



## CU eComm Program User Story Inventory Questions

### Event Management

1. **Event Planning:** CU plans and executes a wide range of events for alumni, donors, parents, friends of CU, faculty, staff and students, and employers.
  - A. Describe the current system(s) you use to track events and attendees?
  - B. What types of events do you hold and how often?
  - C. Explain the process to create a new event. What information is important when creating an event?
  - D. Do you hold members-only events? If so, how do you segment these types of events?
  - E. How do you notify constituents of upcoming events?
  - F. What information is important to track for events?
  - G. Do you publish events on your website? What types of event registration on-line forms do you use?
  - H. Are any events private? If so, how do you notify a group of invitees of a private event?
2. **Attendance Tracking:** CU monitors event attendance to ensure registrants' intent to attend.
  - A. How does a constituent register for an event?
  - B. What is your process to track attendees attendance?
  - C. How do you manage cancellations?
  - D. How are you notified when a constituent registers for an event?
  - E. How do attendees pay for an event? What is your process to enter event registration fees? What types of fees could be included with an event?
  - F. Is it important to see guest attendance information? How do you currently track guests that attend an event?
  - G. Is it important that you track actual attendance? If so, is it important that intent to attend is compared to actual attendance?
3. **Event Communication:** CU sends event invitations, reminders, follow up communications, and other related communications to event registrants and attendees.
  - A. What is your process to send event reminders?
  - B. What is your process to send follow-up communications to event attendees?
  - C. Do you send out a survey after an event? If so, how do you process the responses?
  - D. Are you using social media to promote events?
  - E. Do you use landing pages or other marketing collateral to promote events?

4. **Surveys:** CU sends surveys to get feedback on events.
  - a. When do survey's get sent out?
  - b. Are survey's sent today, if so what product is being used?
  - c. If using Qualtrics (standalone), who are the owners of the forms?
  - d. If using Qualtrics (standalone), what is the URL and login information?
  - e. What types of questions are asked on the forms?
  - f. Are the survey's anonymous?
5. **Event Analytics:** CU generates reports to evaluate event ROI in order to make informed decisions for offering future events.
  - . What types of event related analytics are run today?
  - a. What information is important to see in a report of event information related to the event and/or attendance, non-attendance, etc.?

### **Desired Features**

- Track Budgeted and actual costs
- Ability to specify max. number of attendees
- Ability to specify cut-off date to register
- Support online registration
- Enter begin and end dates
- Enter begin and end times
- Publish Landing page for event
- Specify number of guests
- Ability to enter guest information - would like to know that spouse is attending
- Auto. Reminders
- Payment processing
- Specify Seating Assignments
- Track attendance
- Being able to support sessions/ different tracks for an event
- Ability to track attendees involved with an event - staff, speakers, volunteers, etc.
- Need to ask questions about special needs - dietary, seating