

The Future of Higher Education Events: Creating Boundless Experiences

December 7, 2021

11:00 AM – Noon EST

cvent

Today's Discussion

- Welcome & Introductions
- Event Marketing and Technology for Higher Education
- Virtual, Hybrid and In-Person Use Cases
- University Spotlights
- Lessons Learned and Vision for the Future
- Q&A

Today's Presenters



Hana Kenny

Event Platform Manager

**Office of Merchant Services
University of Washington**



C. Hawkins

*Director of Student Engagement
and Philanthropy*

**University Advancement
Northeastern University**



Alec Soffer

*Client Success Manager
Client Services*

Cvent



- **Location:** Seattle, WA area
- **Campuses:** 3
- **Type:** Public 4-year institution
- **Enrollments:** 60,000+
- **Faculty & Staff:** 3,600

- **Cvent Events Program**
 - Continuing Education & Trainings
 - Conferences & Seminars

Northeastern University

- **Location:** Boston, Massachusetts
- **Type:** Private 4-year institution
- **Enrollment:** 37,000+
- **Faculty & Staff:** 6,000
- **Alumni:** 278,000+

- **Cvent Events Program**
 - Alumni Reunions
 - Fundraising
 - Alumni and Donor Engagement
 - Global Special Events



Event Marketing and Technology for Higher Education

We partner with more than 400 higher education institutions



Cornell University



Yale University



Northwestern University



University of Pittsburgh



TEXAS
The University of Texas at Austin



UNIVERSITY OF MARYLAND



UNIVERSITY OF MIAMI



EMORY UNIVERSITY



UNIVERSITY of HAWAII[®]
MĀNOA



UCIRVINE



PennState



ILLINOIS
UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN



WHAT — Event marketing 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

WHO & WHERE — Event Technology Use Across the Institution

Increase the reach, impact and ROI of your events with integrated outreach and engagement.



Enrollment
Management



Academic &
Student Affairs



Advancement &
Alumni Relations



Continuing
Education



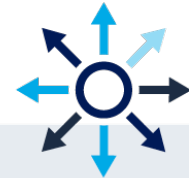
Communications
& Marketing



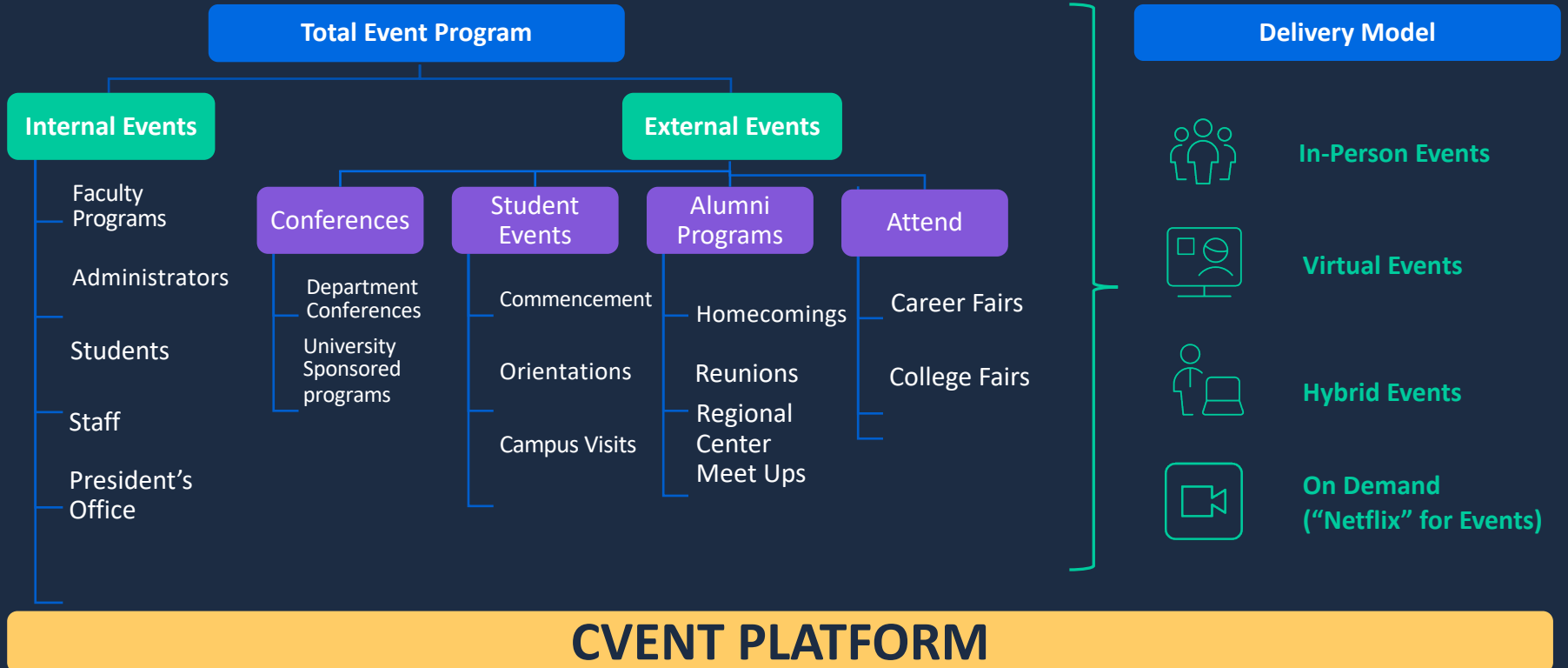
Information
Technology



Procurement












HOW — Total Events Program (TEP)





Virtual, Hybrid and In-Person Use Cases

Virtual & Hybrid Event Use Cases Across the Institution

USE CASES	 NYU	 Extension <i>University of Missouri</i>	Northeastern University	 UNIVERSITY OF PORTSMOUTH	 UNIVERSITY of WASHINGTON
MODALITY					
Alumni	✓		✓		
Conferences	✓	✓	✓		✓
Continuing Education	✓	✓			✓
Fundraising	✓		✓		
Recruitment				✓	

MODALITY

 VIRTUAL	 IN-PERSON	 HYBRID
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University Spotlights

Quick Facts: Meeting Audiences Where They Are

	 <p>W UNIVERSITY <i>of</i> WASHINGTON</p>	 <p>Northeastern University</p>
Type	4-year, Public	4-year, Private
Location	Seattle, WA	Boston, MA
Delivery	Hybrid, Virtual & In-Person	Virtual & In-Person
Event Types	<ul style="list-style-type: none">• Conferences & Seminars• Continuing Education• Training	<ul style="list-style-type: none">• Alumni Reunions• Fundraising• Alumni and Donor Engagement• Global Special Events



Hybrid and Virtual Event Highlights



HYBRID

38TH ANNUAL
Pacific Northwest Institute on
**SPECIAL EDUCATION
& THE LAW**

October 18–20, 2021 // Virtual Event



VIRTUAL





How do we actually do this?



UNIVERSITY of
WASHINGTON

- **Conferences & Seminars**
- **Continuing Education**
- **Training**



In-Person Events



Virtual Events



Hybrid Events



On Demand
("Netflix" for Events)



Delivery Model

Session Types

- Fully live
- Semi-live pre-recorded
- Collaborative

- Two separate events, same content
- Live vs. virtual
- Synchronous

- Expanded reach for all

CVENT PLATFORM



Guiding Users Through New Experiences

Event Planning Roadmap

W FINANCIAL ACCOUNTING
UNIVERSITY of WASHINGTON
Merchant Services

Attendee Hub Roadmap

The below steps will occur *simultaneously* while your event website and registration are built and launched. The Attendee Hub is designed to be available to your attendees no more than a few days prior to the event start date.

STEP 1 | Request Attendee Hub Activation

[Submit a few details of your event](#) once it is determined attendee hub will be implemented for your virtual or hybrid event.

STEP 2 | Kickoff Call

At least 6 weeks prior to the event start date, a kickoff call will be scheduled to review the following:

- Define your goals
- Align on your virtual session strategy
- Collect detailed event information
- Discuss your requirements
- Understand your team's proficiency with our solutions
- Set the right expectations

From there, we'll create an accurate timeline for you and prepare your team to begin configuring the Attendee Hub for your event.

Virtual Event Audience Guide



TA Program Virtual Event Site

Synchronous plenaries and workshops take place **online** through the [TA Program virtual event site](#). From this site, registrants can modify their schedules, attend Zoom workshops, and complete workshop feedback surveys.

Accessing the site:

1. After you have registered for the TA Program, you can sign in to the [virtual event site](#).
2. Be sure to use the same name and email address you entered when registering for the event.
3. Once you enter your information, a verification code will be sent to your email address.
4. Use the verification code to complete the login process.
5. Once logged in, click the calendar icon in the top navigation bar to view your personal schedule.
6. **Zoom links** for all synchronous sessions will appear **5 minutes** before the start of the workshop or plenary. Click the **Join Session** button to open the meeting.

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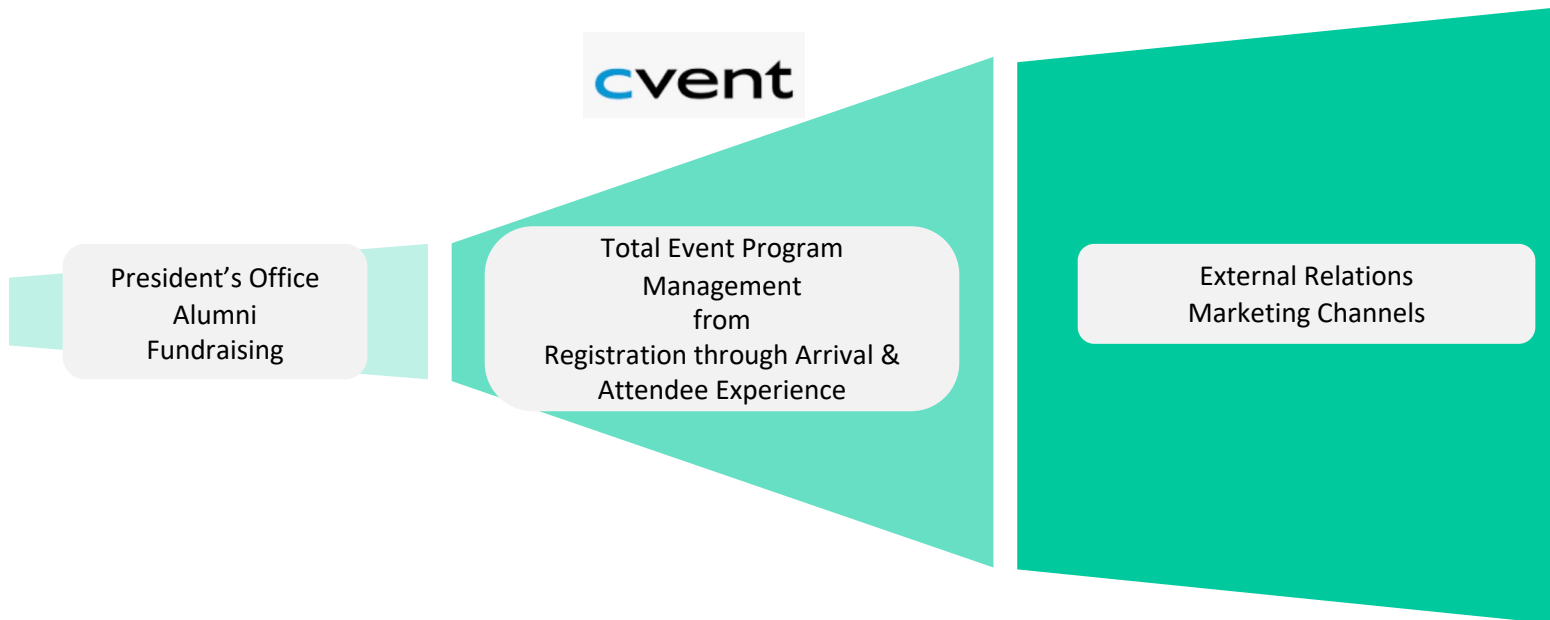


Advancement as a Key Steward of the Brand

Stakeholders

University Advancement

External Relations





Supporting Alumni & Donor Engagement

IN PERSON

VIRTUAL

Event Type	Registration*	Onsite Badging & Check-In	Diagramming & Seating
<i>Commencement</i>			
<i>Alumni-Student Events</i>			
<i>Award Ceremonies</i>			
<i>Fundraising</i>			
<i>Dinners</i>			
<i>Global Donor Events</i>			
<i>How-To Live</i>			
<i>Speakers</i>			

* Integration with Salesforce was critical

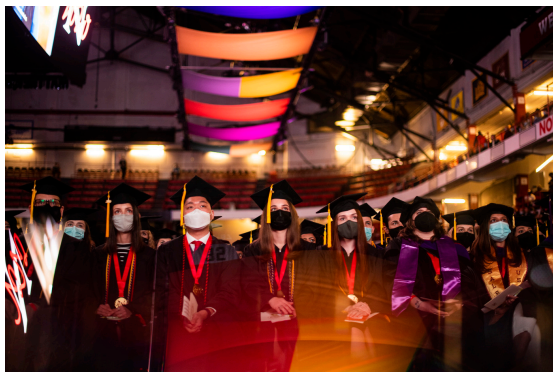




London Thanksgiving Event

IN PERSON

Class of 2020 Commencement



अक्टोबर १८
Mastering Social Media and PR: Inside Tips and Tricks
सार्वजनिक · Northeastern University Alumni आयोजक हुनुहुन्छ

Inside Tips & Tricks

VIRTUAL

Seminar Series

N Northeastern
D'Amore-McKim
School of Business

Details Presenter

REGISTER NOW

MathWorks Lab for Fintech and Quantitative Business Analysis Seminar Series

Data Analysis and Visualization in MATLAB for Portfolio Optimization

September 22, 2021
11:45 AM-1:15 PM ET
© Viewing in Eastern Time

Reflections

If you're doing an in-person event and not adding-on hybrid, you're missing the boat...

Hybrid Reflections

However, hybrid can be defined and implemented in many ways.

Everyone is craving being back in-person and our attendance rates back that up.

Tried and True

Don't underestimate the potential of donations during registration. We have seen a 10% uptick.

Lessons Learned



Meet Attendees
Where They Are



Understand
Implications of
New Modalities



Amplify Reach &
Impact with
Innovation



Drive Efficiency
with Salesforce
Integration



Increase Giving
with Donations
at Registration

Cvent EDU Attendee Hub

The screenshot shows the Cvent Higher Education Attendee Hub landing page. At the top left is the Cvent logo. To the right of the logo is the text "Summary Higher Education Team & Leadership" and a blue "Register Now" button. The main visual is a large graphic with the words "HIGHER EDUCATION HUB" in large, white, stylized letters. The letters are surrounded by various icons and illustrations: a speech bubble with three dots, a play button, a question mark, a paper airplane, a stack of books, and several people sitting at desks with laptops. Below the graphic, the text "Experience The Attendee Hub" is displayed in blue. At the bottom, there is a small line of text: "Register to join the Cvent's Higher Education Networking and Resource Center! Stay updated on event technology in the higher education space. You are able to find best practices, tips & tricks, knowledge sharing, networking, and other insights to ensure the success of your institution's events."

Join the Higher Education Attendee Hub

- **Connect** with peer institutions
- **Explore** sample events
- **Access** training materials
- **Learn** about best practices
- **Ask** a Cvent expert in Office Hours

**** No cost to you. Dedicated to our higher ed the community.****

Join Today — <https://cvent.me/yqnVPP>

Q&A



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Learn More
cvent.com/en/education-solutions