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Build for Me | Event Invitation [1]

If you work at the system office and need an event invitation distributed and a website to collect event registrations, eComm is here to help.

Submit the 'Build for me | Event Invitation' form below 2+ weeks prior to your desired delivery date. Someone will contact you soon to collect additional details on your event and coordinate deadlines along with responsible parties. This includes review, testing, and approval of the event invitation and event website.

Your Information

First name: *

Last name: *

Campus: * - Select -

Email: *

Delivery Dates

Will you be sending a 'Save the Date'? * - Select -

'Save the Date' send date *

Month | Day | Year

Desired delivery for the Event Invitation * Month

Year

Will there be a event invitation reminder? * - Select -

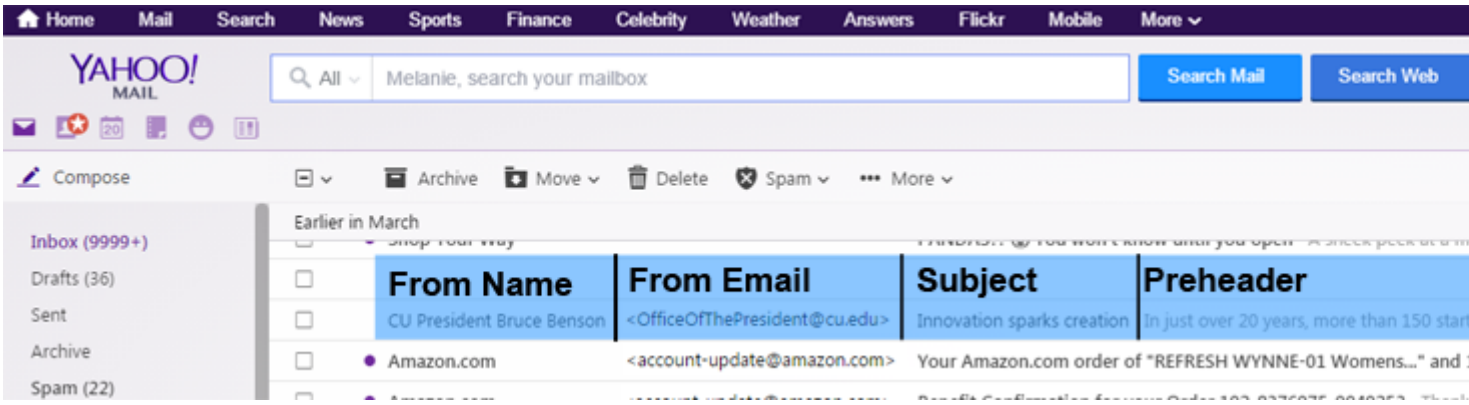
Desired delivery for the Event Invitation Reminder * Month

Year

Email Header

Example and Best Practices

?



- What's a Preheader? [2]

From name *

Recipients should be able to easily determine who emailed them based on a clear and concise from name. It can be company/department specific (e.g. "CU-Boulder Alumni Association") or individual based (e.g. "Chancellor Phil DiStefano").

From email *

This needs to be the real email of the event planner. If folks receive this event invitation and have a question, who should they contact?

Subject *

Preheader *

Audience Information

Audience description: *

Describe the audience who you want to send your communication to. Be as specific as possible, such as 'CU Boulder faculty' or 'CU Denver Alumni who reside in Aurora'. If you have an excel list of your audience, attach it below.

Will you be providing an audience list? * - Select -

(e.g. An Excel file with 30 individuals email addresses, or a list or Employees with a column of Employee ID's)

Upload Recipient ID List: Choose a file Upload

Files must be less than **2 MB**.
Allowed file types: **gif jpg png txt rtf html pdf doc docx xls xlsx xml zip**.

Test List:

Email Assets

Upload Event Image * Choose a file Upload

This image will be used in your email and on the event registration form.
Files must be less than **2 MB**.
Allowed file types: **gif jpg png eps psd**.

Attach Content: Choose a file Upload

Files must be less than **2 MB**.
Allowed file types: **gif jpg png txt rtf html pdf doc docx odt ppt pptx odp xls xlsx ods xml**.

Basic Event Information

Event Title: *

Event Description: *

Event Dates

Desired Launch: * Month Hour : Minute

Event Start: * Month Hour : Minute am

Event End: * Hour : Minute am pm
Month
Day
Year

Advertised Registration Deadline: * Month Hour : Minute
Year

Actual Registration Deadline: * Month Hour : Minute
Year

Advertised vs. Actual Registration Deadline

Leave your RSVP form open longer than the advertised RSVP deadline. Need to get a count to your caterer on Friday? Tell folks registration closes on Wednesday to encourage 'early' registration.

Where

Location Name:

Address Line 1:

Address Line 2:

Address Line 3:

City:

State: Colorado

Zip:

Country: United States

Event Planner Information

Event Planner Name: *

First Name Last Name

Email: *

Event Planner Phone Number *

Who should be the *'Event Planner'*?

This person serves as the point of contact for all event invitees and registrants, answering any questions that may arise. The event planner's information will be displayed on 1) the event invitation, 2) the event registration form, and 3) all post-registration communications.

This person should have access to Cvent to manage invitees requests, such as cancelling an order and issuing a refund.

Payment Information

Will you be charging payment? *

- Select -

Will each registrant be charged the same amount? *

- Select -

Select 'no' if, for example, a student who registers should be charged a different amount than a faculty member who registers for the same event.

How much will you charge each registrant? *

$

What's a *'Speedtype'* and *'Account Code'*?

All money collected through Cvent in placed into a single Internet Merchant Account (IMA) for the University of Colorado. At the end of each month, Lexie Kelly [3] from Treasury, allocates the proper funds to the respective department's speedtype with an associated account code.

Don't know your speedtype or account code? Leave it blank and and we will address it out during our*'Discovery'* session.

Speedtype: *

Account Code: *

Registrant Information

Simple and Complex Events

Cvent can be designed to support a variety of events. A simple event might be a small department collecting attendance for an internal training where food will be ordered. A more complex event might include 1,000+ alumni hosted at the Anschutz Medical Campus over three days. Attendees can customize their experience by chosing sessions they wish to attend, selecting optional alumni items for purchase, as well as adding the name of the guest they will bring.

What information are you interested in collecting? *

☑ First Name

☑ Last Name

☑ Email

☐ Campus Affiliation

☐ Number of Attendees

Additional information you would like to collect:

Advanced Form Features:

☐ Guest(s) Registration | Guest registration records who your invitees are planning on bringing along, usually a spouse, child, or friend.

☐ Sessions | Does your events have different 'sessions', hosted at varying times or locations?

☐ Waitlist | Should your event close (due to reaching capacity or the registration deadline passing) and invitees still want to come, they can place themselves on the 'waitlist'.

☐ Kiosk Mode | Have your invitees check themselves in or take new registrants using Kiosk Mode.

☐ Email Alerts | Does the event planner need to be alerted when a registrant takes a certain action?

Cvent has many functions that can be customized(turned on/off) based on your specific event. Above are some of the functions that are most commonly used at CU.

Post-Registration Communications

Select Post-registration Communications

☑ Registration/Modification/Cancellation Confirmation | When someone registers for an event or modifies/cancels an existing order, confirm their action by sending a confirmation message to the email address provided upon registration.

☑ Event Reminder or 'Know before you go' | A day or so before your event, send an event reminder to those who registered. Include directions/maps, check-in information, dress code details and more!

☐ Post-event Message | Reach out to your event attendees to thank them for their support and encourage attendance at future events.

☐ Surveys | Send surveys to your attendees and/or no-shows for their invaluable feedback. Use this information to improve your next event.

Submit

Source URL:https://www.cu.edu/ecomm/forms/build-me-event-invitation

Links
[1] https://www.cu.edu/ecomm/forms/build-me-event-invitation [2] https://www.marketingcloud.com/blog/why-use-preheaders-in-email-marketing/ [3] mailto:lexie.kelly@cu.edu