Trends Report: Event Technology in Higher Education

A panel discussion

Loyola Marymount University

PURDUE UNIVERSITY

Cornell University

LSU

OUR PANELISTS

Christiana Simpson

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Heather Darrow

Conference Coordinator,
Department of Animal
Science at Cornell's College
of Agriculture and Life Sciences

Cornell University

Nick Bonora

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Vickie King

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TODAY’S DISCUSSION

- Introductions & Event Technology Overview
- Top Trends in Higher Education Event Technology
- Lessons Learned & Best Practices
- Q&A

INTRODUCTIONS & EVENT TECHNOLOGY EVOLUTION

Loyola Marymount University

QUICK FACTS

- **Location:** Los Angeles, CA
- **Type:** Private, 4-year, Jesuit institution
- **Enrollments:** 9,600+ students
- **Faculty & Staff:** 585 faculty, 2,000 staff
- **Alumni:** 77,000+

- **Events Program:**
  - **150+** programs and events per year
  - **11,500** registrations per year
  - Use Cases:
    - *Alumni and Parent Engagement*
    - *Board and Donor Relations*
    - *Development Events*

LMU: EVENT TECHNOLOGY EVOLUTION

Loyola Marymount University

2012	2015	2017	2018
Loyola Law School	**Loyola Marymount University**	**Loyola Marymount University**	
Alumni and Development Events	Fee-Based Advancement Events	Alumni Weekend	
		Wine Classic	
	Alumni Database API Integration	Family Weekend	

Event Management

cvent

OnArrival Premium Launch

Peer University Group

Cornell University

QUICK FACTS

- **Location:** Ithaca, NY
- **Type:** Private, 4-year, land-grant institution
- **Enrollments:** 21,000 students
- **Faculty & Staff:** 1,679 Faculty, 8,392 Employees
- **Alumni:** 67,800+

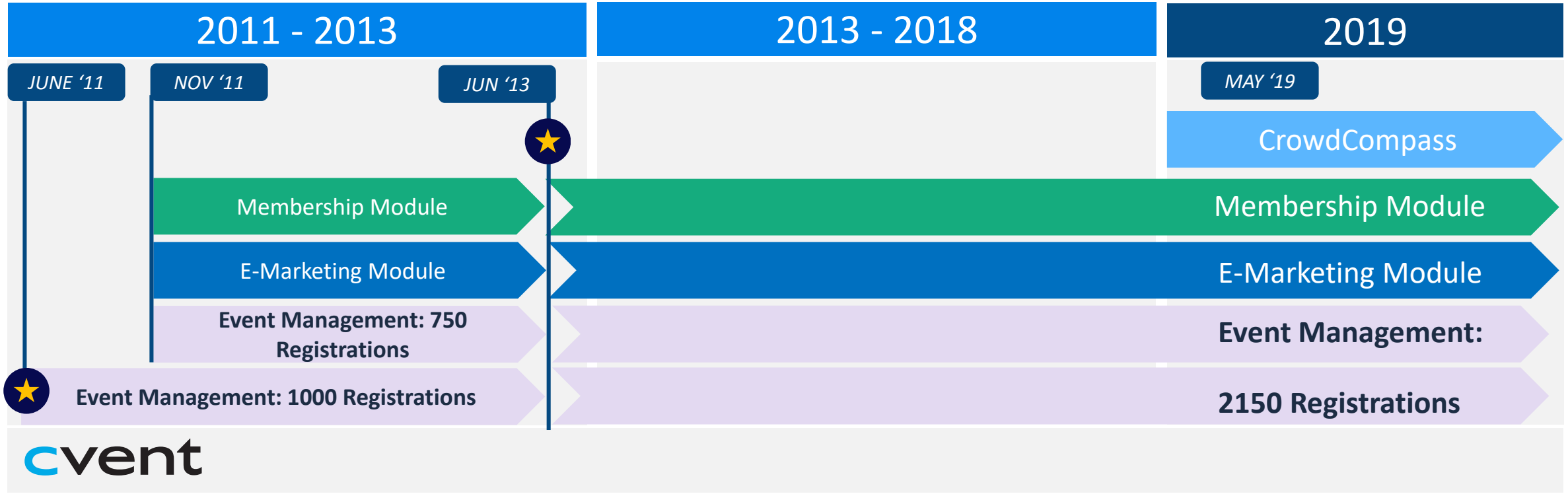
- **Events Program:**
  - **35** programs and events per year
  - **2,200** registrations per year
  - Use Cases:
    - *Conferences*
    - *Continuing education*
    - *Online courses and software licenses*
    - *Fundraising activities and program donations*
    - *Funding applications*

CORNELL: EVENT TECHNOLOGY EVOLUTION

Cornell University

Pre-2011

Spending majority of time on database management vs. bigger picture items related to marketing events.



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PURDUE UNIVERSITY

QUICK FACTS

- **Location:** West Lafayette, IN
- **Type:** Public, 4-year, land-grant institution
- **Enrollments:** 41,000+ students
- **Faculty:** 3,000+ faculty and instructors
- **Active Alumni:** 600,000+

- **Events Program:**
  - **600-700** programs and events per year
  - **35,000** registrations per year
  - Use Cases:
    - *Conferences and Events*
    - *Alumni Association*
    - *County Extension*

PURDUE: EVENT TECHNOLOGY EVOLUTION

PURDUE UNIVERSITY

Pre-2012	2012	2013 - Present	
Unreliable System	RFP Process	Implementation cvent	Organic Growth (word of mouth) **Multiple Use Cases & Licenses** Conferences and Events Alumni Association County Extension

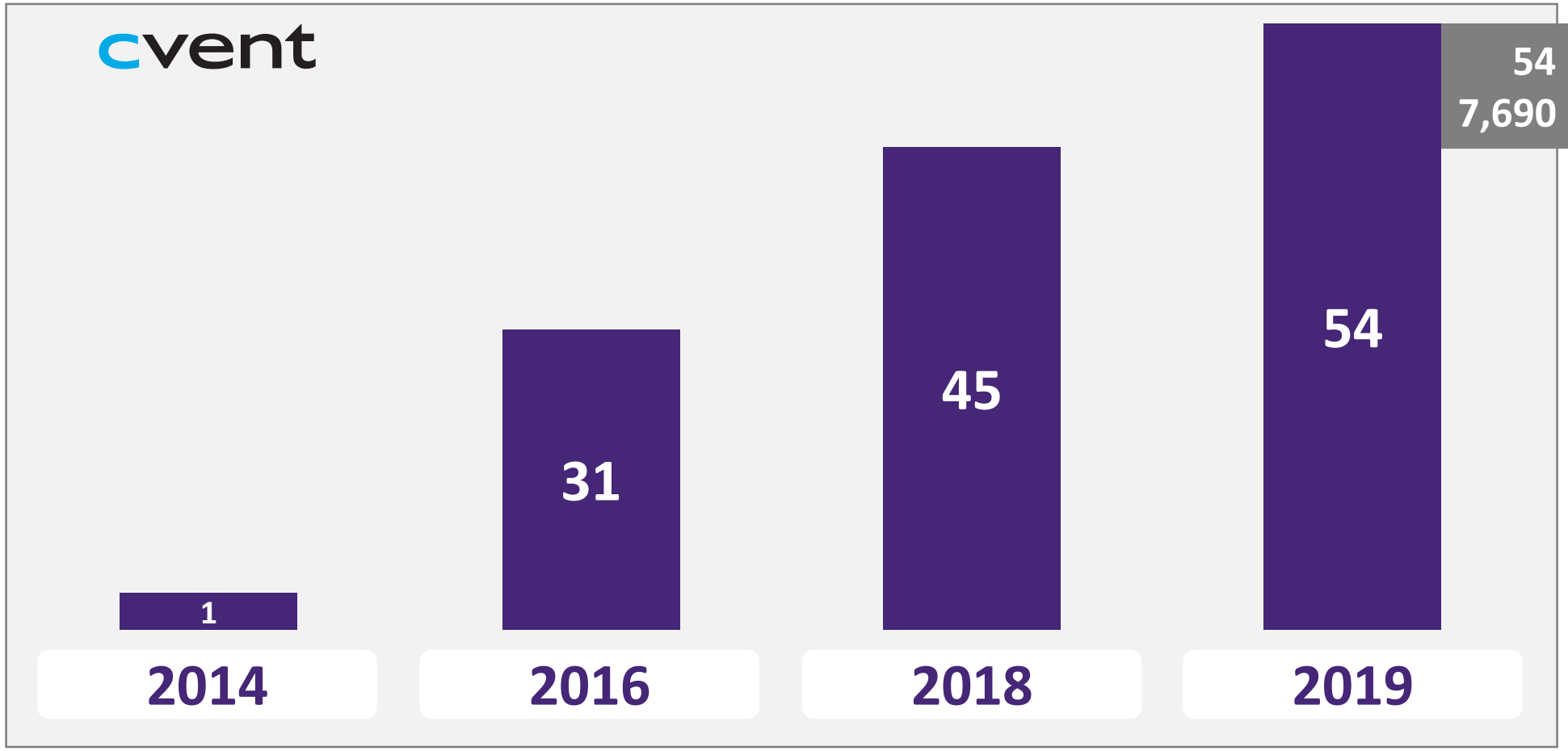
QUICK FACTS

- **Location:** Baton Rouge, LA
- **Type:** Public, 4-year, land-grant institution
- **Enrollments:** ~31,000
- **Faculty:** 1,200+ faculty, 3,600+ staff
- **Alumni:** 229,000+

- **Events Program:**
  - **54** programs and events per year
  - **7,690** registrations per year
  - Use Cases:
    - *Conferences*
    - *Continuing/Professional education*
    - *Technology-enhanced constituent engagements*

LSU: EVENT TECHNOLOGY EVOLUTION

College of Human Sciences & Education - Events Program Growth and Scale



TOP TRENDS IN HIGHER EDUCATION EVENT TECHNOLOGY

TOP TRENDS

Higher Education Event Technology

- Participant Experience
- Staff Experience
- Data-Driven Decision Making

→

- ❑ *Expanded Reach*
- ❑ *Stronger Engagement*
- ❑ *Increased Cost Savings*

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PARTICIPANT EXPERIENCE

AUDIENCE ENGAGEMENT

	Loyola Marymount University	Purdue University	Cornell University	LSU
Prospective Students				
Applicants – University				
Applicants – Exec Ed				
Students				
Graduating Students				
Families				
Alumni				
Staff				
Donors				
Board Members				
Faculty				
Public				
Cooperative Extension				
Centers and Institutes				

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DATA-DRIVEN DECISION MAKING

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LESSONS LEARNED & BEST PRACTICES

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- **Implementation:** Phased approach to implementation and rollout
- **Planning:** Event planning with the end in mind
- **Internal Stakeholder Engagement:** One-pager for other departments to fill out
- **Measurement & ROI:** Data don’t lie
- **Cvent Resources:** Leverage Cvent support and programs
- **Community:** Connecting with other Cvent users

Q&A

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