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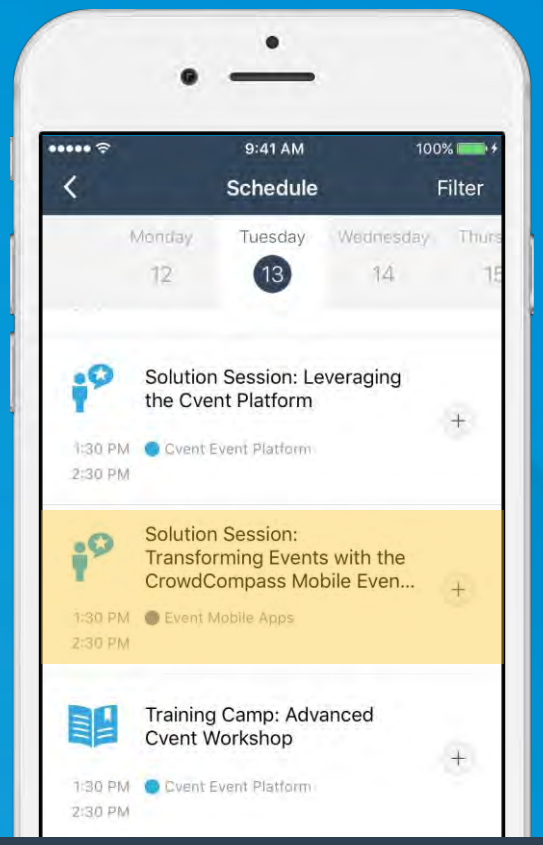
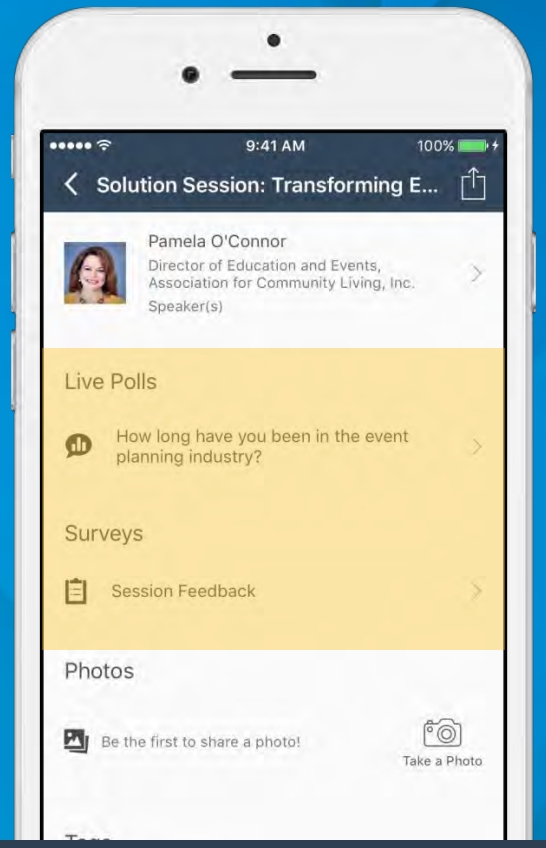


Access Polls
and Live Q&A



More information at cventconnect.com/mobileapp

Power Up Meetings & Events

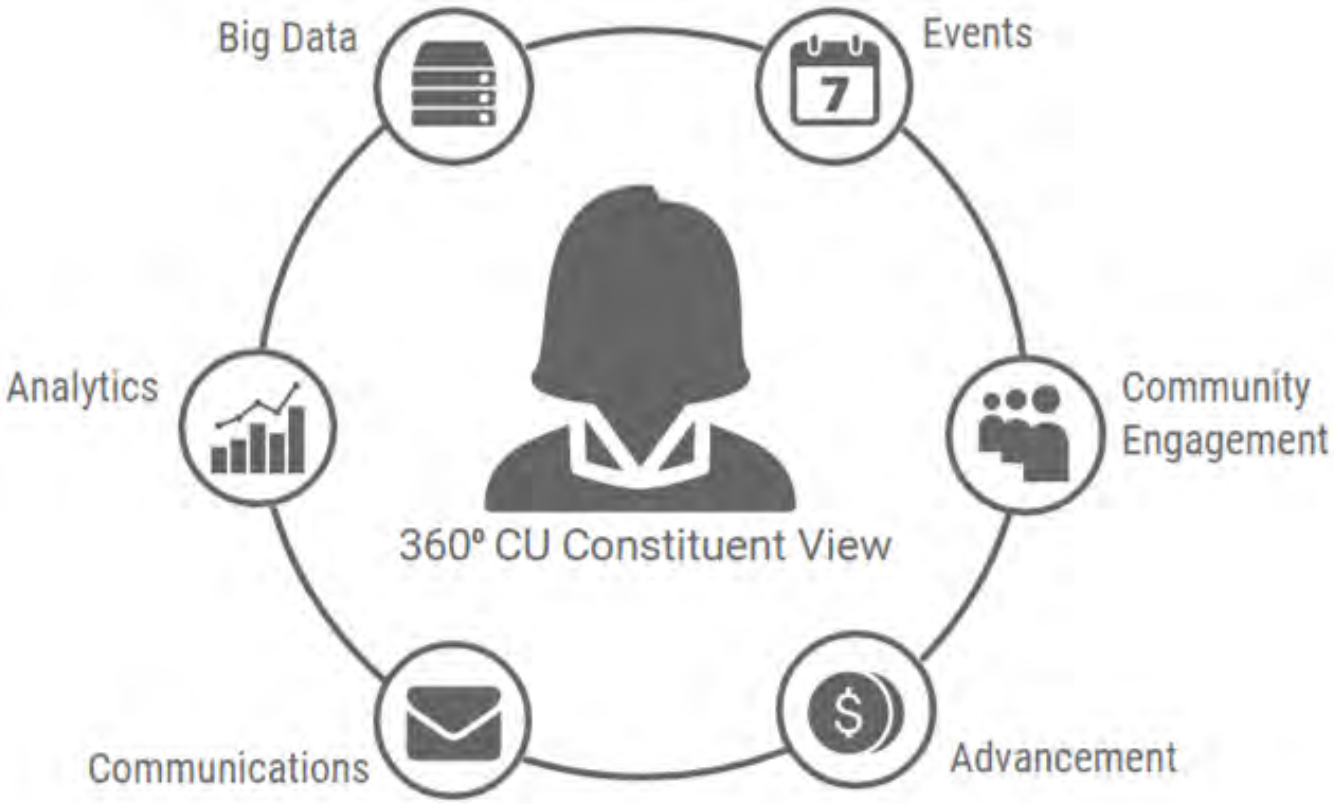
Kate O’Connell | University of Colorado
Kris Justice | Cvent

CVENT CONNECT™

Forward Looking Statements

This presentation contains forward-looking statements. All statements other than statements of historical fact contained in this presentation, including statements regarding macroeconomic trends that we expect to influence our industry, plans for capital expenditures, expectations regarding the introduction of new products, changes to the competitive marketing or regulatory landscape affecting our industry, and plans for growth or future operations are forward-looking statements. These forward-looking statements are only predictions and are subject to a number of risks, uncertainties and assumptions. It is not possible for the company to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events.

The Vision


Big Data
Events
Analytics
Community Engagement
360º CU Constituent View
Communications
Advancement

What is eComm?

www.cu.edu/ecomm

eComm Applications

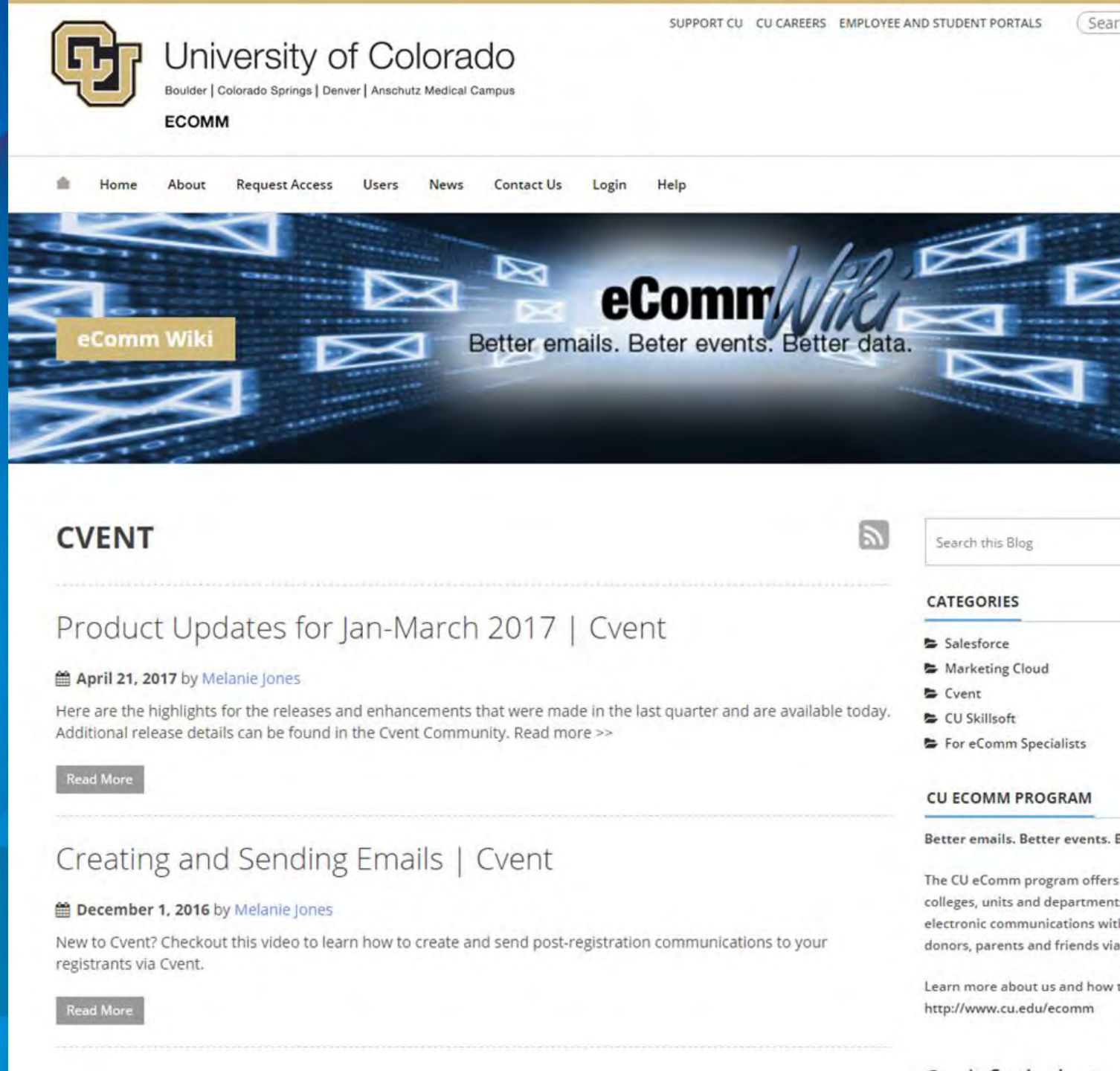
Let’s Take a Tour.

eComm Specialists

- Tier 1 support
- Onboarding
- User Groups
- Best practices
- Planning
- Build all email lists
- Approve Cvent forms
- Create and send campaigns
- Part of system team (2x/week)
- Planning with Cvent (1x/mo)

Training Program

- eComm Wiki
- New User Training
- Deep-Dive Training

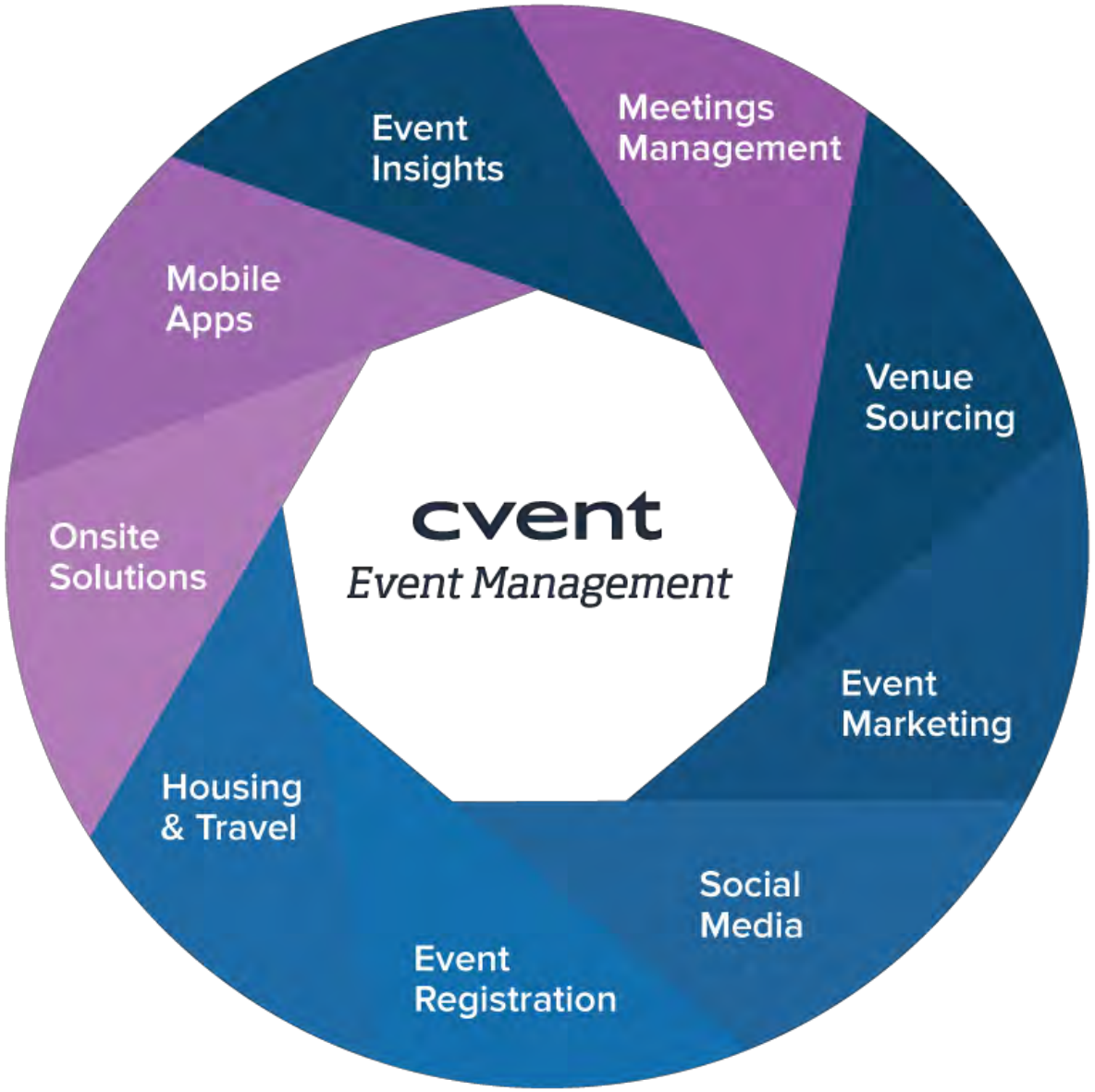


Challenges

- Responsibility, no authority
- Politics
- Campus dynamics, priorities
- Getting consensus
- Leadership support/directives
- Budgets
- Diverse skill sets and capacities
- Carrot, not the stick

Next Steps

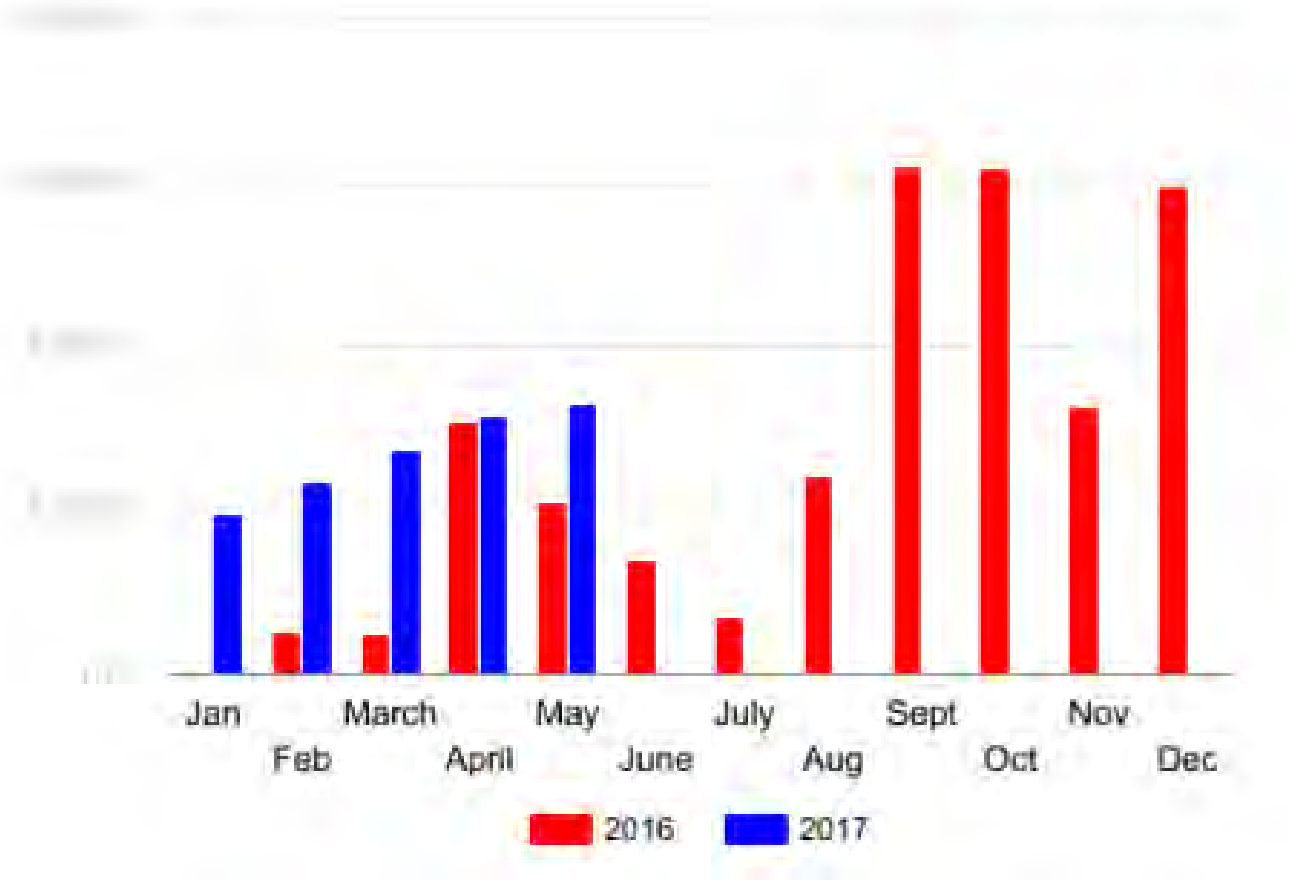
- Mobile Apps
- Onsite Solutions
- Meetings Management



Registrations

2016 | 64,730
2017 | 26,997

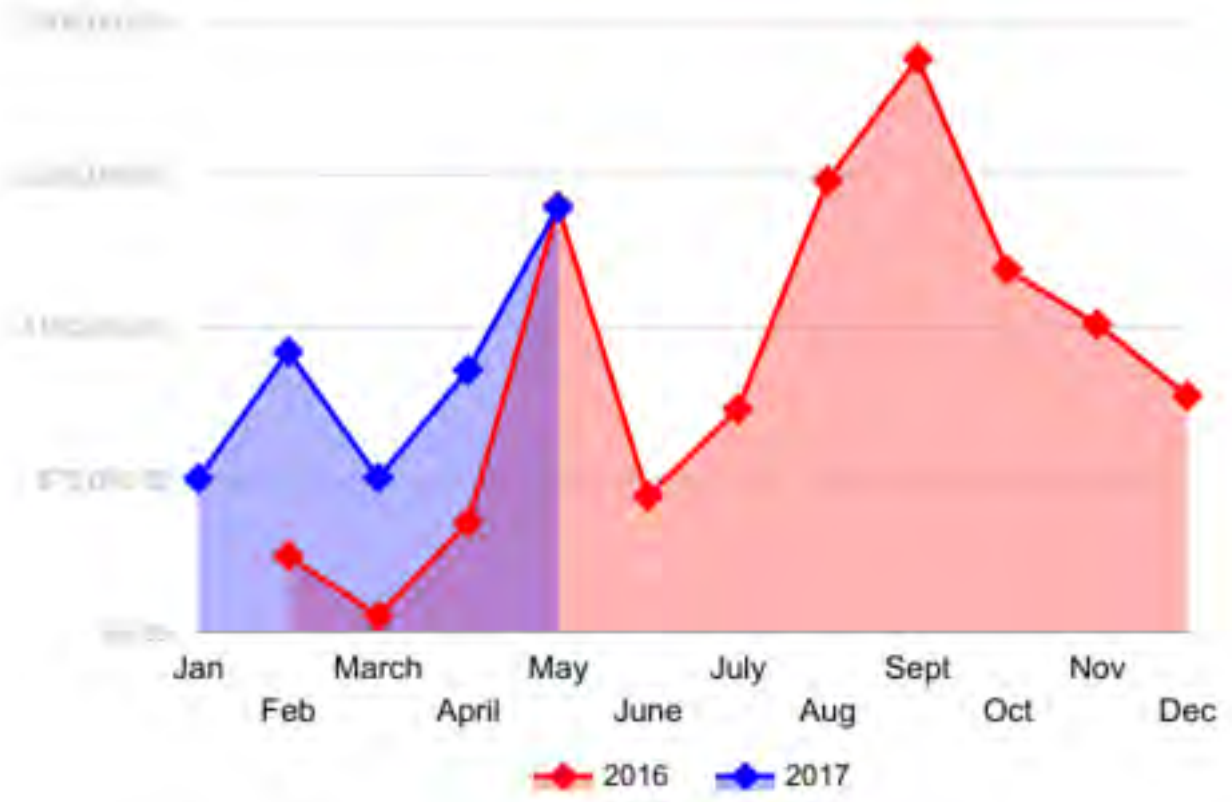
91,727



Revenue

2016 | $1,435,784
2017 | $626,933

$2,062,716



Testimonials

“The middle school event was a success! OnArrival worked great, and so did the barcode scanning and kiosk mode. Seriously, the event planner was BLOWN AWAY by the difference that Cvent made at her event.”

"Using Cvent has assisted us significantly in managing events that we need to track registration and interact with registrants through event completion. The ability to customize and schedule events is one the benefits of using the system I love the most."

Q & A

Thank You

Kate O'Connell | University of Colorado
kate.oconnell@cu.edu | www.cu.edu/ecomm

Kris Justice | Cvent
kjustice@cvent.com | www.cvent.com

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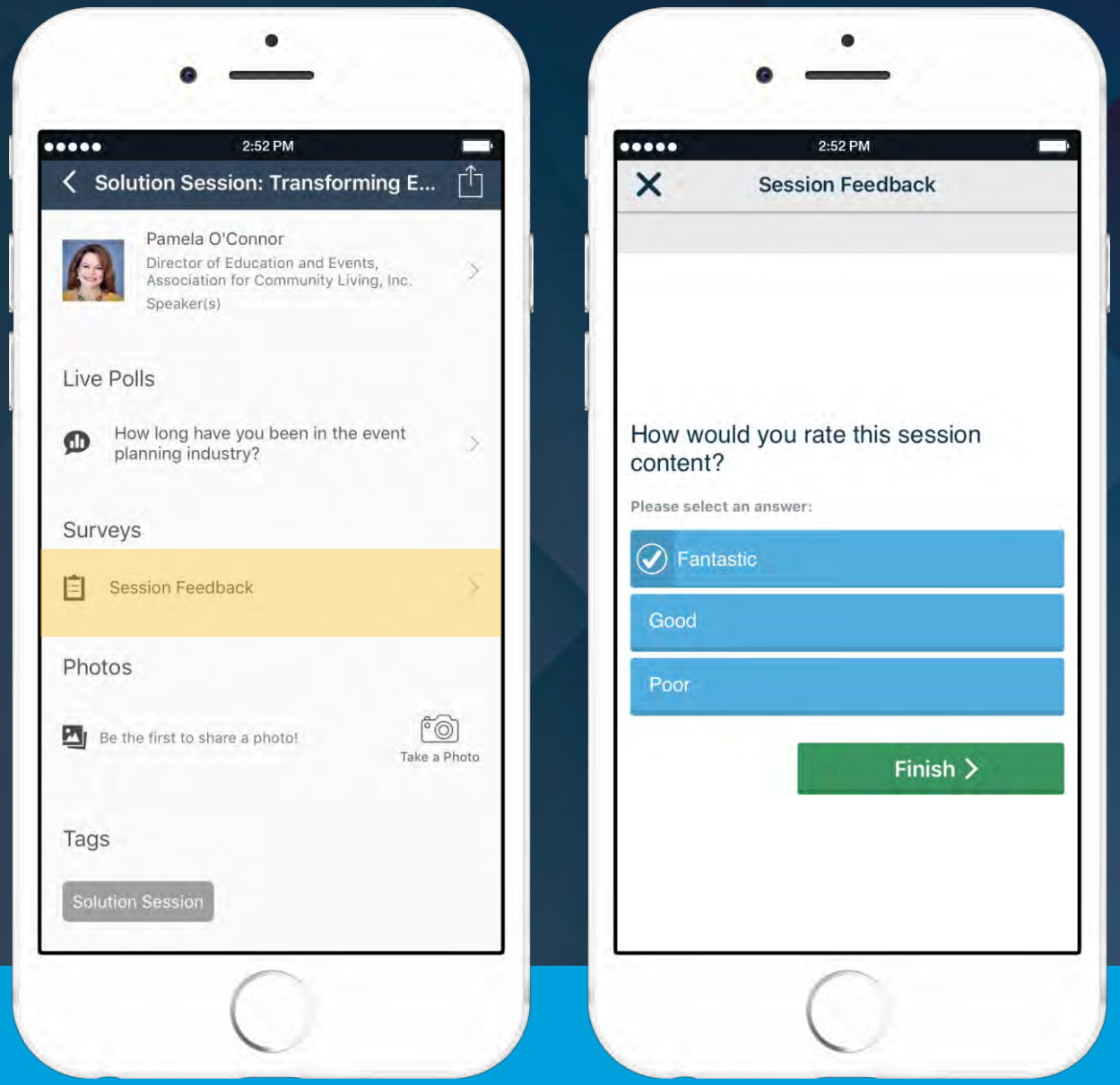
Don’t forget to take the session survey!