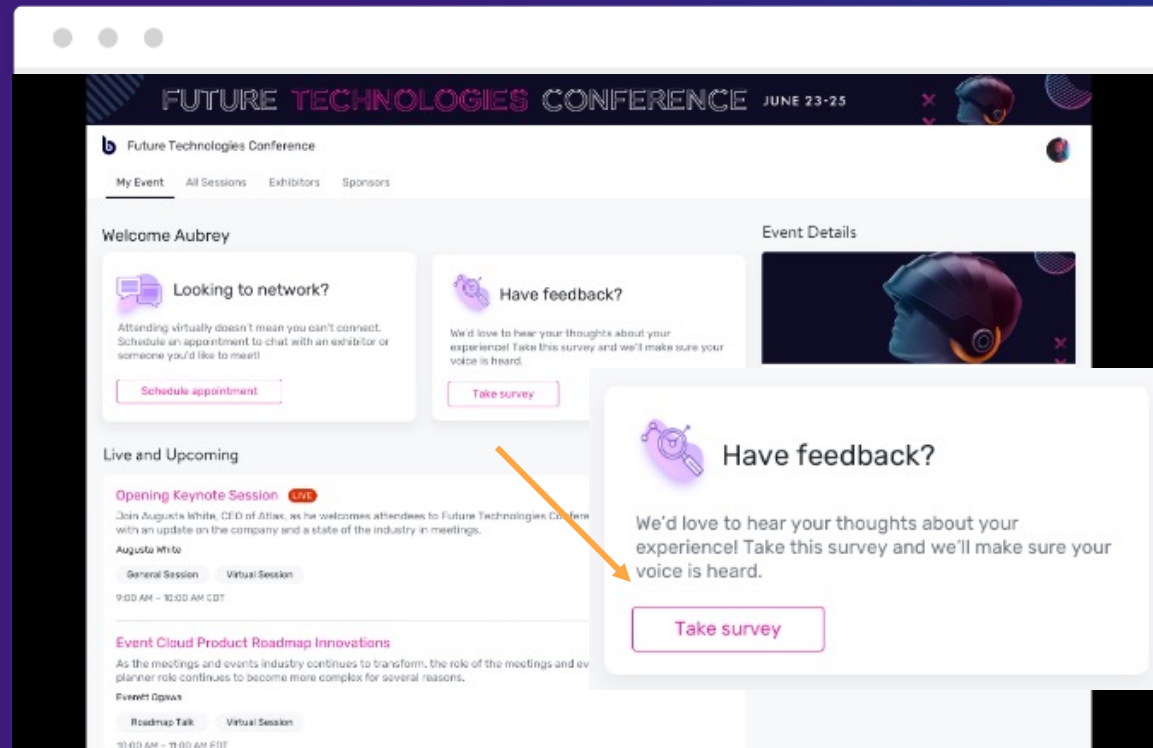
Premium solution that scales with advanced or adhoc survey needs



Include event details with survey reports for more complete analysis

# Surveys

Collect meaningful and timely feedback through personalized surveys



# Using Credits

Automatically award credits when this session ends: ?

☐ Registrants (when the session ends)

☒ Participants

☐ Anyone who completes the session feedback survey

☐ Anyone who completes the session assessment

☐ No One

Award credits:

☒ When the session ends

☐ Immediately (when registrants are marked as participants)

Event & Sessions ▾ Advanced Search

Name	Email	Status	Participant	Eligible Credits	Awarded Credits
Goode, Bill		Accepted	No	3.00	0.00
Quirk, Cooper	cquirk@cventt.com	Accepted	No	0.00	0.00

Results per page 25 ▾

Displaying results 1 - 2 of 2

« < 1 > »

## Build, Award, and Track

Scale/Automate Credit Program

Create multiple credit types

Choose which content gets credit

Award credits based on surveys

Components **Data Tags**

Search Credits

**Credits**

- Overall Credits
- Session Credits
- Total Event Credits

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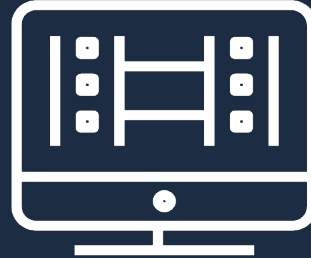
# 2023 Event Trends



## 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



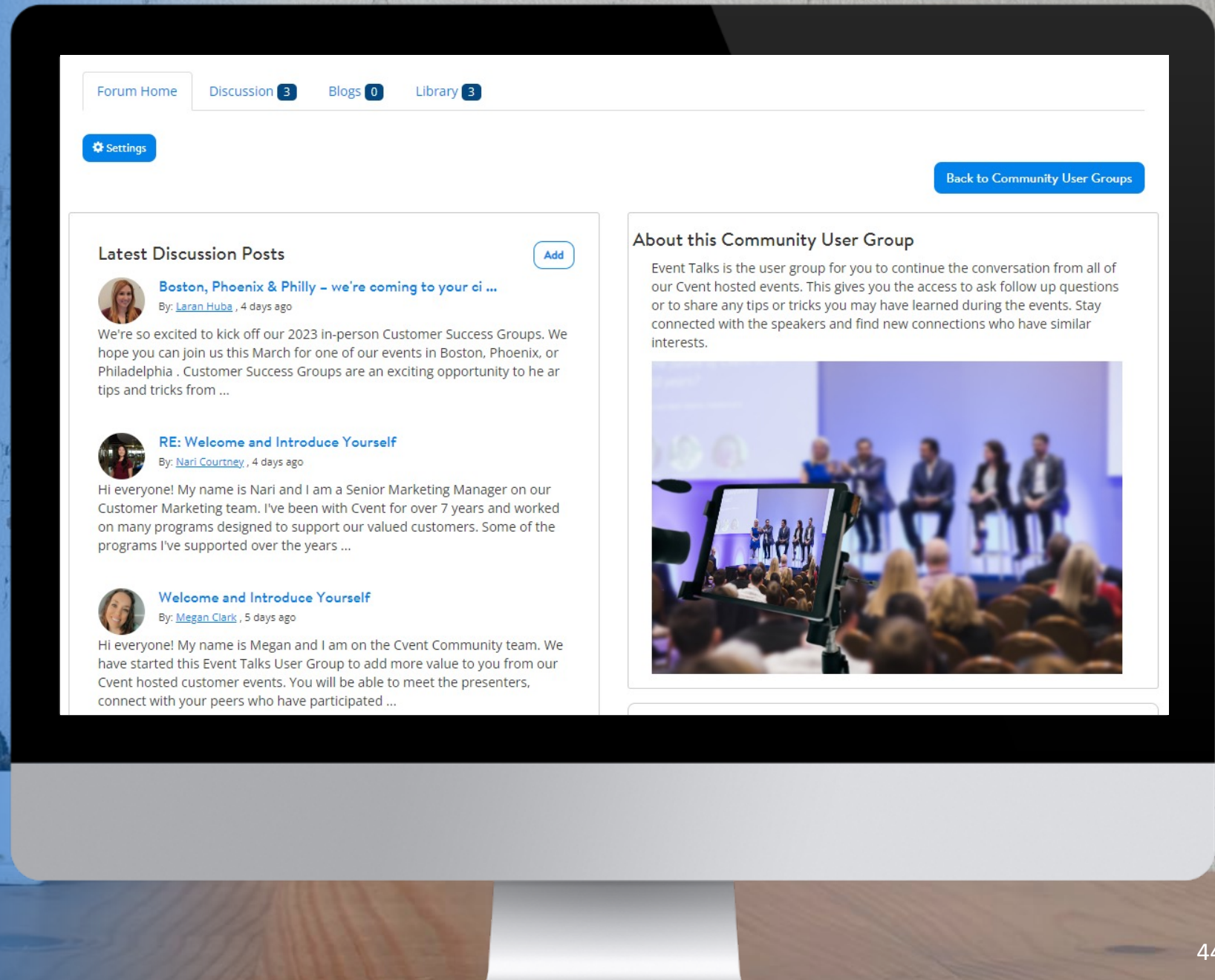
## Rebuild Partner and Supplier Relationships

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







Forum Home | Discussion **3** | Blogs **0** | Library **3**

 Settings







**OnArrival Demo**  
Posted By **Megan Clark**  
02-14-2023 15:18

 4  0 







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

 4  0 






**Surveys and Credit Tracking Demo**  
Posted By **Megan Clark**  
02-14-2023 15:23

 2  0 



**Cvent Supplier Network Venue Sourcing Tutorial**  
Posted By **Nari Courtney**  
03-01-2023 15:08


 1  0 


 No folder selected: Showing all entries

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 Main (0)

Customer Success Group: Cost-effective



**Cvent Supplier Network Venue Sourcing Tutorial**  
Posted By **Nari Courtney**  
03-01-2023 15:08

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# CVENT CONNECT®

JULY 24-27 • LAS VEGAS • VIRTUAL



## Full agenda now live!

Access sessions designed to provide fresh event ideas,  
best practices, and creative perspectives.

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[www.cventconnect.com/us2023](http://www.cventconnect.com/us2023)







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LAS VEGAS • VIRTUAL

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**MONDAY, JULY 24**

Cost included with Cvent CONNECT admission

## IMMERSIVE LEARNING

Discover hands-on applications of practical scenarios to build tangible skills.

## INDUSTRY-RECOGNIZED CREDENTIALS

Gain a competitive edge with event tech skills and earn CMP credits to elevate your career.

## EXCLUSIVE ONSITE ACCESS

Take advantage of limited seating for an optimal learning experience, led by Cvent experts.

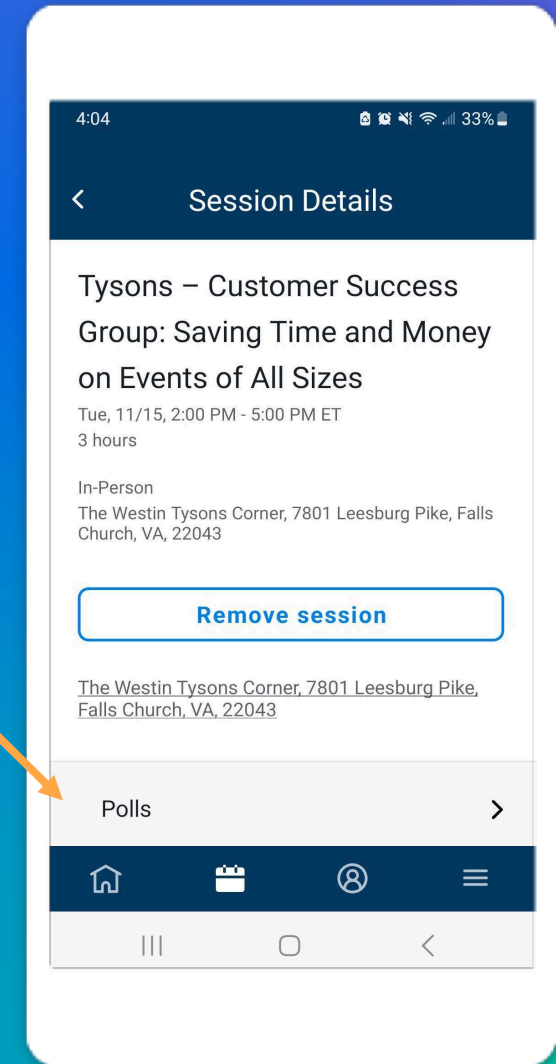
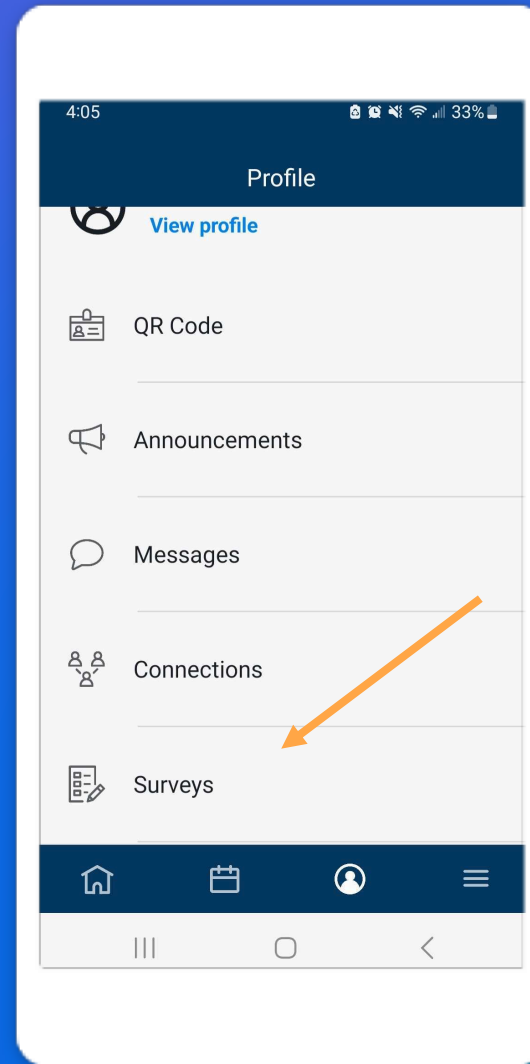
**Boost Your Skills with Cvent Academy & Register Today**



# We want to hear from you!

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.



**And to show our appreciation, if you complete both, you will receive a free registration to Cvent CONNECT 2023**



# Q&A