

Using Cvent for Your Alumni Events and Reunions



Alumni events, such as reunions and homecomings, are something every participant looks forward to all year long. As your institution is considering the format (in-person, virtual, or hybrid) for these events, Cvent provides the flexible and reliable options to help you host them.

Event Management

Cvent can support any alumni event's structure no matter the format. Here are some ideas on how to use your website to best disseminate information:

- **Registration:** Alumni registers themselves and guests, personalizing their weekend experience based on different activities, dinners, and sessions. Their experience can also vary depending on if they attend in-person or virtually.
- **Campus Environment:** To increase attendee excitement and show them how your institution has grown, use video or presentation widgets to display updated videos or pictures of the campus to highlight new buildings, changes, projects, student life, and more.
- **Donation Collection:** Donation items can be added to the registration site to enable alumni to easily make a donation.
- **Agenda:** Manage sessions and schedules based on events surrounding your event.
- **Communication:** Email alumni event and session reminders for activities happening throughout the event.
- **Social Media:** Enable sharing features to let registrants share the event to their network, follow the institution's social media accounts, and post photos using your event hashtag.
- **Alumni Connection:** Attendee List allows you to display a "look who's coming list" on the website. Fields of your choice can be displayed (such as class year, registration type, or degree) for filtering. You can even allow the opportunity for attendees to contact each other via email.
 - **Note:** You can allow registrants to choose whether or not they are on this list, or everyone can be automatically added. If using the mobile event app, the answer they provide for displaying on the attendee list will be applied to their privacy setting in the mobile event app as well.



Cvent Attendee Hub™

Take alumni events to the next level by leveraging the Cvent Attendee Hub, an all-in-one solution built in our Event Marketing and Management platform. Allow one of our Solution Specialists to help you build your event to attendee maximize engagement. Here are some ideas how to leverage the Attendee Hub to maximize your event experience:

- **Personalized Home Screen:** Allow attendees to see a branded home screen with a personalized experience depending on their choices in registration.
- **Attendees:** Showcase alumni as attendees and they can use the Attendee Hub to catch up with one another.
- **Speakers:** Feature donors, guest speakers, and professors on your event's home page.
- **Exhibitors:** Use the exhibitors feature to highlight different departments or initiatives, giving alumni access to videos and additional information.
- **Push Notifications:** Send notifications to segmented alumni groups as reminders for when things are happening, earning points to win a prize, and more.
- **Content:** Attach documents to sessions, such as presentations, pictures, or even an activity.
- **Game:** Allow attendees to earn points that can be exchanged for rewards by taking actions within the Attendee Hub.
- **Donations:** Leverage the Attendee Hub's push notifications to invite attendees to donate throughout the program.
- **Agenda:** Place the schedule of events within the Attendee Hub by leveraging sessions in your event build.
- **Day-of Registration:** If invitees did not sign up for a session during initial registration, but decide they would like to the day of, they can register for sessions directly on the Attendee Website or in the Event App.
- **Appointments:** Use Appointments to allow attendees to meet with staff from your institution, such as alumni career services, or allow initiatives to meet with their donors.
- **Additional Pages:** Include additional information about safety protocols, FAQs, and more using custom pages.
- **Real Time Audience Engagement:** Polls, live Q&A, discussions, and session chat can be used in the Attendee Hub. This gives the attendees a sense of connection to see what their peers are thinking whether they are attending virtually or in-person.
- **Feedback:** Collect feedback directly in the event to plan future alumni weekends and reunions.
- **On-Demand Content:** Use the on-demand content as a place to house welcome messages or allow attendees to view any missed sessions.

Tools for Safe In-Person Events

If your event has an in-person component, rest assured that Cvent has the safety of your attendees and staff in mind. Here are some of the ways that our solutions give you total control, so that you can plan and execute your events with confidence:

- **Contactless Check In:** With OnArrival, allow attendees to check in using a QR code to print their badge for the event.
- **Session Scanning:** Scan attendees into a session using the QR code on their badge or their mobile device.
- **Cvent Diagramming and Seating:** Design the layout of your event space using Cvent Diagramming and Seating to achieve the optimal setup of your space.
- **Capacities:** Easily track and manage session capacities to comply with required safety guidelines.

Integrations

Share your event data with your key business systems for smarter and faster post-event follow-ups, greater event impact, and increased revenue. Use our out-of-the-box integrations, integrate with our API and Webhooks options, or create a custom integration using our development experts or yours.

