

Best Practices for Virtual Events Across the Institution

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cvent

Nathan Chin

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Our Panelists



Sophie Dear

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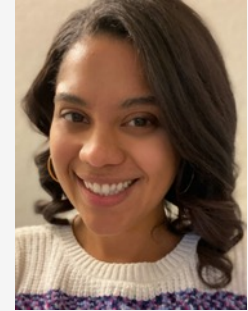
University of Portsmouth



Jane Rodriguez

Director of Global Events
Strategy

The University of Chicago
Booth School of Business
Office of Advancement



Aly Manse

Higher Education
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Today's Discussion

- Welcome & Introductions
- Institution Profiles
- Event Technology Use Cases
- Focus on the Attendee Experience
- Lessons Learned and Vision for the Future
- Q&A



Introductions and Event Technology Overview

Quick Facts



**UNIVERSITY OF
PORTSMOUTH**

- **Location:** Portsmouth, England, UK
- **Type:** Public 4-year institution
- **Enrollments:** 31,000
- **Faculty & Staff:** 3,600

- **Virtual Events Program:**
 - New Student Recruitment
 - Postgraduate Student Recruitment

Quick Facts



- **Location:** Chicago, IL
- **Type:** Private, Graduate Business School
- **Enrollments:** 3,297 Postgraduate
- **Alumni:** 53,000

- **Virtual Events Program:**
 - Fundraising
 - Alumni Reunions

Quick Facts: Supporting Events Across Public and Private Universities

						
Type	4-year, Private	4-year, Private	4-year, Public	4-year, Private	4-year, Public	Graduate School
Location	Durham, NC	Washington, DC	Baton Rouge, LA	New York, NY	Logan, UT	Philadelphia, PA
Event Types	<ul style="list-style-type: none"> • Conferences • Continuing Education • Reunions 	<ul style="list-style-type: none"> • Conferences • Continuing Education • Recognition 	<ul style="list-style-type: none"> • Conferences 	<ul style="list-style-type: none"> • Conferences • Continuing Education • Recognition • Reunions 	<ul style="list-style-type: none"> • Research 	<ul style="list-style-type: none"> • Conferences • Reunions



Event Technology Use Cases



Virtual Recruitment Events

The University of Portsmouth

Requirements	New Student Recruitment	Postgraduate Student Recruitment
<i>Security</i>	Secondary Student Engagement	
<i>Flexible Sessions</i>	Parent Engagement	
<i>One-to-One Appointments</i>		Adult Learners
<i>Post-Event Information Access</i>	Parent Engagement	Adult Learners
<i>User Experience</i>	Secondary Students, Parents	Adult Learners



Our guests have shared that their virtual experience has exceeded their expectations, from the ability to connect via one-to-one appointments with course leaders to the ability to access the information after the event. This has been an absolute gold star for what we're trying to do from an attendee experience perspective.

Kate Dunstone
Postgraduate and CPD Recruitment Manager
University of Portsmouth





Virtual Alumni & Fundraising Events

The University of Chicago
Booth School of Business
Office of Advancement

Supporting Fundraising and Reunion Events

Requirements	Chicago Medicine and Biological Sciences Development Department	Chicago Booth School of Business Office of Advancement
<i>Alumni Reunions</i>	✓	✓
<i>Fundraising</i>		✓
<i>Security & Privacy</i>	✓	✓
<i>Data & Efficiency*</i>	✓	✓
<i>Large Scale Events</i>		✓
<i>Multi-Day & Multi-Session</i>		✓
<i>Cost Effective</i>	✓	✓
<i>Attendee Experience</i>	✓	✓

* Integration with Cvent's Event Registration was critical



We needed a virtual event platform that met our security and privacy requirements while also supporting our attendee experience goals. We were already using Cvent's registration product so the integration was appealing.







Caron Howard
Senior Director, Outreach and Volunteer
Engagement University of Chicago Medicine
and Biological Sciences Development





Conferences, Continuing Education, Research & Student Recognition

Virtual Event Use Cases Across the Institution

USE CASES						
Alumni	✓	✓		✓		✓
Conferences	✓	✓	✓	✓		✓
Continuing Education	✓	✓		✓		
Research					✓	
Student Recognition		✓		✓		

Discussion

Focus on the Attendee Experience



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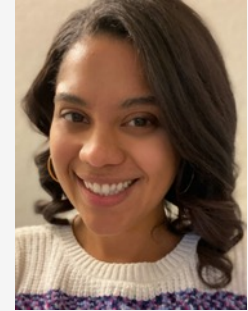
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Lessons Learned and Vision for the Future



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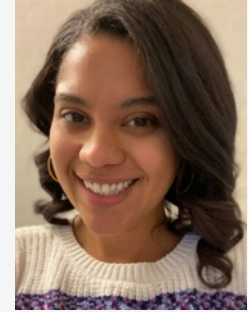
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Q&A

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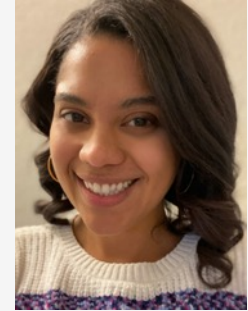


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