



Demonstrating the value of events in driving client success.

\$732K

travel cost savings
for client event

20%

increase in client
cost savings

2,600%

increase in staff productivity

Established in 1986, cievents is an award winning, full-service event management agency. The global team works with a diverse range of clients across industries to meet and exceed the goals of their clients. The events team has grown their expertise within the event technology function at cievents over the last several years. "Our pre-Cvent days were very manual," explains Ali Roberts, Technology Leader. The organization did not previously have a team dedicated to building their technology solutions, a role Ali has grown into while managing their Cvent partnership. "The goal with event technology is to personalize

the attendee journey as much as possible, from the registration process through the event," she notes.



Managing Manual Processes and Pressures

In 2015, cievents managed their client's Worldwide Conference. Held every three years for over 3,000 attendees, they found complex registration processes to be unmanageable. "Our registration site was pretty much nonexistent," explains Hayley McMeeken, Director of Business Improvements. Excel sheets resulted in data errors and manual cross-checks with every single attendee. There was a heavy financial impact as a result, lapses in duty of care, and undue pressure on an overtaxed team.

Using Event Technology for an Improved Registration Experience

Adopting Cvent's Event Management platform allowed cievents to radically scale their processes. Features like the Meeting Request Form are now crucial to business success. The form improves workflows by allowing coordination amongst different teams. The data syncs directly with the RFP and registration system, minimizing manual headaches and increasing client satisfaction. For the 2018 conference, cievents partnered with Cvent to craft an efficient and effective registration plan. The new website streamlined the registration process, reducing cross-checks and data errors. A sophisticated network of parked reports, planner alerts, and event emails notified the relevant registration teams of real-time changes.

Planner alerts help the team manage registration for hundreds of sessions, regardless of registration pathway or language requirement. "This meant that 99% of our

cross-checks were done by the system, so we saved around about 500 hours of manpower during the registration," explains Hayley. Building the site saved over 55 hours, or \$6,875 per event. Another 180 hours were saved on attendee management processes.

Previously, sourcing for major events like the Growth Incentive required days of manual sourcing with no visibility into costs year-over-year or between regions. To improve the sourcing timeline, cievents now relies on the Cvent Supplier Network. RFP's are easily submitted to viable venues, giving the team visibility into all submitted RFP's and room rates across the organization. Improved negotiations with hotels guarantee the best rates, decreasing room rates by 20% per room, per night as a result. With automated technology, the team has reduced sourcing timelines by an impressive 43% overall.



Creating Valuable Event Management Efficiencies

Integrating the Cvent platform with other technologies provides invaluable efficiencies for cievevents, saving over 120 hours of manual work for the Worldwide Conference alone. GDS automation ensures flightbookings are automatically updated in Cvent with 100% data accuracy. Concur allowed the team to auto-ticket select flights, saving an additional 50 hours in the booking process. A miMeetings integration eliminated the tedious processes of booking transfers.

The merchant account integration created a seamless process that allowed guests to securely process their payment and shored up cost leakage due to uncollected payments in 2015. they ensured 100% of payments were collected in 2018 as a result. For the Growth Incentive event, the team simplified payment processing with a Stripe integration. This ensured PCI compliance while allowing them to actively reconcile budgets during the planning process.

“Seeing how far we’d come, we knew that we had the right team, we had the right systems, and the right integrations with Cvent.”

-Hayley McMeeken, Director of Business Improvements

A Modern Mobile Solution

Using Cvent’s CrowdCompass mobile app for client events helps the team better engage attendees onsite and prove return on investment. “We’ve been utilizing CrowdCompass for about five years. We do at least twenty apps a year now,” explains Hayley.



To maximize the functional use of the app, the cievevents team uses polling, SocialWall, activity feeds, gamification, push notifications, and much more. “I don’t think there’s anything we don’t leverage. We use the app as much as we can,” Hayley insists. To ensure closed-loop feedback from attendees, the team moved from manual surveys to feedback surveys through CrowdCompass. This helps capture relevant feedback onsite while allowing the team to segment survey questions by attendee experience. For a recent event, cievevents measured 38,000 points of engagements within the app and saw a 96% adoption rate. The high adoption rate allowed the client to move towards a paperless event, supporting their sustainability initiative while creating valuable savings for the organization.



Creating a Culture of Transparency

To ensure transparency for client satisfaction, the Cvent team leverages the portals feature within Cvent. Clients can actively monitor sourcing, registration, travel, and payment processes in real-time. The results speak for themselves, as the team has increased hotel options by 95% due to timely sourcing and increased client satisfaction by 50%.

A 20% improvement in negotiated hotel rates now creates key savings for their clients, reducing lost revenue by 80% for reallocated meeting space upon cancellation. Moving from Excel to parked reports to track bookings, registration, payment processing, and more helped streamline the event management process while offering visibility into daily workflow.

The team could easily gate data or reports as needed, curating data visibility based on stakeholder identity or business function. Data tags alerted the team to potential registration errors on the part of attendees, and they could easily amend issues within the registration pathway in the backend.

SURFACE M²	HEIGHT M	CLASSROOM	THEATER	U-SHAPE	BOARDROOM	DINNER
1308.8	5.5	720	1300			960
716.5	5.5	360	970	62		420
272.3	5.5	144		62		160
237.1	5.5	120				120
207.1	3.4	96				120
389.7	3.4					120
87.6	3.4					120
79.7	3.4					120
129.7	3.4					120
112.7	2.55					120
89.9	2.55					120
46.3	2.55					120
44.9	2.75					120
27.5	2.75					120

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- Ali Roberts, Technology Leader



Ensuring Client Success with Cvent Technology

The automation of the Worldwide Conference through event technology vastly improved client satisfaction. Thanks to the success of their 2018 event, cievents secured the 2021 event and increased their scope of work by 50%. "Seeing how far we'd come, we knew that we had the right team, we had the right systems, and the right integrations with Cvent," says Hayley. They delivered an additional cost savings of 20% to the client and reduced the amount of lost revenue due to data errors by 454%. They saved on average \$244 per person per flight, creating a total cost savings of \$732,000 on travel costs.

As they demonstrated expertise in managing the 2018 event with Cvent, cievents was granted an additional scope of work that increased revenue by 31%. They increased productivity by 2,600%, saving over 500 hours of staff time. This equates to \$60,960 in staff productivity costs. "We have the best data that we've ever had and the client has the best data that they've ever had. Our client already awarded us 2021 event, which was unheard of. And the exciting thing is with all of

our data that we've got from 2018, we can really put in some more cost savings because we know exactly how to budget and how to contract for the 2021 event," Hayley adds.

The impressive results have only further cemented the team's investment in event technology. The key to that investment, notes Ali, lies in maintaining a strong relationship with their technology partners. "The biggest thing we look for in our vendors is really having a partnership, as opposed to looking at them purely as a software provider," she explains. "When it comes to Cvent, we don't ever find that we have to go to them and drag them on the journey with us. They're really the ones who are leading the way, so we're lucky."

