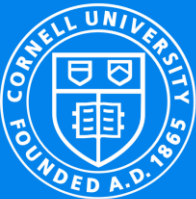


Expand Continuing Education Programs with Centralized Event Technology

A panel discussion



Cornell University



GEORGETOWN LAW



Extension
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WEBINAR



OUR PANELISTS



Cornell University



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Heather Darrow

Conference Coordinator,
Department of Animal Science,
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Katelynn Harrison

Marketing and Program
Assistant, Department of
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Education



Kyle Flinn

Director of Extension Web
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Jordan Clark

Senior Client Success Manager

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Advisor for Cornell University



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Director of Extension Web
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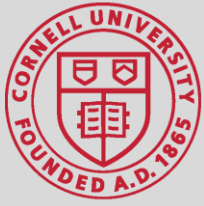
Senior Client Success Manager

TODAY'S DISCUSSION –

Event Technology for Continuing, Professional, and Extension Education

- Speaker Introductions & Institution Overview
- Key Benefits
 - Operational Efficiency
 - Increased Revenue
 - Audience-Centric
- Best Practices
 - Implementation & Adoption
 - Personalization
 - Fee & For Free
- Now & Future – Adapting, Evolving
- Key Takeaways
- Q&A

**SPEAKER INTRODUCTIONS
& INSTITUTION OVERVIEW**



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Melissa Mahon

Cvent Senior Client Success
Advisor for Cornell University

QUICK FACTS

- **Location:** Ithaca, NY
- **Type:** Private, 4-year, land-grant institution
- **Enrollments:** 21,000 students
- **Faculty & Staff:** 1,679 Faculty; 8,392 Employees
- **Alumni:** 67,800+

- **Department of Animal Science Events Program:**
 - **35** programs and events per year
 - **2,200** registrations per year
 - Use Cases:
 - *Conferences*
 - *Continuing education*
 - *Online courses and software licenses*
 - *Fundraising activities and program donations*
 - *Funding applications*



GEORGETOWN LAW



Katelynn Harrison

Marketing and Program Assistant,
Department of Executive and
Continuing Legal Education

QUICK FACTS

- **Location:** Washington, DC
- **Type:** Private Research University (Law Center)
- **Enrollments:** 2,045+
- **Faculty:** 420+
- **Alumni:** 40,000+

- **Department of Executive and Continuing Legal Education Events Program:**
 - **12** programs per year
 - **3,055** registrants
 - Use Cases:
 - *Continuing/Professional education*



Extension
University of Missouri



Kyle Flinn

Director of Extension Web Services

QUICK FACTS

- **Location:** Columbia, MO
- **Type:** Public, 4-year, land-grant institution
- **Enrollments:** 34,000+ students
- **Faculty:** 2,150+ faculty and instructors
- **Active Alumni:** 317,000+

- **University of Missouri-Extension Events Program:**
 - ~**300** programs and events per month
 - **100,000+** registrations per year
 - Use Cases:
 - *Conferences and Events*
 - *Continuing Education*
 - *County Extension*
 - *Internal Training*
 - *Special Events*

**EVENT TECHNOLOGY
FOR CONTINUING, PROFESSIONAL,
AND EXTENSION EDUCATION**

KEY BENEFITS

Event Tech for Continuing, Professional, and Extension Education

Operational Efficiency

Increased Revenue

Audience-Centric

- Expanded Reach***
- Stronger Engagement***
- Increased Cost Savings***

KEY BENEFITS

Event Tech for Continuing, Professional and Extension Education



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Operational Efficiency

Increased Revenue

Audience-Centric

- Expanded Reach***
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- Increased Cost Savings***

KEY BENEFIT: OPERATIONAL EFFICIENCY



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CORNELL'S EVENT TECHNOLOGY EVOLUTION

Pre-2011

Spending majority of time on database management vs. bigger picture items related to marketing events.

2011 - 2013

2013 - 2018

2019

JUNE '11

NOV '11

JUN '13

MAY '19

Membership Module

E-Marketing Module

Event Management: 750 Registrations

Event Management: 1000 Registrations

CrowdCompass

Membership Module

E-Marketing Module

Event Management:

2150 Registrations

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KEY BENEFITS

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KEY BENEFIT: INCREASED REVENUE



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Advanced eDiscovery Institute

November 21-22, 2019 ♦ #GeorgetownAEDI



Brochure



Register



Accommodations

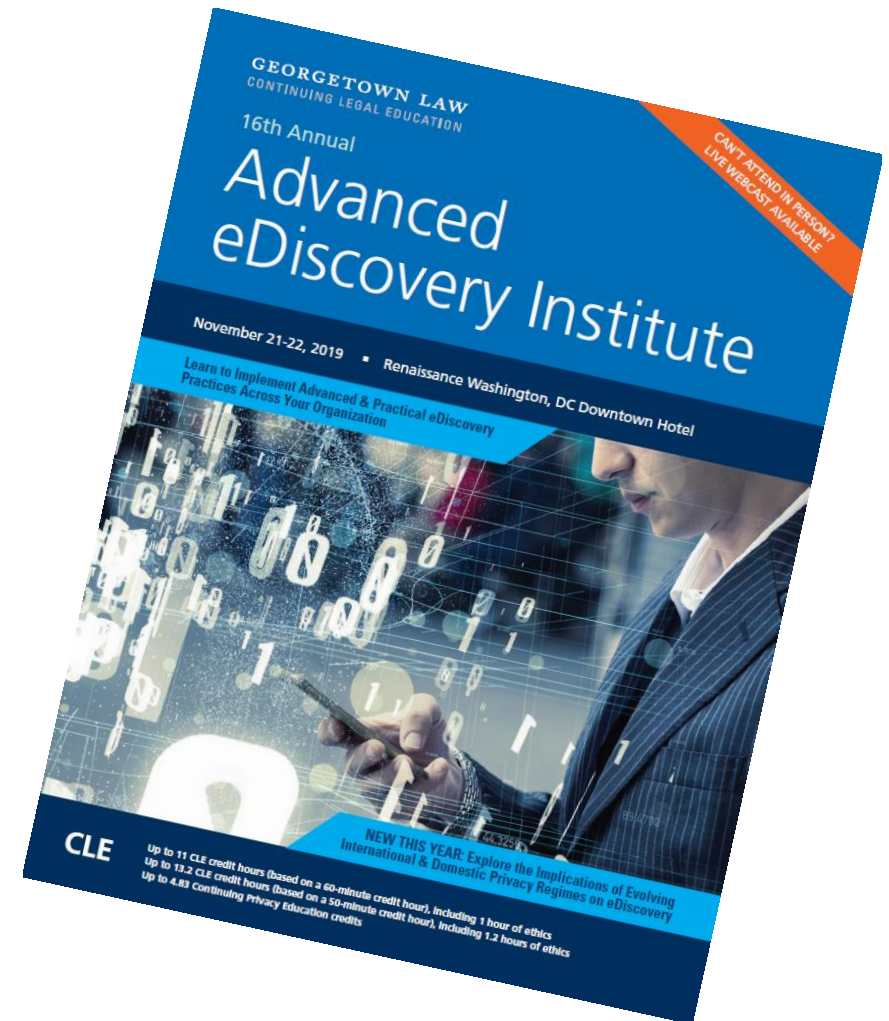


November 21-22, 2019

Renaissance Washington,
DC Downtown Hotel

Dear John,

We want to invite you to join us for the 2019 Advanced eDiscovery Institute.



KEY BENEFITS

Event Tech for Continuing, Professional and Extension Education

Operational Efficiency

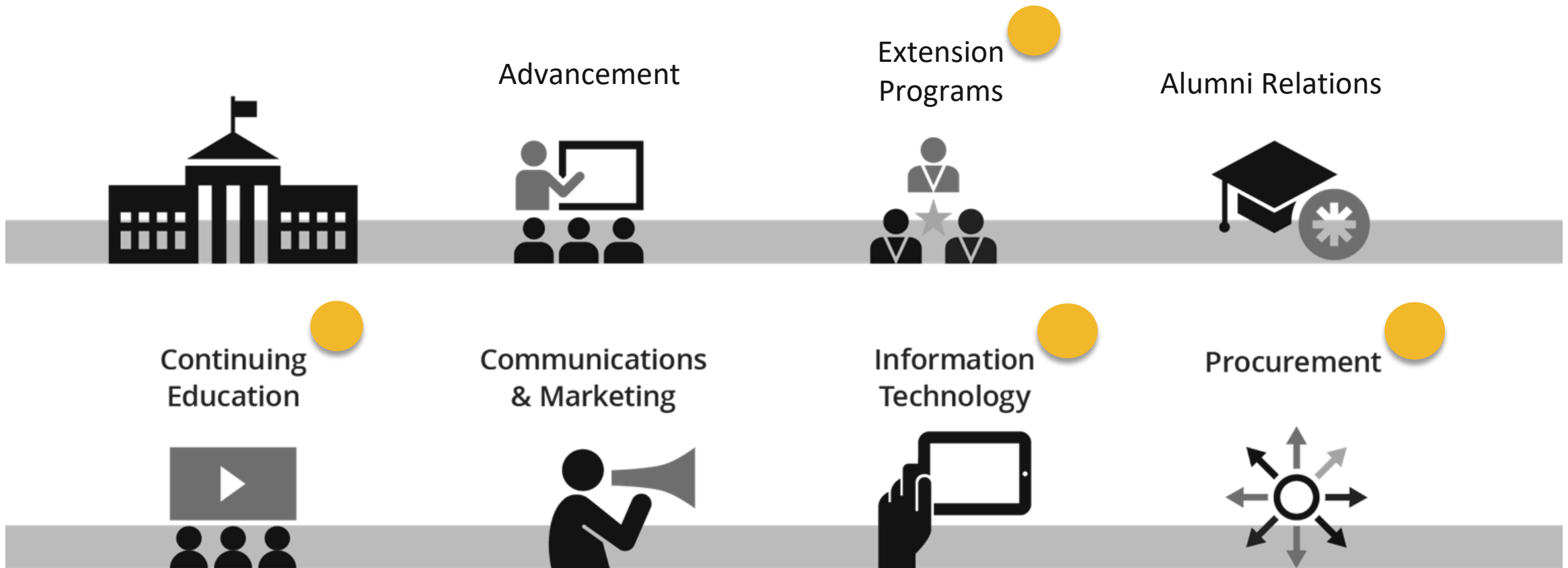
Increased Revenue

Audience-Centric

- Expanded Reach*
- Stronger Engagement*
- Increased Cost Savings*



EVENT TECH ACROSS THE INSTITUTION



 *Current MU functional units using Cvent event technology*

HANDLING DIVERSE AUDIENCES

Information Architecture

- By Interest Area
- By Program
- By Activity

Smart Search

- Machine Learning
- Guided Navigation

User Profiles

- Order History
- Self-Identified Persona(s)

Visual Hierarchy

- Relatable Imagery
- Influenced by Machine Learning

BEST PRACTICES

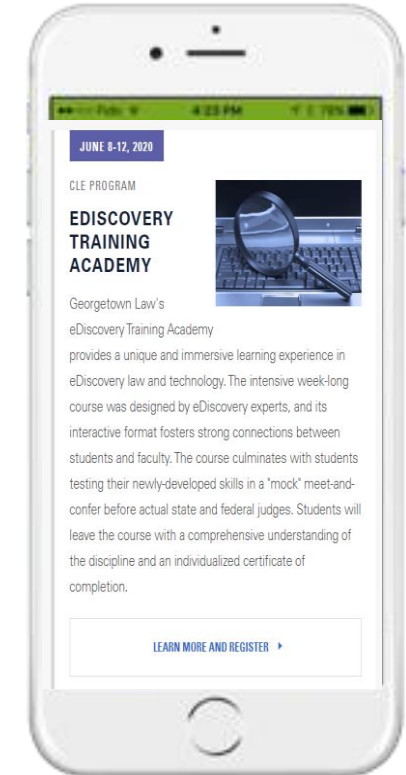
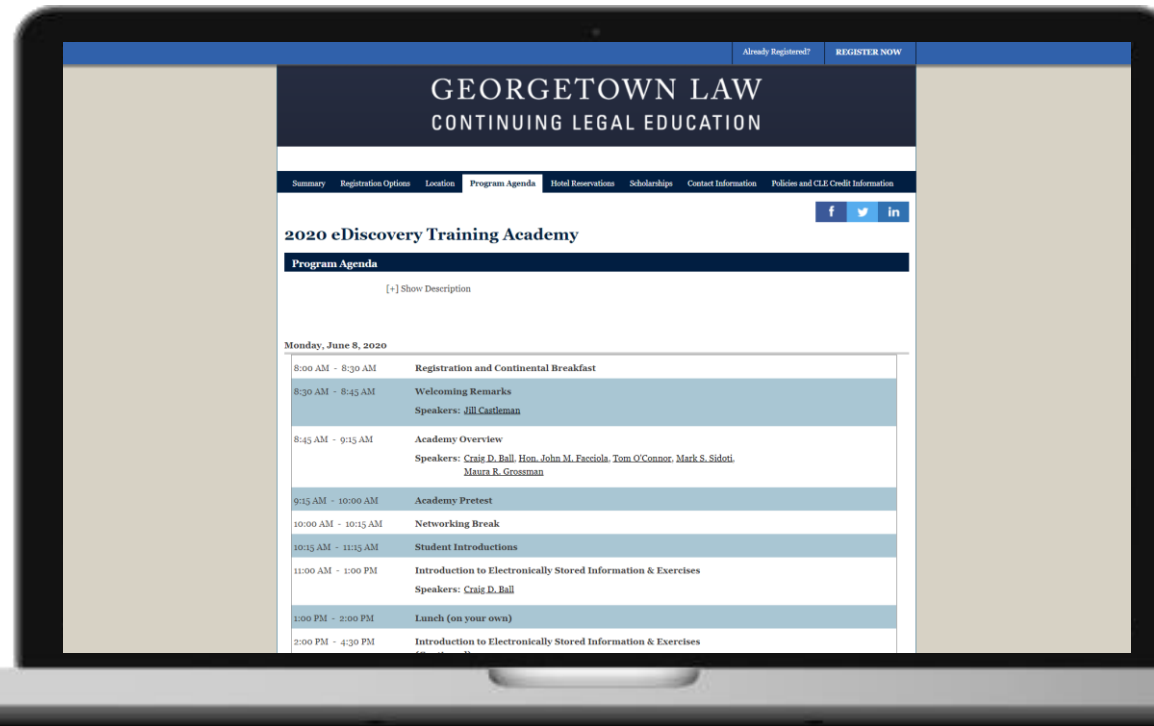
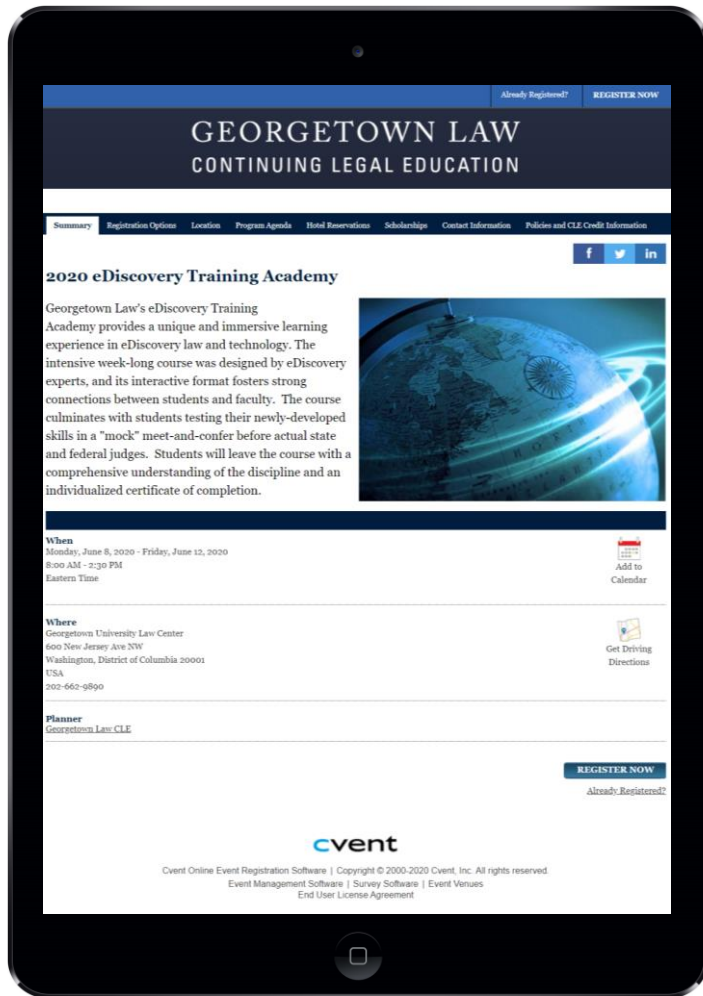


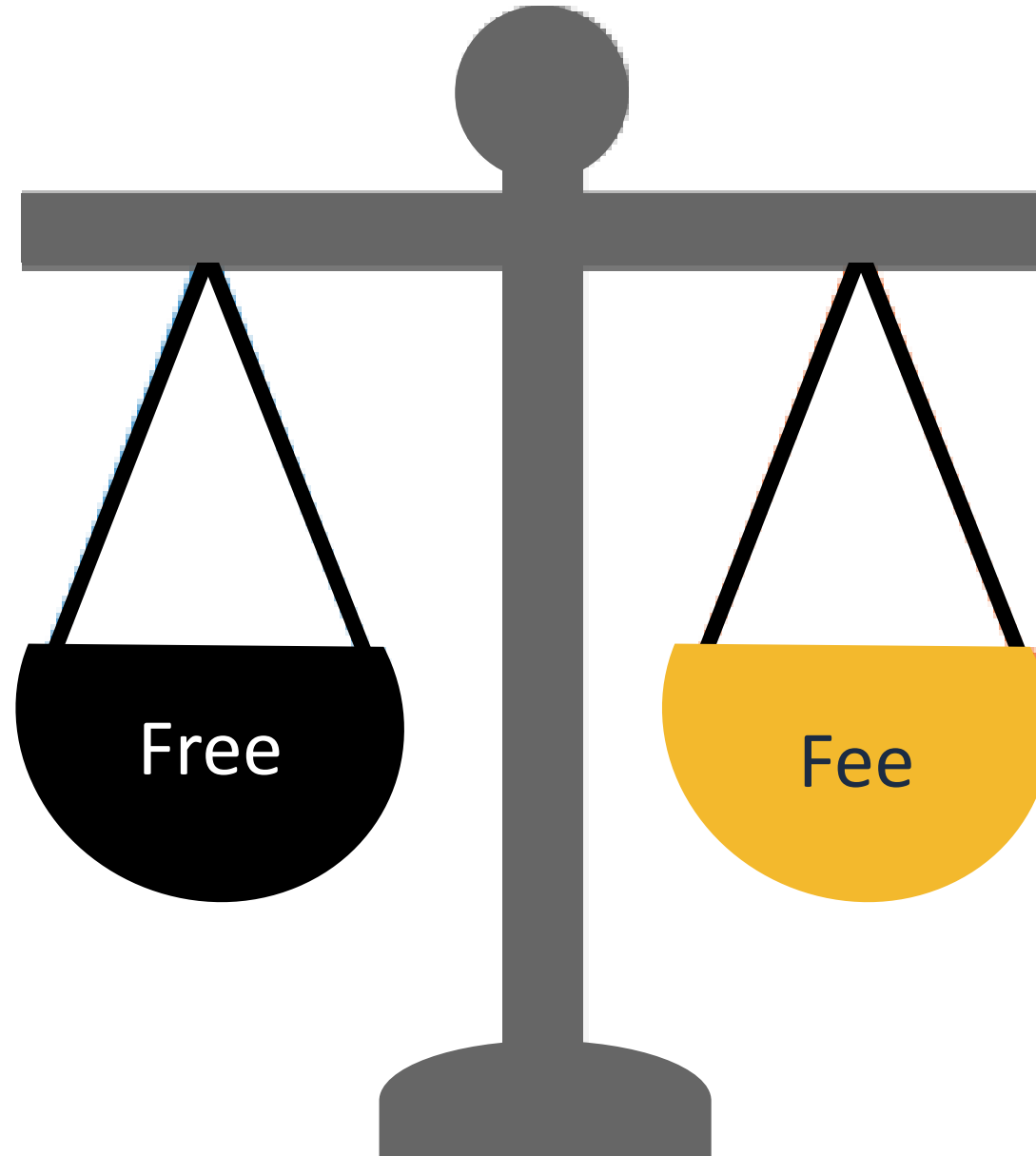
- **Get buy-in from team members and key stakeholders**
- **It's a marathon, not a sprint**
- **Having a support team is key**

PERSONALIZATION



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- Alumni Events
- Constituent Groups

- Pricing Strategies
 - Fees
 - Grants
- Subsidization

NOW & FUTURE

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KEY TAKEAWAY(S)

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Q&A

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Thank you!

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Use Cvent's Event Evolution Model to create a roadmap for the four phases of event planning.

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Fast track your virtual meetings

When you need to add virtual to your event program, Cvent supports all your event marketing and management needs. Get the most out of your online events.

[See how we help](#)

Powerful integrations
Connect with your virtual meeting solution, making it easy to get a unified up-to-date view of your entire event program.

[Learn how to integrate virtually >](#)

zoom | GoToWebinar | GlobalMeet | CN24 | Adobe Connect | Cisco Webex

How to make your virtual events great

- Virtual Events: The Ultimate Guide**
[Read the blog article >](#)
- How to plan, promote, and hold virtual events with Cvent**
[Watch the webinar >](#)
- How Cvent helps in times of crisis**
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