

## **Cvent Presentation for 2021 AGO Regional Convention Coordinators**

Cvent is a leading meetings, events, and hospitality management technology provider with more than 3,500 employees, 25,000 customers, and 300,000 users worldwide. The Cvent Event Cloud offers the solutions organizations need to automate and simplify the entire event planning process and maximize the impact of their meetings program including tools for online event registration, venue selection, event management, mobile apps for events, email marketing, attendee tracking, and customer feedback. The Cvent Hospitality Cloud partners with hotels and venues to help them drive group and corporate travel business. Hotels use the Cvent Hospitality Cloud's digital marketing tools and software solutions to win business through Cvent's sourcing platforms and to service their customers directly, efficiently and profitably – helping them grow and own their business. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events.

- **Founded in 1999**
- **CEO and Founder, Reggie Aggarwal**
- **Headquarters in Tysons Corner, Virginia (D.C. metro area)**
- **3,500+ employees worldwide**
- **25,000+ customers**
- **255,000+ hotels and venues listed on the [Cvent Supplier Network](#)**

### ***Cvent Provides...***

- **Online Registration**
- **Branded Event Websites (i.e., registration webpages built in Cvent)**
- **Targeted Email Communication & Event Marketing (Email Promotion)**
- **Event Surveys**
- **Payment Processing**
- **Speaker (Performer, Presenter, Exhibitor, Advertiser) Management**
- **Guest and Group Registration**
- **Robust Reporting**
- **Name Badges**
- **Onsite Solutions**
- **24 x 7 Customer Support**
- **Mobile App by CrowdCompass**

- Online registration

*Total Costs:*

Pre-Cvent in 2015 (no mobile app)—

New Haven/Regions I-II:	\$5,946.15
Charlotte/Region IV:	\$5,402.64

Contracted for 2021(including mobile app)—

per Regional Convention:	\$5,254.88
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- Customizable registration webpages

Cvent calls this the “event website” but don’t confuse this with the convention website at your convention domain. There will be a web address to which visitors to the convention website will be directed to register in the Cvent pages. Cvent is not building your convention website!

- Invitee management and event promotion/marketing

Cvent’s contacts system allows you to use it as an email-marketing platform included in the price: *no charge per email message!*

You’ll need an email address at the domain owned by the convention for use in sending registration confirmations, promotional messages, program changes, and cancellation/refund confirmations.

- Contacts

AGO has segmentation of contacts included in the contract, which allows for each of our 7 regions of the AGO to see and use the contacts of their precise regions being served by their events.

- Event Surveys

Possible during or after, the survey function provided avoids having to create a paper questionnaire or use of another system like SurveyMonkey, easily available to attendees in the mobile app.

- Payment Processing

Merchant account – available from PayPal, Stripe, and often available through banks

Payment gateways and transaction charges

Offline payments (discouraged, but they are possible)

Cvent Payment Services

PRO: cost is 3.99% of revenue through gateway (Regonline was more, but this is slightly higher than the going rate)

PRO: no independent legwork for convention treasurer or registrar

CON: income is delayed to month after activity (much like ONCARD transfers of chapter dues from AGO National)

- Performer, Presenter, Exhibitor, Advertiser Management

Cvent calls these labels recognizable to AGO convention attendees “Speakers.” All of the people who would get a bio or listing in the program book or a list of chosen events are able to be viewed alongside the registration choices and any complimentary registrations can be processed with assigned discount codes.

- Guest and Group Registration

Additional registrants may be added during the payment process, making it easier for spouses and multiple members at one place of employment to register at the same time, with one email address contact if a second person registering does not use email.

- Reports

Dozens of standard reports on registration, revenue, attendance, and every other imaginable data point in an event, plus the ability to create custom reports, all of which can be shared with and viewed online by steering committee members without a login.

- Name Badges

A versatile name badge creation tool in Cvent can use any field in the contact information or registration data.

- Onsite Solutions

Walk-in registration through with Cvent OnArrival, app accessible on smartphones or tablets

- Customer Success Onboarding

Live and recorded webinars for training of event planner/account users; one user per convention is provided in the AGO contract—additional users @\$250 per annual term can be purchased

- Account User Support

Various methods are available for customer technical support:

1. Help articles in the Knowledge Base
2. Forum discussions in Cvent Community
3. Tech support cases opened online with product consultants
4. Live chat
5. Telephone.

### **CrowdCompass Mobile App—**

- KC 2018's app can be viewed in the AttendeeHub, which everyone should download if they have not already
- Data flows with an integration that pulls all of the data from Cvent to the mobile app for attendees to view the schedule, see maps, diagrams, convention presenter bios, and to contact other attendees registered.

NOTE: whatever is not in the Cvent registration pages for event data will not flow into the mobile app

- Tremendous revenue earning potential of mobile app advertising, which lasts longer than the paper program books and has interactive features which make the advertising more valuable than print or website ads (A smartphone is with each attendee following the event, links to websites from ads give full media experience print ads cannot, etc.) Mobile App adoption has been between 68-75% by recent AGO convention attendees.

**2019 events in progress (using Dallas 2017 as a template):**

2019 Southwest AGO Regional Convention

2019 AGO Northeast Regional Convention

2019 AGO Western Region Convention

2019 AGO Great Lakes Regional Convention

2019 Mid-Atlantic AGO Regional Convention

2019 AGO North Central Regional Convention

2019 AGO Southeast Regional Convention Myrtle Beach

**2021 Regional Convention Registrar Timeline**

**NOW**

Seek and recruit your convention registrar

**2019**

**JULY**

Select the person by Summer, 2019

**SEPTEMBER**

Account user onboarding and training Sept.-Oct., 2019

**OCTOBER**

Begin learning Cvent with webinars, articles, viewing past AGO convention registration pages

**DECEMBER (or as soon as schedule, fees, programs, etc. are set)**

Begin creating the event in Cvent – start early with what you do know so that you know the system to add data when it becomes available

**2020**

**JANUARY**

Get great digital photos to put as backdrops to registration pages

**MARCH**

Collect the bios and photos of presenters to include in the descriptions of the registration items attendees will choose

**JULY**

Complete all data for the registration pages: schedule details (WHO, WHAT, WHERE, WHEN)

**SEPTEMBER**

Set up test users and have them test your registration pages

**OCTOBER 15 – NOVEMBER 1**

Open registration for the convention