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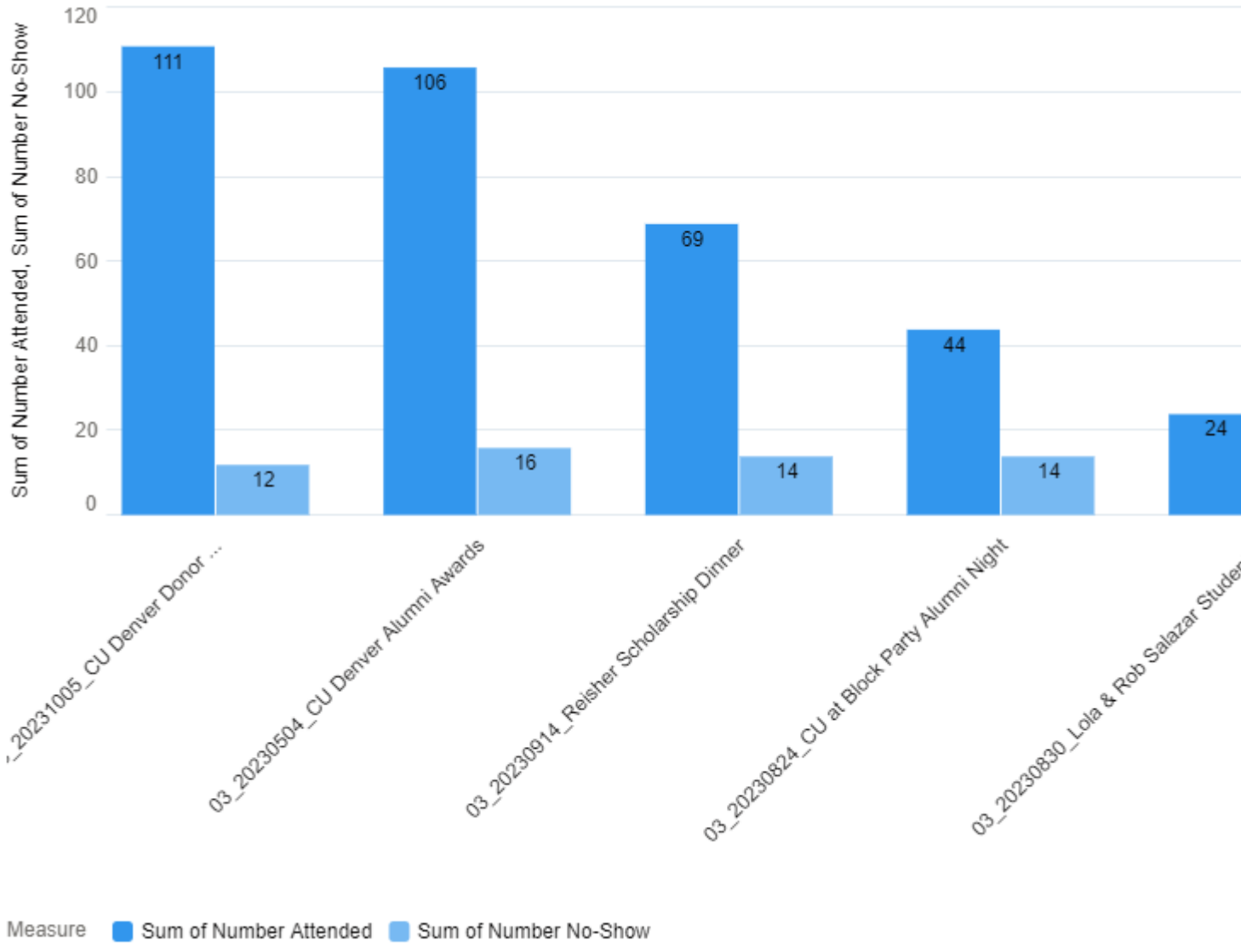
Early Adopters of Tracking Participation in Cvent [1]

January 21, 2024 by melanie.jones@cu.edu [2]

Different users and groups will adopt Cvent participation tracking at different rates with different approaches. Choose your approach to participation tracking [3] and then use that data for more relevant engagement with constituents [4]. The previous resources get into the technical details but the following success stories can inspire you and your team.

CU Denver | Monica Cutler

- **Tracking Method:** OnArrival [5]
- **Devices Used:** Two iPads purchased for events.
- **Free or Paid Events:** Free and paid
- **Event Size:** 15-200 registrants
- **Badges:** Print via MailMerge from the registration report.
- **Walk-ins:** Devoted check-in devices and area, separate area for walk-ins so we can use an on-site printer/label maker for walk-in name badges.
- **Data Use:**
    - Post-event surveys to attendees and no-shows to inform future events.
    - Analyze check-in times to determine the ideal event and program start times
    - Important for reporting CASE data and leadership briefs in CU Ascend (manually processed)



Success Story

Check out resources from a Nov. 2023 presentation by Monica Cutler (CU Denver). She has led her Alumni/Advancement team to embrace Cvent's technology to enhance day-of-event processes for a better attendee experience.

- Presentation [6], from User Session in Jan. 2024
- Sample Survey [7]

Resources from Nov. eComm Specialist Meeting

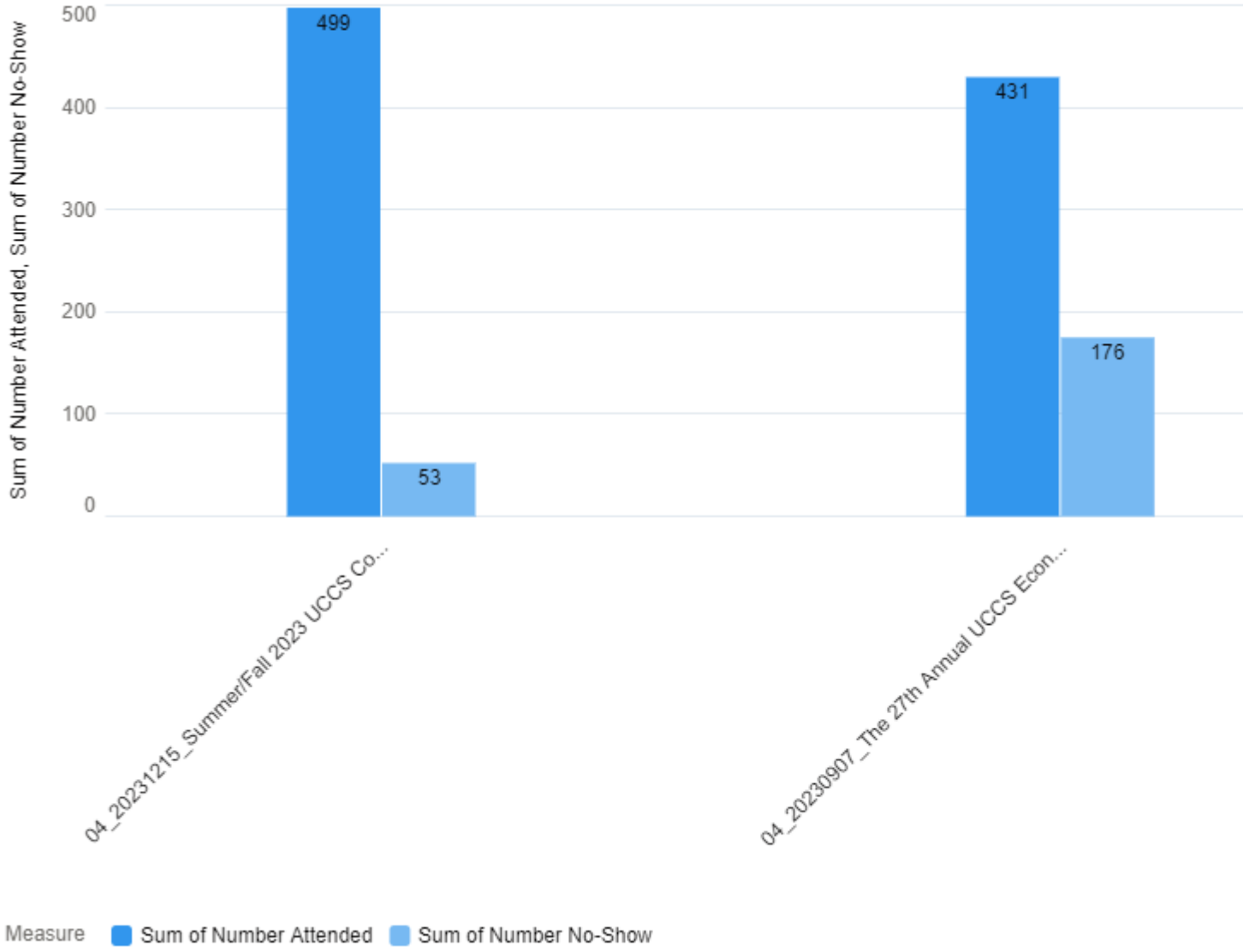
- Watch Recording [8], starts at 22:10
- Presentation [9]

UCCS | Kayla Boyer

- **Tracking Method:** OnArrival [5]
- **Devices Used:** Borrowed iPads from other campus unit

- **Free or Paid Events:** Free
- **Event Size:** 15-500
- **Badges:** Print via MailMerge for small events and no name tags for larger events.
- **Walk-ins:** Devoted check-in device/area and attendees write their names on branded nametags.
- **Data Use:**
    - Post-event surveys to attendees and no-shows to inform future events.
    - Compare attendance rates for paid vs. free events to understand how fees impact attendance.

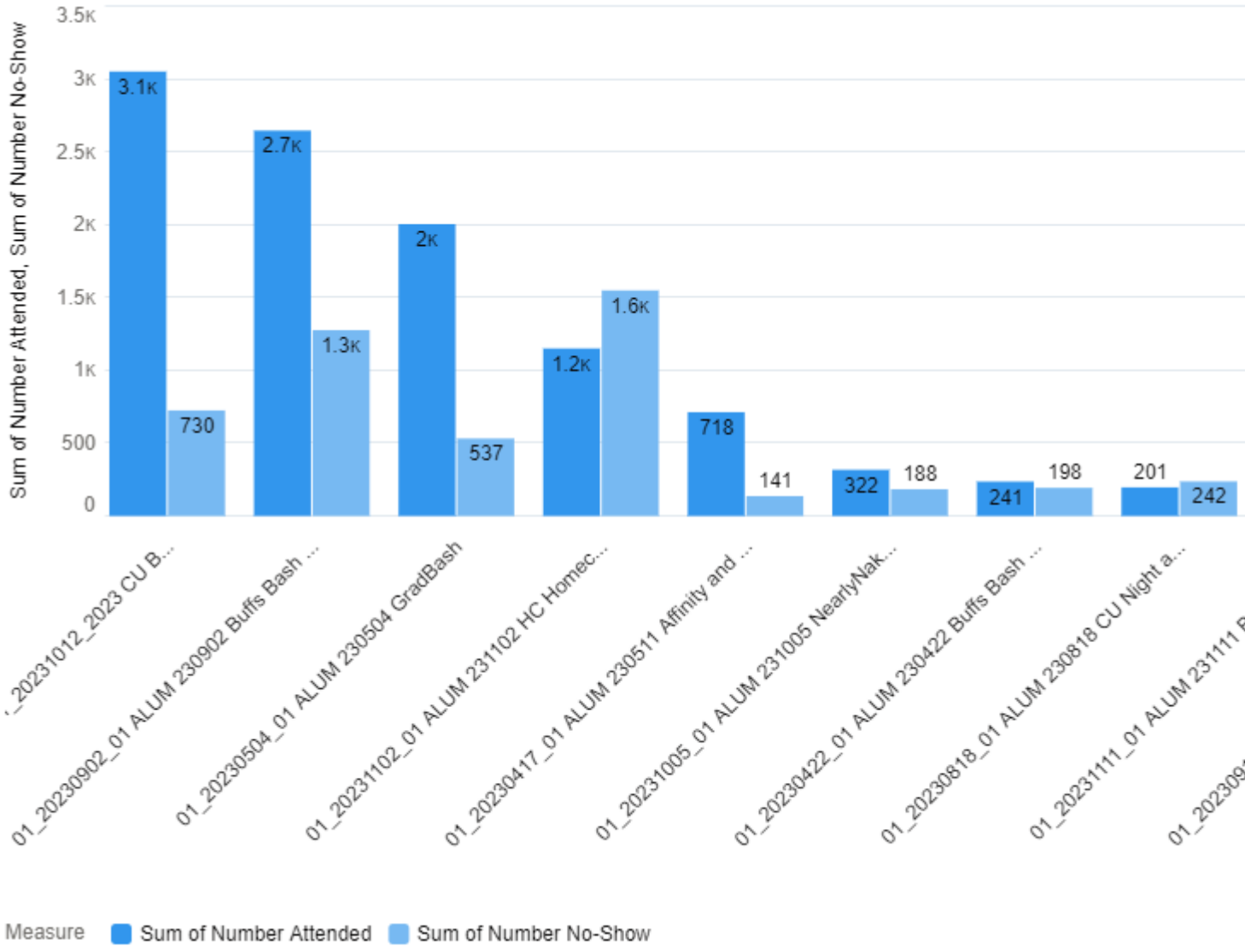
Presentation Slides [10]



CU Boulder | Tom Needy

- **Tracking Method:** OnArrival [5]
- **Devices Used:** iPads and Printers purchased from Event in a Box [5], Self Check-In
- **Free or Paid Events:** Free
- **Event Size:** 40-4,000

- **Badges:** Print onsite



Success Story

Family Weekend & Buffs Bash

LET THE
GOOD
TIMES
ROAM
Welcome to
Buffs on Tap
Check in
Admin
Privacy Policy
cvent | OnArrival

4
5
LET THE GOOD TIMES ROAM
Alumni Associati
UNIVERSITY OF COLORADO

Key Takeaways

- OnArrival [5] is the preferred method of tracking participation, regardless of having onsite staff to help check attendees in or a self-check-in area. It's great for large or small events, you need to have the right ratio of attendees to devices.
- Even if you are unsure what to do with event participation data today, doing so sets you up for success. Start tracking attendance now and you can address how to use it down the road [4]. For example:
    - Analyze check-in data to finesse your events.
        - Check-in time data can assess potential 'bottlenecks' for attendees. Prepare with additional onsite support or alter your event start time accordingly.
        - Access attendance rates for paid vs. free events to determine which events should be paid and the amount.
    - Engage those who have attended three events, by inviting them to a special event.
    - Send a survey to attendees and a different version to no-shows.
- Regardless of your resources, there is a viable option.

Related Content

- Use Event Attendance Data [4]
- How do I view event participation in Salesforce? [11]
- How can I report on event participation in Salesforce? [12]
- How can I communicate with past attendees? [13]

Post Event Survey Engagement with CVENT Users 1.22.2024.pptx [14]

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[10]
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[11] https://www.cu.edu/blog/ecomm-wiki/ecomm-upgrade-view-cvent-participation-salesforce
[12] https://www.cu.edu/blog/ecomm-wiki/add-account [13] https://www.cu.edu/blog/ecomm-wiki/communicate-past-event-attendees

[14] https://www.cu.edu/doc/post-event-survey-engagement-cvent-users-1222024pptx-1?download=true