

Cvent | Custom Event Website URL ^[1]

July 11, 2018 by [Melanie Jones](#) ^[2]

Do you promote your events via a printed invitation or radio ad? Work with your eComm specialist to leverage Cvent's private domain to create a custom, short URL to make registering for events easy.

Instructions: <https://support.cvent.com/apex/apex/CommunityArticle?id=000002536&Lang=e...>
^[3]

Notes

- Each trailing name in our Cvent private domain, events.cu.edu/trailingname, must be unique in order for the URL to function properly.
- Trailing names can contain up to 50 letters and numbers, but no spaces or special characters
- The same trailing names can be used for consecutive events (for example, a fundraising event that occurs once in 2018 and that will occur again in 2019), but the domain selection for the previous event must be updated from events.cu.edu to www.cvent.com ^[4] in Event Configuration before proceeding.
- Only MECs will be able to activate private domains for their users.

Suggested Naming Convention:

For events/conferences that are specific to a campus/System/Advancement and do not share the same general name of an event taking place anywhere else in the CU System:

- events.cu.edu/COLTT
- events.cu.edu/ConferenceonWorldAffairs
- events.cu.edu/KPWE
- events.cu.edu/ColemanConference
- events.cu.edu/EntCenterGala

For events that may share a name with an event on another campus:

- events.cu.edu/BoulderHomecoming
- events.cu.edu/DenverHomecoming
- events.cu.edu/AnschutzHomecoming
- events.cu.edu/UCCSHomecoming

[Tracking Spreadsheet](#) ^[5]

Related Content

- [How do I hide my event from search engines?](#) ^[6]

Display Title:

Cvent | Custom Event Website URL

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecommerce-wiki/cvent-custom-event-website-url>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/cvent-custom-event-website-url>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/39>

[3]

https://support.cvent.com/apex/apex/CommunityArticle?id=000002536&Lang=en_US&searchTerm=private

[4] <http://www.cvent.com>

[5] [https://docs.google.com/spreadsheets/d/1f5zMIhFOmVtiwkyEqR-](https://docs.google.com/spreadsheets/d/1f5zMIhFOmVtiwkyEqR-D2quuDbpRo07ZAwXszdnmjng/edit#gid=0)

[D2quuDbpRo07ZAwXszdnmjng/edit#gid=0](https://docs.google.com/spreadsheets/d/1f5zMIhFOmVtiwkyEqR-D2quuDbpRo07ZAwXszdnmjng/edit#gid=0)

[6] <https://www.cu.edu/blog/ecommerce-wiki/cvent-hiding-your-cvent-event-search-engines>