



Creating a people-first culture with event technology at the core.

7,500

registrations in 10 months

\$32k

saved on single event

\$647k

donated at event using Cvent

Proving People Matter at CHG

As one of the largest healthcare staffing providers in the U.S., CHG Healthcare works to put people first. For their expanding events program, Manager of Corporate Events Annie Gingrich needed to find a technology solution without sacrificing culture. "One of the things we battled was choosing technology in lieu of another really engaged employee. That was something that we had to sell to our stakeholders, because CHG feels very strongly about taking care of their people," she explains.

With 33% growth in just two years, CHG needed a single platform to seamlessly manage their expanding events program. "Before Cvent, we were spreadsheet-y. There's no other way to describe it," Annie admits. "There weren't clear metrics. That's one thing we wanted to define. How could we benchmark and show value for the event planning profession?"

Finding a True Technology Partnership

CHG needed a centralized database to track attendee data in real-time. “We were planning over 250 events a year, and we knew that we needed a technology partner we could grow with,” explains Annie. Venues, resources, and staff were often double booked, creating redundancies. “We realized that we were spending a lot of money on people that might show up,” she admits. “For one evening event, we overspent \$32,000 by not having accurate registration data. Being able to take that in front of our stakeholders made Cvent a very easy sell.”

In the first 10 months, her team managed more than 30 events through Cvent. “We started off with a small package. We’ve added on a PNR integration and done 7,500 registrations in less than a year. We’re adding on Cvent payment services and a Concur integration next,” she explains.

Empowering the President’s Club Experience

“Our annual incentive trip, President’s Club, was our very first Cvent event,” says Annie. “We created an event with seven registrations paths, a PNR integration, and CrowdCompass.” Her team targeted specific attendees via Cvent’s automated email capabilities. She adds, “In order to get the right message at the right time, we had to know what our people were doing. There are a lot of ways to do that through Cvent. We could see how they were responding to HTML clicks or when we had peak registrations. We could learn their behaviors to really customize.”

To ensure a longstanding solution, integrations were key. “It doesn’t make sense to bring in a new system every few years,” Annie explains. “If we can

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Mobile was also key to their success. Using the CrowdCompass mobile app for their events, Annie's team leveraged Live Polling, push notifications, Q&A, and session feedback to keep users engaged. CrowdCompass also saved on printing costs and labor. "It was an absolute massive success. Our post-event survey results showed this was the best President's Club yet," adds Annie.

Putting People First through Technology

Implementing Cvent has elevated the team's profile within the organization. "Our stakeholders really liked that it wasn't just for the Events team. It bridged Corporation Communications, Training, Learning and Development, and our Culture teams," says Annie.

For their annual humanitarian trips in Kenya, the Culture team struggled with logistics. "We went through a full day workshop where they mapped out of all of the pain points. Four hours in, I finally had to blurt out, 'Cvent can solve all these problems!'" smiles Annie.

"One of CHG's core values is putting people first. Our people are very passionate about giving back to the communities in which they live and work," adds Annie. For the annual "Making a Difference" volunteer week, the team leveraged Cvent to gauge the voice of the community. "Engagement is a metric that we track at CHG, and it directly correlates with our growth in business. The higher our engagement scores are, the higher our revenues have been," she adds. Using Cvent, Annie's team was able to connect with employees to create a powerful giving experience. Ultimately, CHG was able to donate an incredible \$647,000 directly back to the community as a result.

Innovating Event Success at CHG

Annie believes that the industry is taking a powerful step forward with event technology. "Being able to take a strategic approach and talk about these things at the table is important," Annie explains. "The Events team has gained a bigger profile throughout our company because they can lead this technology and help train others to understand it. We go into meetings at least once a week where somebody says, 'I love Cvent!'"

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