

Using Cvent For Your Student Orientations



Orientation is something every student looks forward as they begin their student journey. As your institution is considering options for student orientation, Cvent has options to help you add virtual components, host orientation safely in person, and extend the orientation experience beyond their on campus visit.

Event Website

Cvent can support any student orientation's structure. You can build your registration site yourself or have Cvent's Event Builders assist. Here are some ideas on how to use your website to best disseminate information:

- **Design:** Create a branded event website to make the transition from your main website to Cvent seamless.
- **Promote:** Give your new students a virtual tour of your campus using photo galleries and video widgets and give them directions for exploring campus when they come.
- **Inform:** Provide important information to incoming students like the orientation schedule, a map of campus, school history, and FAQs .
- **Be Social:** Include social media accounts to follow and share buttons to expand your reach and allow incoming students to show their school pride by sharing pre-configured posts on Facebook, Twitter, and LinkedIn.

- **Attendee List:** Publish a list of attendees with or without contact information to share who will be in their class.

Event Registration

- **Student and Parent/Guardian Registration:** Allow parents and guardians to register, along with their student, for any kind of family welcome sessions or to receive email communications.
- **Dynamic Registration:** Do students need to attend different sessions based on their college, school, or major? Do incoming freshman have different requirements than transfer students? Leverage registration types, registration paths, admission items, and session groups to customize what each student can sign up for.
- **Terms and Conditions:** Include language for any liability waivers, photo consent, or code of conduct agreements directly into your registration process for students to agree to prior to attending orientation.



- **Social Networking:** Allow students to register for social events, allowing incoming students to get to know their peers before they step on campus whether they are in person or virtual. Students can pre-register for these events so you can adequately prepare for your audience.
- **Capacities:** Track how many students you have signed up for each orientation session, so you can abide by any safety guidelines and plan sessions and activities accordingly.

Communication

- **Email:** Send emails to students and parents with orientation reminders or target specific groups based on their school, major, or registered sessions.
- **Feedback:** Use Cvent Feedback Surveys to send your survey directly to your students' phones, tablets, or laptops. Understand which sessions were beneficial and which were not as well received to improve future orientations.

Tools for Safe In-Person Events

If your orientation has an in-person component, rest assured that Cvent has the safety of your student 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 orientation with confidence:

- **Contactless Check In:** With OnArrival, allow students to check in using a QR code to print their badge for the event, minimizing interactions with staff and surfaces.
- **Session Scanning:** Scan students into a session using the QR code on their badge or their mobile device. You can even use the session scanning feature to keep attendance each day.
- **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 activity capacities to comply with required safety guidelines.

Cvent Attendee Hub™

Take student orientation events to the next level by leveraging the Cvent Attendee Hub. Allow one of our Solution Specialists to consult on your event to help you maximize engagement. Here are some ideas how to leverage the Attendee Hub to maximize your event experience:

- **Networking:** Showcase all students as attendees and allow them to connect with others by scheduling time with one another and sending messages.
- **Highlight Key Leaders:** Promote orientation staff, professors, student organizations, and more.

- **Stay Alert:** Send push notifications to students based on their school, major, or the sessions they are registered.
- **Content:** Provide documents within the Attendee Hub related to each session so each student has the materials they need at their fingertips.
- **Gamification:** Allows students to earn points by taking actions in the Attendee Hub to increase engagement throughout your program (bring out their competitive side!).
- **Agenda:** Place the schedule of events within the Attendee Hub by leveraging sessions in your event build.
- **Personalized Home Screen:** Allow attendees to see a branded home screen with a personalized experience depending on their agenda or department.
- **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.
- **Additional Pages:** Include additional information about safety protocols, FAQs, and more using custom pages.
- **Real Time Audience Engagement:** Polls, live Q&A, and session chat can be used in the Attendee Hub to keep incoming students engaged with your session content.
- **Exhibitors:** Use the exhibitors feature to showcase student organizations, different departments, and other student resources. You can add links and documents to the profiles to ensure the students get all the information they need.
- **Feedback:** Collect feedback directly in the app or with the attendee website to plan future student orientations.

- **Video Content:** Broadcast live and pre-recorded content on your Attendee Website. Use Breakout Rooms to have students talk in smaller groups particularly in large welcome sessions.
- **On-Demand Content:** Make pre-recorded content available on-demand for students to watch including campus tours, compliance content, or a welcome message from the President, Chancellor, or Dean of Admissions. Students can also review missed sessions.

Appointments

Use Appointments to enable students to schedule appointments with peers and campus resources. Potential use cases include:

- Academic advising appointments
- Student organization tabling
- Roommate matching
- School or major admission inquiries

