Redefining Higher Ed Events for Optimal Audience Engagement

April 26 2022
2 – 3 PM Eastern
Today’s Discussion

- Introductions
- A new framework for event content delivery
- University spotlights and event case studies
- Lessons learned and vision for future
- Q&A
Today’s Presenters

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We partner with more than 400 higher education institutions
Event technology for higher education is the practice of...

Driving engagement through live, virtual and hybrid experiences

- student
- prospective student
- parent and family
- alumni
- donors
- faculty and staff
- community
Quick Facts — University of Calgary

- Location: Calgary, Alberta, Canada
- Campuses: 5
- Type: Public research, university
- Enrollments: 33,000+

Events Program

- Multiple Event Formats – Virtual, In-Person, Hybrid
- Advancement Events
- Conferences & Events – Internal
- Conferences & Events – External stakeholders
- Accommodations – Hotel and Dormitory
- Orientation
- Catering
Quick Facts — Utah State University

Events Program: ~2,600 events a year
Event Formats: Virtual, In-Person, Hybrid

Event Types

- Advancement and Donor Engagement
- Admissions — Youth Programs, High School Graduations and Competitions
- Award Banquets, Galas, Receptions
- Collegiate Athletic
- Conferences, Seminars, Symposiums, Workshops (On and Off Campus)
- Extension and Continuing Education
- External — Business Community, Government*
- Presidential, Commencement, Dignitary, Special Events
- Student Activities — Concerts, Career Fairs, Competitions, Meetings, Races

* Local/State/Federal, Tours/Races, Weddings/Celebrations/Galas

- Type: Land-grant, public research university
- Main Campus: Logan, Utah
- Statewide Campuses: 8
- Statewide Education Centers: 23
- Extension: Serves all of Utah’s 29 counties
- Research Centers, Facilities, and Programs: 50+
- Enrollment: 27,000+
- Faculty and Staff: 2,700+
New Framework for Event Content Delivery
What does “hybrid” really mean?
Key Characteristics of Hybrid

1. Two distinct audiences—virtual and in-person—with different needs, requiring individual agendas to create interest and spur engagement.

2. Shared experiences and content between the two audiences, so that each group feels like a part of something meaningful and connected.

Source: Hybrid Event Strategies for Dummies, a Cvent Special Edition
Framework for Event Content Delivery

CONSIDERATIONS
✓ Audience
✓ Engagement Goals
✓ Budget
✓ Experience Mix

CONTENT DELIVERY METHODS
✓ Livestream
✓ Live
✓ Video On-Demand
✓ Simulive

Event Format
- In-Person Events
- Virtual Events
- Hybrid Events
- On-demand ("Netflix" for events)
University Spotlights
Conference & Events at University of Calgary
Office of Advancement
President’s Office – Announcements, VIP Events, Awards
Faculties
Students
External Stakeholders — Community, Associations, Non-Profit
Internal & External Events

My Team

Stakeholders

- Kathy Fergusson
  - 1 FTE
- Student 1
  - 1 FTE
- Student 2
  - 1 FTE
- Student 3
  - 1 FTE

Accommodations & Events

Ancillary Services

University Event Strategy - Decentralized Collaborative Model
Event Services at Utah State University
Event Services Team

BEFORE

- Alumni Center
- Athletic Venues
- Conference Center
- Conference Management
- Event Services
- Guest Services
- Non-Academic Classroom Use
- Outdoor Event Space
- Performing Visual Arts Venue
- Student Center
- Summer Housing
- Ticket Office
- University Catering
- University Inn
- Youth Programs

Campus Venues & Services

AFTER

EVENT SERVICES

New Centralized Services

EVENT SERVICES

CAMPUS STAKEHOLDERS

Dining Services
- Facilities
- Housing
- Parking
- Public Safety
- Risk Management
- Student Affairs

One-Stop Shop
Event Case Studies - Virtual
Virtual — Founders Day

Utah State University Holds Virtual Founders Day & Old Main Society Celebration
March 24, 2021

FORMAT = VIRTUAL
AUDIENCE → Alumni, Donors, Students & Faculty
REGISTRANTS → 60
TIMELINE → March, 2021
EVENT LENGTH → Single Day

CVENT PRODUCTS
→ Registration

HIGHLIGHTS
• Salesforce integration
• Up and running in 3 weeks

Alumni & Donor Engagement
Rapid Transition – In-Person/Hybrid to Fully Virtual

**EHDI ANNUAL CONFERENCE**

**Professional Conference**

**FORMAT** = In-Person, Hybrid, Virtual

**AUDIENCE** → Parents → Professionals → Stakeholders of Deaf or Hard of Hearing (DHH)

**REGISTRANTS** → 1400+

**TIMELINE** → March, 2022

**EVENT LENGTH** → Four Days

**CVENT PRODUCTS**
→ Registration – Attendee and Exhibitor
→ Attendee Hub

**HIGHLIGHTS**
• First Attendee Hub experience
Fall Orientation

Dear Kathy,

Thank you for registering for virtual Fall Orientation.

We are excited for you to make new friends, learn about student life and get access to the support services the University of Calgary has to offer.

Getting connected to Fall Orientation events on September 2 and 3.

Please note: If you are an International student attending International Student Orientation, please follow the steps below steps for the event on September 1 in addition to the September 2 and 3 events.

1. To access all virtual orientation events click this link.
2. After entering your name and email, you will be sent a 6-digit authentication code.
3. Input the code on the computer that you wish to participate in orientation from.
4. Grab a latte and get started!

Please be sure to complete the steps today!

If you have any trouble at all, contact us at meeteatsleep@ucalgary.ca

CVENT PRODUCTS

→ Registration
→ Attendee Hub + Support

HIGHLIGHTS

Cvent Support

High volume, high attendance, 200+ sessions
Virtual — OEDI Data Symposium

**AUDIENCE** → International
**REGISTRANTS** → 1,000+
**TIMELINE** → April 8th & 11th

**CVENT PRODUCTS**
- Registration
- Attendee Hub

**HIGHLIGHTS**
First of its kind
Live Stream English, French & ASL
Events Spotlight - Hybrid
Events Spotlight - Hybrid

FORMAT = Hybrid
AUDIENCE
→ Utah Nursery
→ Landscapers and Ground Crews
→ Small Business Owners
→ Extension Employees
REGISTRANTS → 1260+
TIMELINE → 10 month planning
EVENT LENGTH → Two Weeks

CVENT PRODUCTS
→ Registration
→ OnArrival

HIGHLIGHTS
• First Registration and OnArrival experience
• First hybrid event
We had to put faith into the process and the partnership with Cvent and Encore.
We were terrified...and it was flawless. We had to become a tech support organization and zoom experts.
Lessons Learned & Vision for Future
Lessons Learned for Hybrid Events

So you think you want to go “hybrid”?

KEY CONSIDERATIONS

- Education about new event formats is critical
- Two-way hybrid is unattainable for most
- Many different flavors of hybrid
- Identify how virtual can help accomplish goals

Hybrid Considerations Checklist

- [ ] Budget?
- [ ] A/V + Catering budget?
- [ ] Audience engagement goals?
- [ ] Audience reach goals?
- [ ] Virtual is here to stay.
1. Have a growth mindset
2. Embrace virtual
3. Become indispensable to campus
4. Commit to being a leader in hybrid
5. Educate ourselves

Vision for the Future

ACT LIKE A DUCK
LESSONS LEARNED

• Virtual
• Capacity
• Prioritizing Event Use
• Integration Considerations

VISION FOR FUTURE

We’re just getting started!
Q&A

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