

Redefining Higher Ed Events for Optimal Audience Engagement

April 26 2022

2 – 3 PM Eastern

cvent

Today's Discussion

- Introductions
- A new framework for event content delivery
- University spotlights and event case studies
- Lessons learned and vision for future
- Q&A

Today's Presenters



Kathy Fergusson

*Manager
Conference & Events*

University of Calgary



Reed Capener

*Director
Event Services*

Utah State University



Alissa Mirsky

*Team Lead
Client Services*

Cvent

We partner with more than 400 higher education institutions



Cornell University



Yale University



THE UNIVERSITY OF WISCONSIN
MADISON



Northwestern University



University of Pittsburgh



TEXAS
The University of Texas at Austin



UNIVERSITY OF MARYLAND



UNIVERSITY OF MIAMI



EMORY UNIVERSITY



UNIVERSITY of HAWAII
MĀNOA

NC STATE UNIVERSITY



UCIRVINE



PennState



ILLINOIS



HARVARD UNIVERSITY



Stanford University



UNIVERSITY OF CALGARY

Event technology for higher education is the practice of...

cvent

Driving engagement through live, virtual and hybrid experiences



student



prospective
student



parent and
family



alumni



donors



faculty and
staff



community

Quick Facts — University of Calgary



- **Location:** Calgary, Alberta, Canada
- **Campuses:** 5
- **Type:** Public research, university
- **Enrollments:** 33,000+

- **Events Program**
 - Multiple Event Formats – Virtual, In-Person, Hybrid
 - *Advancement Events*
 - *Conferences & Events – Internal*
 - *Conferences & Events – External stakeholders*
 - *Accommodations – Hotel and Dormitory*
 - *Orientation*
 - *Catering*

Quick Facts — Utah State University



- **Type:** Land-grant, public research university
- **Main Campus:** Logan, Utah
- **Statewide Campuses:** 8
- **Statewide Education Centers:** 23
- **Extension:** Serves all of Utah's 29 counties
- **Research Centers, Facilities, and Programs:** 50+
- **Enrollment:** 27,000+
- **Faculty and Staff:** 2,700+

Events Program: ~2,600 events a year

Event Formats: Virtual, In-Person, Hybrid

Event Types

- Advancement and Donor Engagement
- Admissions — Youth Programs, High School Graduations and Competitions
- Award Banquets, Galas, Receptions
- Collegiate Athletic
- Conferences, Seminars, Symposiums, Workshops (On and Off Campus)
- Extension and Continuing Education
- External — Business Community, Government*
- Presidential, Commencement, Dignitary, Special Events
- Student Activities — Concerts, Career Fairs, Competitions, Meetings, Races

*Local/State/Federal, Tours/Races, Weddings/Celebrations/Galas



New Framework for Event Content Delivery

What does
“hybrid”
really mean?

Hybrid Defined

Key Characteristics of Hybrid

1. Two distinct audiences—virtual and in-person—with different needs, requiring individual agendas to create interest and spur engagement.
2. Shared experiences and content between the two audiences, so that each group feels like a part of something meaningful and connected.

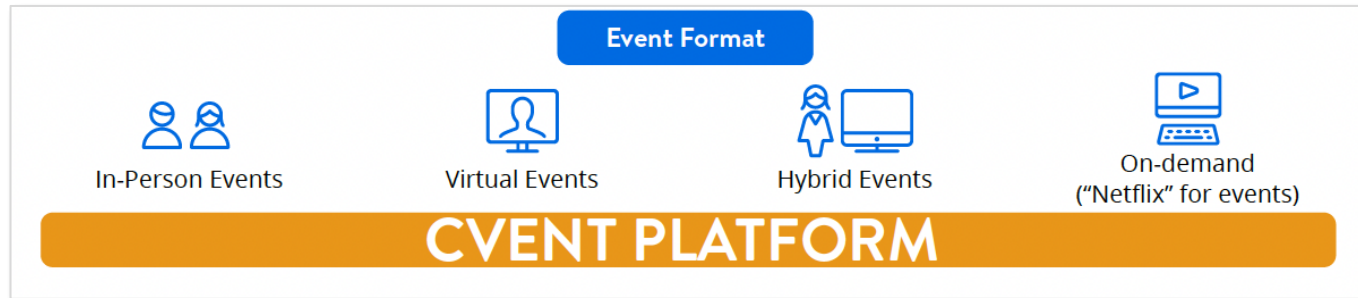
Framework for Event Content Delivery

CONSIDERATIONS

- ✓ Audience
- ✓ Engagement Goals
- ✓ Budget
- ✓ Experience Mix

CONTENT DELIVERY METHODS

- ✓ Livestream
- ✓ Live
- ✓ Video On-Demand
- ✓ Simulive



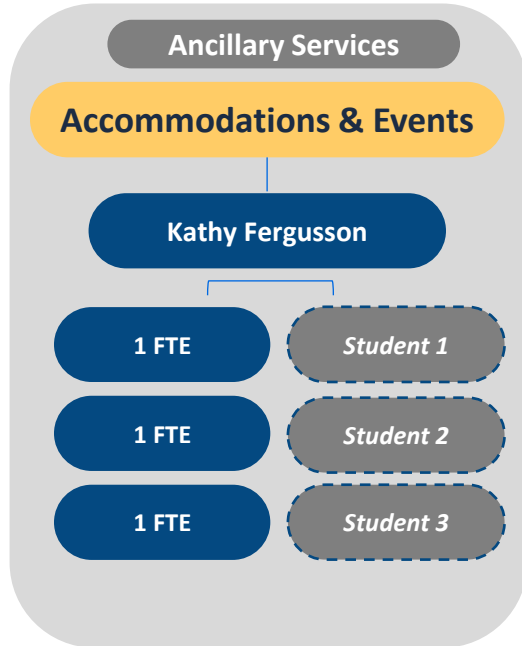


University Spotlights



Conference & Events at University of Calgary

My Team



Stakeholders

- Office of Advancement
- President's Office – Announcements, VIP Events, Awards
- Faculties
- Students
- External Stakeholders — Community, Associations, Non-Profit
- Internal & External Events

University Event Strategy - Decentralized Collaborative Model

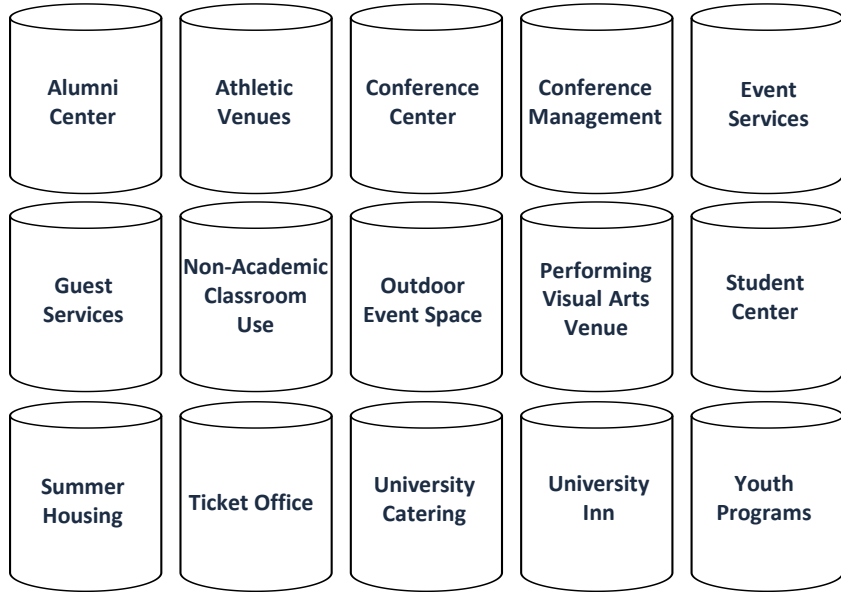


Event Services at Utah State University



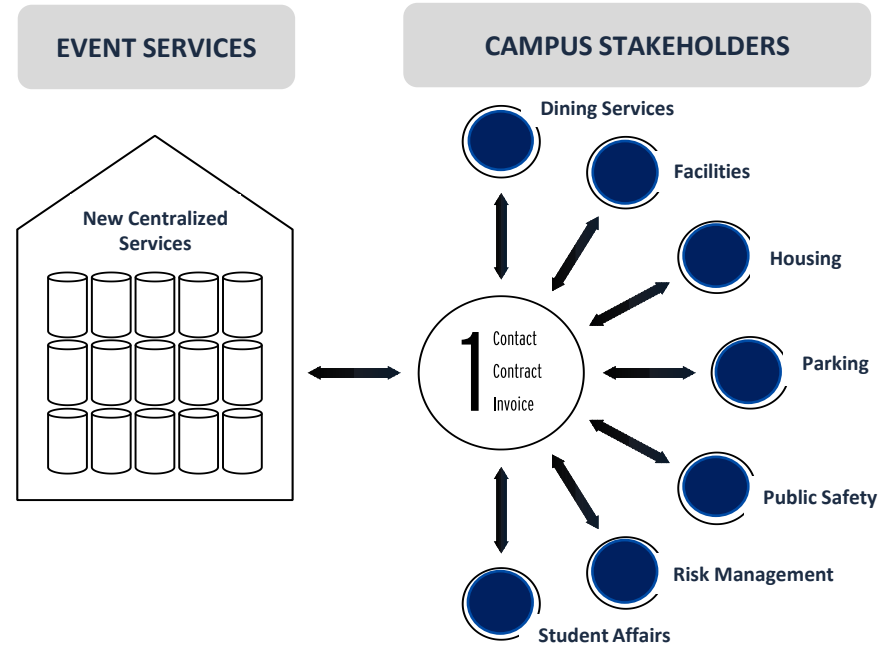
Event Services Team

BEFORE



Campus Venues & Services

AFTER



One-Stop Shop



Event Case Studies - Virtual



Virtual — Founders Day

Utah State University Holds Virtual Founders Day & Old Main Society Celebration

March 24, 2021



Founders Day &
Old Main Society
Celebration 2021

UtahStateUniversity.

Alumni & Donor Engagement

FORMAT = VIRTUAL

AUDIENCE → Alumni, Donors, Students & Faculty

REGISTRANTS → 60

TIMELINE → March, 2021

EVENT LENGTH → Single Day

EVENT PRODUCTS

→ Registration

HIGHLIGHTS

- *Salesforce integration*
- *Up and running in 3 weeks*



Rapid Transition – In-Person/Hybrid to Fully Virtual



Professional Conference

FORMAT = In-Person, Hybrid, Virtual

AUDIENCE

- Parents
- Professionals
- Stakeholders of Deaf or Hard of Hearing (DHH)

REGISTRANTS → 1400+

TIMELINE → March, 2022

EVENT LENGTH → Four Days

EVENT PRODUCTS

- Registration – Attendee and Exhibitor
- Attendee Hub

HIGHLIGHTS

- *First Attendee Hub experience*



Fall Orientation

Dear Kathy,

Thank you for registering for virtual Fall Orientation.

We are excited for you to make new friends, learn about student life and get access to the support services the University of Calgary has to offer.

Getting connected to Fall Orientation events on September 2 and 3.

Please note: If you are an International student attending International Student Orientation, please follow the steps below steps for the event on September 1 in addition to the September 2 and 3 events.

1. To access all virtual orientation events click [this link](#)
2. After entering your name and email, you will be sent a 6-digit authentication code.
3. Input the code on the computer that you wish to participate in orientation from.
4. Grab a latte and get started!

Please be sure to complete the steps today!

If you have any trouble at all, contact us at meeteatsleep@ucalgary.ca



FORMAT = VIRTUAL

AUDIENCE → New Students

REGISTRANTS → 4500+

TIMELINE → Fall 2021

EVENT LENGTH → 4-5 days

EVENT PRODUCTS

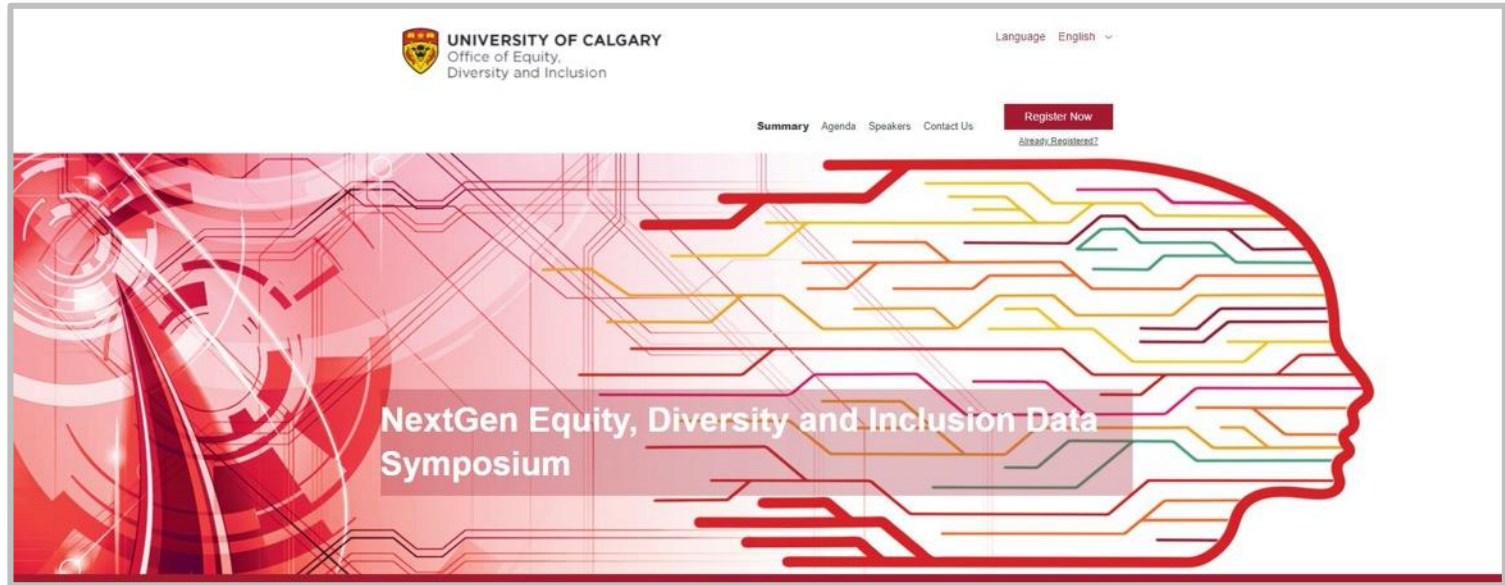
→ Registration

→ Attendee Hub + Support

HIGHLIGHTS

Cvent Support

High volume, high attendance, 200+ sessions



AUDIENCE → International
REGISTRANTS → 1,000+
TIMELINE → April 8th & 11th

EVENT PRODUCTS

- Registration
 - Attendee Hub
- ** Dual Language

HIGHLIGHTS

First of its kind
Live Stream English, French & ASL



Events Spotlight - Hybrid



Events Spotlight - Hybrid



UNLA
UTAH GREEN

Continuing Education

FORMAT = Hybrid

AUDIENCE

- Utah Nursery
- Landscapers and Ground Crews
- Small Business Owners
- Extension Employees

REGISTRANTS → 1260+

TIMELINE → 10 month planning

EVENT LENGTH → Two Weeks

EVENT PRODUCTS

- Registration
- OnArrival

HIGHLIGHTS

- *First Registration and OnArrival experience*
- *First hybrid event*



Annual Alberta Biomedical Engineering Conference

October 22, 2021—
October 23, 2021
1:00 p.m.-8:30 p.m.

Banff Park Lodge Resort
Hotel & Conference
Centre

222 Lynx Street
P.O. Box 2200
Banff, AB T1L 1K5

Annual
Alberta
Biomedical
Engineering
Conference



FORMAT = HYBRID

AUDIENCE → Students

REGISTRANTS

→ In-Person: 175+

→ Virtual: 20

TIMELINE → October 2021

EVENT LENGTH → 4-5 days

EVENT PRODUCTS & PARTNERSHIPS

- Registration
- Attendee Hub
- Encore Partnership

HIGHLIGHTS

*First two-way hybrid event
Partnership with Cvent and Encore*

*We had to put faith into the process and the partnership with Cvent and Encore.
We were terrified...and it was flawless. We had to become a tech support organization and zoom experts.*



Lessons Learned & Vision for Future

So you think you want to go “hybrid”?

KEY CONSIDERATIONS

- Education about new event formats is critical
- Two-way hybrid is unattainable for most
- Many different flavors of hybrid
- Identify how virtual can help accomplish goals

Hybrid Considerations Checklist



- ✓ Budget?
- ✓ A/V + Catering budget?
- ✓ Audience engagement goals?
- ✓ Audience reach goals?
- ✓ Virtual is here to stay.

1. *Have a growth mindset*

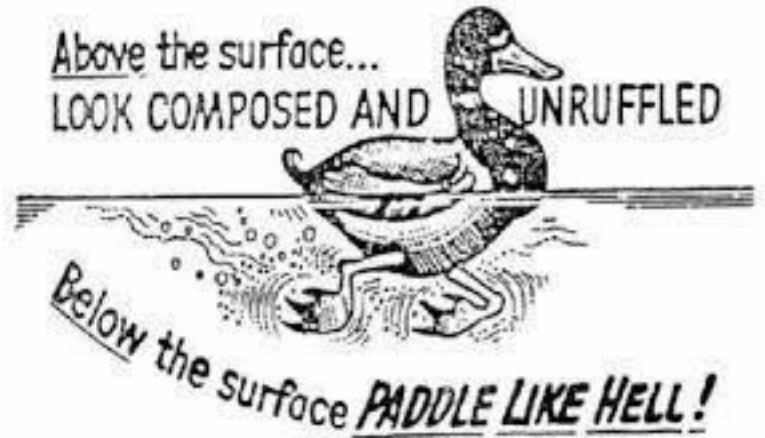
2. *Embrace virtual*

3. *Become indispensable to campus*

4. *Commit to being a leader in hybrid*

5. *Educate ourselves*

ACT LIKE
A
DUCK



LESSONS LEARNED

- Virtual
- Capacity
- Prioritizing Cvent Use
- Integration Considerations

VISION FOR FUTURE



We're just getting started!

Q&A



Kathy Fergusson

*Manager
Conference & Events*

University of Calgary



Reed Capener

*Director
Event Services*

Utah State University



Alissa Mirsky

*Team Lead
Client Services*

Cvent

Learn More
cvent.com/en/education-solutions