Optimizing Digital Strategies for Higher Education Events

A conversation with

The University of Michigan
Today’s Speakers

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Thank you!
We power events for more than 950 higher education departments.
Poll Question #1

Which area of the institution do you represent?

- Alumni Relations
- Academic Services
- Advancement/Development
- Enrollment Services
- Event Services
- Student Services
- Other
Agenda

- The New Event Landscape
- The Total Event Program Mindset
- A Conversation with The University of Michigan
- Q&A
Poll Question #2

What modality is your institution leveraging for events moving forward?

- Offering all virtual events for the foreseeable future
- Returning to all in-person events
- Maintaining a mix of in-person and virtual events
Agenda

• The New Event Landscape
• The Total Event Program Mindset
• A Conversation with The University of Michigan
In 2020, we vaulted five years forward in digital adoption in a matter of around eight weeks.
The Impact of the Digital Transformation of Events

Interest in virtual events remains well above pre-pandemic levels.

Source: Forrester Buying Study 2019 and Forrester B2B Buying Study 2021
The value of different event types has shifted

Comparison of the event interaction types considered meaningful across the three buyer journey stages in 2019 and 2021:

1. **On-demand, virtual events** are now dramatically more important for those **discovering** an offering
2. **Live virtual events** are increasingly important as people **evaluate** their choices
3. **Online forums** have grown in value for those **committed** to a decision

<table>
<thead>
<tr>
<th>Event type</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Discover</td>
<td>Evaluate</td>
</tr>
<tr>
<td>Attended a virtual event</td>
<td>22.7%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Attended a live vendor-hosted webinar</td>
<td>33.2%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Attended a peer networking event</td>
<td>20.9%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Attended a vendor-hosted conference, forum or seminar</td>
<td>25.3%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Participated in online forum or discussion (vendor hosted)</td>
<td>12.8%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Participated in online forum or discussion (industry hosted)</td>
<td>10.8%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Viewed a webinar replay</td>
<td>12.8%</td>
<td>10.5%</td>
</tr>
</tbody>
</table>

Source: Forrester Buying Study 2019 and Forrester B2B Buying Study 2021
Students’ preferences have shifted towards more digital experiences.

Within the past 2 years, there’s been a:

• 24% decrease in students desiring a “completely or mostly face-to-face” experience

• 20% increase in students wanting a “mostly or completely online” experience

The Impact of the Digital Transformation of Events

- **76%** Increased reach and attendance
- **59%** Ability to repurpose/support events across different locations
- **57%** Better ability to collect data about attendees’ interest and content consumption
- **57%** Ability to extend event duration beyond original broadcast dates

Having digital components to events—even in-person ones—is a good thing.

Source: Forrester’s Q3 2021 B2B Enterprise Marketing Events Trends Survey
Agenda

• The New Event Landscape
• The Total Event Program Mindset
• A Conversation with The University of Michigan
Transitioning from a Single Event Mindset to a Total Event Program Mindset
The New Event Landscape and Opportunity

Events programs will be a mix of in-person, virtual, and hybrid.

The attendee journey will become increasingly digital.

Engagement extends before, during, after – and between – events.

Digitization allows for more measurement, enabling greater ROI.
Extend Engagement Before and After Your Event

THE IN-PERSON JOURNEY

Personalize profile
Build schedule
Download Event App
Connect with attendees via AI-powered networking

PRE-EVENT

DURING-EVENT

Provide feedback via survey
Watch sessions on-demand
Continue networking
Explore upcoming events

POST-EVENT

Providing personalized experiences before, during, and after events to enhance attendee engagement.
Agenda

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The University of Michigan

U.S. News & World Report ranks U-M:

• No. 3 public university
• No. 23 overall

Overview statistics:

• 3 Campuses
• 19 Schools/Colleges/Units
• 43,000 undergrad students
• More than 640,000 living alumni worldwide
Donor Digital Experience

A personalized, dynamic, and digital experience for prospects, donors, and alumni throughout their engagement with U-M.
Challenges

- Data silos
- Decentralized nature of U-M
  - Interest-based fundraising
- Timely communication with *appropriate* content
- Matching to existing record
- Accuracy of gift history
  - Household giving, DAFs, matching gifts, planned gifts, gifts in kind
Using research on current trends and stakeholder input, the Digital Hub is envisioning our digital future and developing a comprehensive multi-year plan to realize this vision.

- Align digital efforts (amongst all School/Colleges/Units)
- Unify platforms and tools
- Explore new concepts
- Develop innovative approaches
Continuous Donor Engagement

Personalized Content
stories and videos highlighting meaningful impact and cutting-edge research

Dynamic Giving Opportunities
filter and sort funds, interest/caused based funds, hot funds, new funds, almost complete crowdfunding projects

Ways to Give
online (Apple Pay, PayPal), mail, phone - crowdfunding, matching gifts, planned gifts, tribute gifts, payroll, pledges, wire transfer, securities, endowments, DAF, founders pledge

Donor Communities
get involved, recognition societies, parent & family leadership council, next gen, women’s philanthropy

Public Events
calendar of curated public events

FAQs
including general giving contacts and demographic information

Ways to Give
- online (Apple Pay, PayPal)
- mail, phone
- crowdfunding, matching gifts, planned gifts, tribute gifts, payroll, pledges
- wire transfer, securities, endowments, DAF, founders pledge

Public Events
- calendar of curated public events

FAQs
- including general giving contacts and demographic information
FY23 Digital Hub Building Blocks

Digital Hub

- Proof of Concept - EverTrue and DonorDrive
- Integration – CVENT and Thankview
- Community Funded expansion (tribute and DIY)
- Social media segmentation & donor listening projects
- Expand the capture of constituent interests
- Online presence for campaign volunteers
Thank you.

Learn more.