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Use Event Participation Data [1]

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When you launch your event, Cvent integrates with Salesforce [3] to automatically share registrant participation information. Cvent then provides numerous methods for tracking attendance [4] for your event or sessions. Use this insightful, actionable data to make your next event even better!

Success Story

This wiki dives into some best practices for using event data. Get inspired and learn best practices from early adopters across CU [5].

Finesse Events

- 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. 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.
- Send a survey to attendees and a different version to no-shows for quality feedback.

Target Messages Right Away

Event Invitation Reminder

Sending an event invitation reminder is a great way to boost registrations for your event. **Avoid sending the follow-up invite to those who already registered** - it can be confusing and make folks think their attempt to register failed. Learn how to leverage the automatic Cvent-Salesforce Integration to exclude folks who have registered for your event with the video below.

The good news about reminder invitations is that part of the work is already done.

1. Navigate to Marketing Cloud to find your original invitation and add something like *'Last Chance to Register'*

, or *'Register by MONTH DAY at TIME'* to the subject line and/or preheader.
2. Then send the reminder invite to the original audience, excluding anyone who already registered. Watch the video below for a full explanation.

DATA EXTENSIONS If you are sending to a Data Extension (to target a University email field) your Exclusion will also need to be in the form of a Data Extension. Ask your eComm specialist to convert your RSVP Campaign to a Data Extension.

Send Surveys

Send a survey to attendees and a different version to no-shows right after the event for the most and best feedback to make your next event better.

Target Messages Over Time

Targeting messages to past event attendees is a great way to build your relationship with your most engaged constituents. Placing your energy towards your most loyal attendees will have great returns and provide you with valuable insights on how to turn more email 'acquaintances' into actual attendees. Some ideas include:

- For an annual event, send a targeting message saying "We hope to see you again this year".
- Host a special event for those who attended three events in the last 6 months.

So how would you get a Marketing Cloud email to past attendees? Ask your eComm specialist.

1. An Event Campaign is created in Salesforce when a Cvent form is launched. Once the Campaign exists, those who register in Cvent are added as Campaign Members to the associated Campaign in Salesforce.
2. Next, your eComm specialist must create a Report or Data Extension for you. That way you can target your audience and remain CAN-SPAM compliant when sending your Marketing Cloud message.

DO NOT At eComm, we do NOT send Marketing Cloud messages directly to Campaigns. While it is technically possible, it will likely create a CAN-SPAM violation. Your eComm specialist converting a Campaign to a Report or a Data Extension will remedy those concerns.

Related Content

- How do I record event participation data? [4]
- How do I view event participation in Salesforce? [6]
- How can I report on event participation in Salesforce? [7]
- How can I communicate with past attendees? [8]

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