

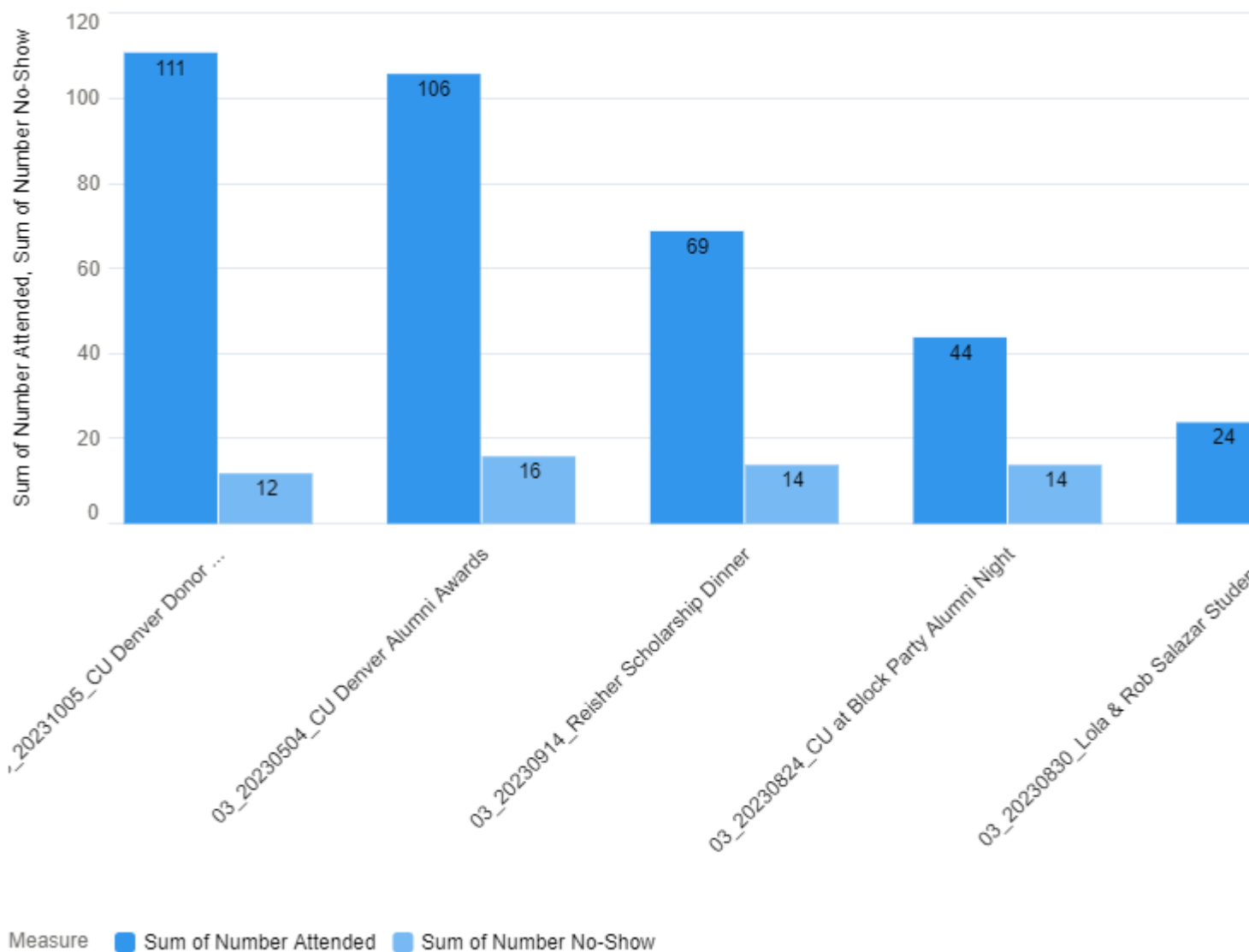
## **Early Adopters of Tracking Participation in Cvent** <sup>[1]</sup>

January 21, 2024 by [melanie.jones@cu.edu](mailto:melanie.jones@cu.edu) <sup>[2]</sup>

Different users and groups will adopt Cvent participation tracking at different rates with different approaches. Choose your approach to participation tracking <sup>[3]</sup> and then use that data for more relevant engagement with constituents <sup>[4]</sup>. 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 <sup>[5]</sup>
- **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

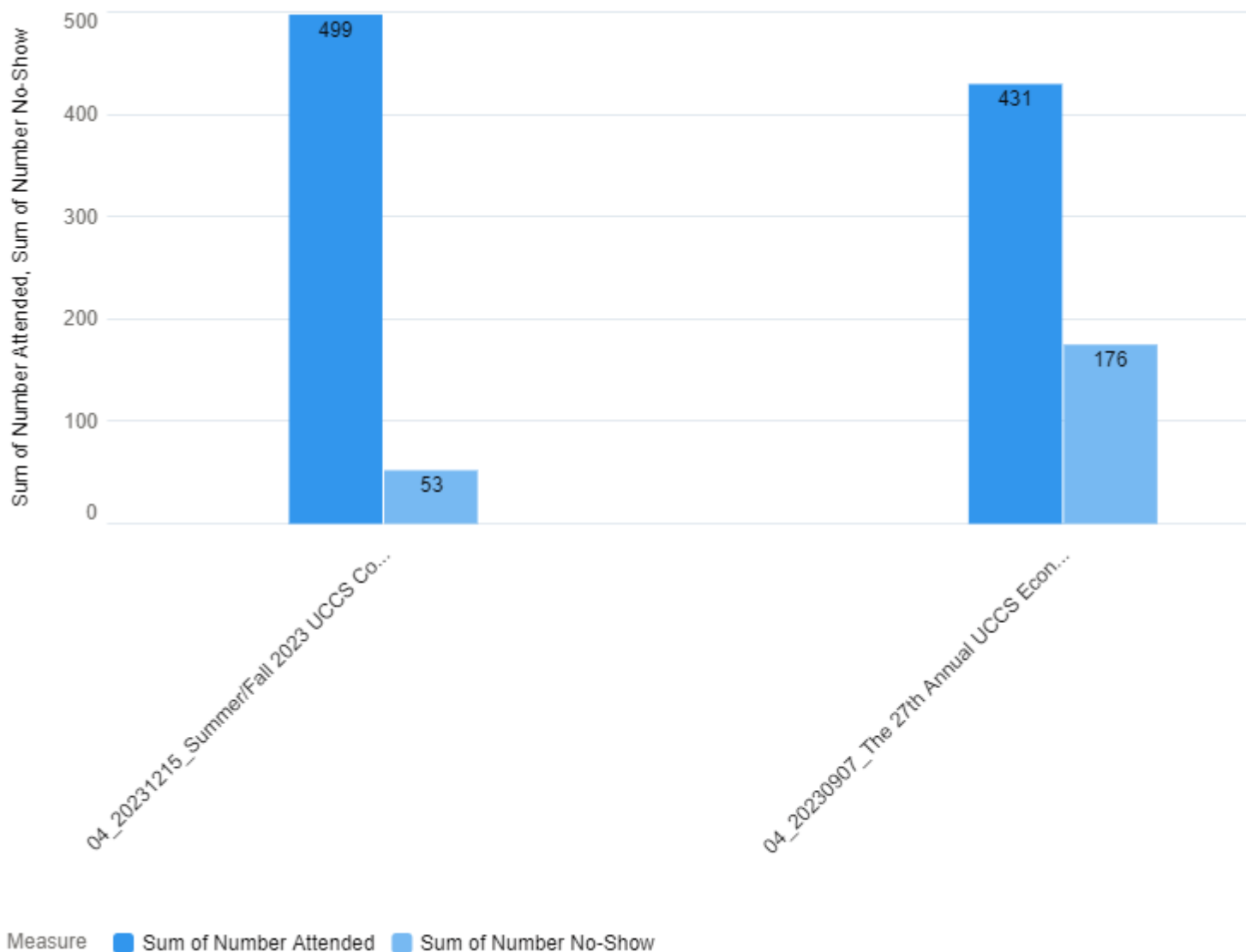
- [Watch Recording](#) [8], starts at 22:10
- [Presentation](#) [9]

## 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.

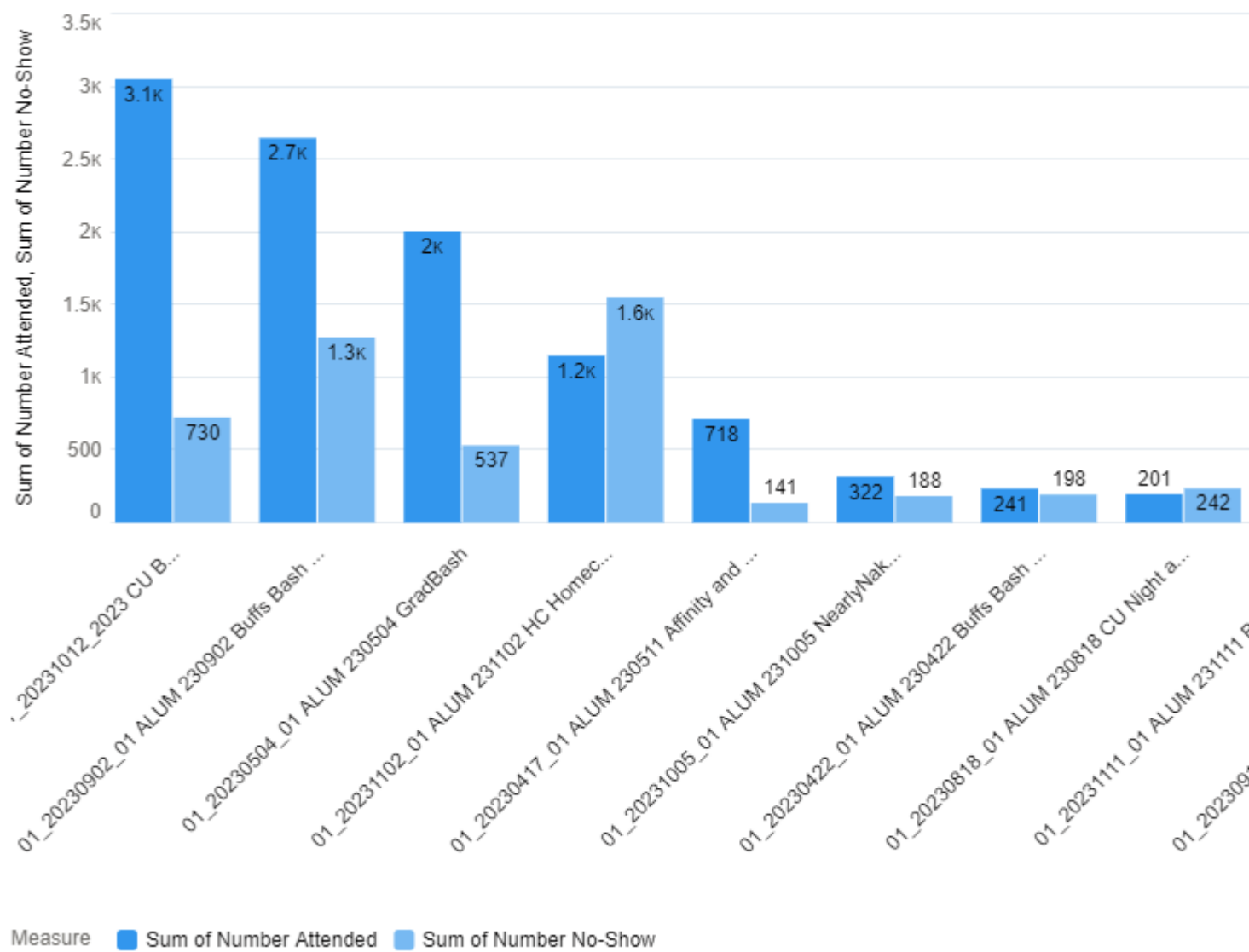
#### Presentation Slides [10]



#### 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







## 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]

[12. Post-Event Survey Questions.docx](#) [15]

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### Links

[1] <https://www.cu.edu/blog/ecommm-wiki/early-adopters-tracking-participation-cvent>

[2] <https://www.cu.edu/blog/ecommm-wiki/author/145641> [3] <https://www.cu.edu/blog/ecommm-wiki/cvent-track-participation>

[4] <https://www.cu.edu/blog/ecommm-wiki/use-event-participation-data>

[5] <https://www.cu.edu/blog/ecommm-wiki/cvent-meet-cvent-check-app>

[6] [https://www.cu.edu/system/files/pages/344708-](https://www.cu.edu/system/files/pages/344708-Early%20Adopters%20of%20Tracking%20Participation%20in%20Cvent/docs/Post%20Event%20Survey%20Engage)

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[7] [https://www.cu.edu/system/files/pages/344708-](https://www.cu.edu/system/files/pages/344708-Early%20Adopters%20of%20Tracking%20Participation%20in%20Cvent/docs/12.%20Post-Event%20Survey%20Questions.docx)

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[8] [https://drive.google.com/file/d/1pI\\_uXcZyBcc6zr41X56QsoG3SoK1WU2J/view?usp=sharing](https://drive.google.com/file/d/1pI_uXcZyBcc6zr41X56QsoG3SoK1WU2J/view?usp=sharing)

[9] [https://www.cu.edu/system/files/pages/344390-](https://www.cu.edu/system/files/pages/344390-eComm%20Specialist%20Digest%20%7C%20October%2021%2C%202023/docs/Post%20Event%20Survey%20En)

[eComm%20Specialist%20Digest%20%7C%20October%2021%2C%202023/docs/Post%20Event%20Survey%20En](https://www.cu.edu/system/files/pages/344390-eComm%20Specialist%20Digest%20%7C%20October%2021%2C%202023/docs/Post%20Event%20Survey%20En)

[20231102.pdf](https://www.cu.edu/system/files/pages/344390-eComm%20Specialist%20Digest%20%7C%20October%2021%2C%202023/docs/Post%20Event%20Survey%20En)

[10]

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[11] <https://www.cu.edu/blog/ecommm-wiki/ecommm-upgrade-view-cvent-participation-salesforce>

[12] <https://www.cu.edu/blog/ecommerce-wiki/add-account> [13] <https://www.cu.edu/blog/ecommerce-wiki/communicate-past-event-attendees> [14] <https://www.cu.edu/doc/post-event-survey-engagement-cvent-users-1222024pptx-1?download=true> [15] <https://www.cu.edu/doc/12-post-event-survey-questionsdocx?download=true>