



Improving Post-Event Survey Engagement Using CVENT

How Cvent's technology enhances the day-of-event processes and post-event communications to make for a better attendee experience.

2 November 2023



University of Colorado **Denver**

Why Post-Event Survey Engagement Matters

- **Keep events engaging and “fresh”**
- **Challenge: getting enough responses to help inform decisions**
- **Collaborations + tools = substantially increase post-event survey response rates**



University of Colorado **Denver**



Learning Objectives

Using CVENT's technology can...

- Enhances day-of-event processes and post-event communications

- Inform event program development, communications, and even start times

- Try new approaches

- Success requires collaboration



University of Colorado **Denver**



Process

The nitty-gritty of how

How we do it at CU Denver

- ▶ Everything built-out at once including post event emails (6) and feedback survey
- ▶ Staff working event is trained on importance of attendees being properly checked-in, walk-ins captured
- ▶ **Game Changer:** CVENT auto email sends to event participants with feedback survey
- ▶ 3-5 days later formal follow up emails (6) from invitation signatory with photos and giving CTA
- ▶ Survey results reviewed by ASE
- ▶ Provide CVENT / SF integration report
- ▶ **CRITICAL:** Make sure data from OnArrival app syncs *prior* to the conclusion of the event
- ▶ **Data Not Syncing?** Try phone app and sync using data





What Helps us be Successful in Our Process

- ▶ Office invested in two iPads
- ▶ Events team created an evergreen, standardize post-events survey
- ▶ Events, comms team, and anyone working check-in understands why checking in on the iPad is critical
- ▶ Thoroughly trained staff



The Set Up

How this looks on the back-end

The Set Up

Post-Event Emails

Event Follow Up & Survey

Send: On 10/13/2023 at 12:18 PM MT to Attended Registrants

Immediate Post Event Message

Send: On 10/5/2023 at 8:00 PM MT to Attended Registrants

No Show Post Event Email

Send: On 10/13/2023 at 12:20 PM MT to No-Show Registrants

Event Feedback Reminder

Send: Manually to Attendees who haven't completed all of their feedback surveys

Guest Event Follow Up & Survey

Send: On 10/13/2023 at 12:23 PM MT to Attended Guests

No Show Guests Post Event Email

Send: On 10/13/2023 at 12:25 PM MT to No-Show Guests

Guest Event Feedback Reminder

Send: Manually to Guests who haven't completed all of their feedback surveys

Active: 

Active: 

Active: 

Active: 

Active: 

Active: 

Active: 



Denver

DONOR CELEBRATION
2023

Dear Monica,

Thank you for joining us for the CU Denver Donor Celebration! We hope you enjoyed this evening of celebration. We appreciate your taking the time to [provide us with feedback](#) and look forward to sharing photos with you in the coming days.

Event Feedback

Thank you for helping us make the CU Denver Donor Celebration so special!



University of Colorado Denver | Office of Advancement | Donor Engagement

303-315-3801 | advancement@ucdenver.edu | ucdenver.edu/advancement

1380 Lawrence Street, Suite 1201 | Denver, CO 80204

Formal Follow Up

- ▶ Left email goes to event participants
- ▶ Right email goes to no-shows
- ▶ Email header updated with image from the event
- ▶ Includes link to photos and giving CTA
- ▶ **Tip:** use Chat GPT to help freshen your copy. Be sure to edit for voice and accuracy.



Dear ExampleContactFirstName,

It was lovely seeing so many supporters and friends together at last week's Donor Celebration. Although you were not able to join us, we remain grateful for everything you do to make CU Denver a stronger and more equitable university. You can [view photos of the event here](#).

Your generosity empowers us to continue our relentless pursuit of transforming lives, shaping a brighter future, and to make education work for all. With your support, we are able to provide vital resources, innovative programs, and scholarships that open doors of opportunity for students from all walks of life.

Thank you for standing by us as partners in shaping the future of education. Your belief in our vision drives us to greater heights, and we are excited to embark on this journey together.

Sincerely,

Handwritten signature of Michelle Marks in black ink.

Michelle Marks

Chancellor

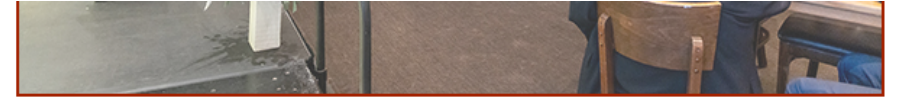
Support Student Success



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Handwritten signature of Michelle Marks in black ink.

Michelle Marks

Chancellor

Support Student Success





Results

The success of collaboration

The Increase and Improvements

- ▶ 9%-18% increase in post-event survey response rates
- ▶ Diversify responses and feedback
- ▶ Able to move the needle on each measurement
- ▶ Only changes are diligent check-in during event and immediate post-event email

Alumni Awards Celebration	Response Rate	Survey Responses	Attendees
2023	18%	22	122
2022 (no event)	-	-	-
2021	2.3%	4	143*
2020	8.3%	11	132*
Donor Celebration			
2023	20.47%	26	127
2022	3.6%	6	166
2021	2%	2	96*

Year-Over-Year Event Feedback Comparison

Questions	2023	2022	2021
Number of Responses			
	26	6	2
Overall Score			
Very satisfied	88.50%	83.30%	100.00%
Satisfied	11.50%	16.70%	--
Neutral	--	--	--
Dissatisfied	--	--	--
Very dissatisfied	--	--	--
Date & Time			
Very satisfied	80.80%	66.70%	100.00%
Satisfied	15.40%	33.30%	--
Neutral	3.80%	--	--
Dissatisfied	--	--	--
Very dissatisfied	--	--	--
Program Length			
Very satisfied	92.30%	88.30%	100.00%
Satisfied	3.80%	16.70%	--
Neutral	--	--	--
Dissatisfied	3.80%	--	--
Very dissatisfied	--	--	--

Questions	2023	2022	2021
Speaker Content			
Very satisfied	84.60%	66.70%	100.00%
Satisfied	15.40%	33.30%	--
Neutral	--	--	--
Dissatisfied	--	--	--
Very dissatisfied	--	--	--
Expectations			
Agree	100.00%	100.00%	100.00%
Neutral	--	--	--
Disagree	--	--	--
Recommend to a friend			
Extremely Likely	80.80%	66.70%	100.00%
Likely	--	--	--
Neutral	--	--	--
Unlikely	--	--	--
Very Unlikely	--	--	--
Reason for attending			
Exclusivity	8.90%	no data	no data
Connection	28.60%	no data	no data
Pride	33.90%	no data	no data
Impact	28.60%	no data	no data



Next Steps

We want to do more

Next Steps

- ▶ Since we're seeing success, now we're looking to level up
- ▶ Have already started adding giving CTA to formal post-event email that includes photos
- ▶ 100% of all CU Denver Advancement events are managed in CVENT, including any events we're partnering with other units on
- ▶ Aim to use check-in data to inform event and program start times
 - ▶ Live-syncing
 - ▶ Check-in staff diligence





Key Takeaways

- ▶ Using CVENT's survey tool, emails, and OnArrival app enhances day-of-event processes and post-event communications
- ▶ Using CVENT technology may help to inform event program development, communications, and even start times
- ▶ Try new approaches to discover what is most engaging
- ▶ Success requires collaboration



Questions?

- ▶ Happy to provide slides, email copy, or anything else you're interested in looking at
- ▶ monica.cutler@ucdenver.edu