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Cvent | Custom URL or Private Domain [1]

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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.

Private Domain

eComm has already procured a private domain (events.cu.edu/trailingname), so users can request to add their desired trailing name (via their eComm specialist), at no cost. Units can contract directly with Cvent to buy a new private domain. Learn more about private domains [3] and if interested, submit a help ticket [4] to get a cost estimate and Cvent's contact information.

eComm's Private Domain

- Each trailing name in our Cvent private domain, events.cu.edu/trailingname, must be unique 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 [5] in Event Configuration before proceeding.
- eComm specialists must 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 [6]

Custom URL

With a custom URL, you can pick any name you want but .cventevents gets tacked on the end. The advantages are: it's quicker and easier to set up and you can use the same name as your organization's primary website. Learn more about custom URLs and if interested, submit a help ticket [4] to get a cost estimate and Cvent's contact information.

Related Content

- How do I hide my event from search engines? [7]

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