

# CUSTOMER SUCCESS STORY:

# BBYO



**BBYO** is the world's largest pluralistic Jewish youth organization that's focused on creating engaging, interactive experiences for Jewish teens all over the world. Through face-to-face events and teen-driven content, BBYO promotes proactive Jewish identity enrichment and leadership development for all members across the globe.

## Products Used:

[Enterprise Event Management](#)

[CrowdCompass](#)

[OnArrival](#)

[Beacons](#)

## Ensuring a Stronger Jewish Future

As a supporter, driver, and catalyst for “inspiring Jewish teens to do great things,” BBYO is an 80,000-member strong teen movement that's dedicated to enriching the lives of its young participants and growing alumni. With up to 70 full-time U.S. employees, plus even more part-time staff and associates, the organization leans on its strengths to create, plan, and launch numerous events, big and small, each year. Since BBYO lacks a formal events management team, staff members with other full-time responsibilities have to find time to deliver meaningful events. Caroline Friedman, Major Gifts Associate at BBYO, explains that, “bringing teens together, in this kind of event-driven environment, really allows them to engage with one another and develop relationships.” She continues, “It provides them with new opportunities to meet with influential people from the community like business leaders, philanthropists, Hollywood stars, or even YouTubers, and share the experiences together.” These unique experiences with featured speakers, partners, and guests inspire teens to be the best leaders and members of the Jewish community they can be so they remain strong in their faith from high school through college and beyond.

The company's biggest annual event is the International Convention (IC), which brings together about 4,000 people, consisting of over 2,500 teens and nearly 1,500 adult stakeholders, community leaders, and staff. The four-day event is a massive undertaking for BBYO, offering more than 300 sessions and nearly 300 speakers. The event now relies on the support from the Cvent platform to centralize and best manage all event planning logistics, but that wasn't always the case.

### 182%

increase in registration  
from 2012 to 2016

### 300

sessions & speakers  
managed

### Zero

dedicated event planning  
professionals on staff

### 434%

increase in the number of  
attendees that logged into  
the event app

# Wasting Time on Logistics

Sabrina Moore, Manager of Program Registration and Administration, elaborates on the obstacles of planning such a major event prior to implementing Cvent solutions, “We had three different platforms, and everything was done manually because we worked off of Excel spreadsheets. The right hand didn’t talk to the left hand.” The team operated with a tumultuous registration system that had the tendency to crash during peak registration hours, a separate survey tool, and a manual attendee management process that had a difficult time communicating with and tracking attendees. For adult attendees, they struggled to maintain transparency with the organization.

Sean Lynch, Digital Strategy and Operations Associate, added, “It was never clear where the costs were being allocated for [adults’] meals and hotels, or what was comped and what wasn’t, because everyone was maintaining their own planning system.” The BBYO team also used labor-intensive processes for check-in, badge printing, and room checks. Sean sums up his immediate frustration with the way things were going, “I think I was in the job for two weeks before I said, ‘This is enough. We need Cvent.’...I looked at what the community was using, and a lot of our partners and a lot of the best Fortune 500 companies were all using Cvent for their events. If BBYO wanted to be the best, use the best that’s out there, and be the best that’s out there, we had to go with the best software provider – and that was Cvent. So there was a no-brain decision, because we wanted the best.”

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– Sean Lynch

Digital Strategist and Operations Associate, BBYO

## A Better Growth Management System

Once BBYO made the switch to Cvent’s Event Management software, it saw immediate results, “As our fastest growing experience, we’ve seen a 182% increase in registration from 2012 to 2016.” Sean continues, “I think what we can attribute to Cvent is our ability to manage that growth effectively.” Even though their staff hasn’t grown at the same rate, they’re able to add more activities and teen-driven content to the conference, an improvement that attendees themselves have demanded.

“This year we hit 1,000 registrations in the first 8 minutes. It showed that demand has exploded,” Sean points out. That explosion, the team agrees, is attributed to more advanced technology and the resulting “high-quality program experience.” BBYO decided that the standalone, branded app was the right choice for their event, allowing them to control the app-level branding which led to higher adoption and a seamless attendee experience from year to year. Using CrowdCompass and partnering Beacons, which are location-based marketing tools, BBYO has been able to revamp the onsite experience and overall engagement, “We ask [attendees] big questions and encourage them to share their BBYO stories using Cvent’s app. We use beacons as a way to tell facts about Israel’s water supply and our upcoming programs. We plan these experiences that aren’t necessarily found in that traditional meeting space environment.” This approach has paid off for both the organizers, stakeholders, and the teens themselves.

Many other aspects of the planning and event execution are much smoother, too. With post-event reporting, the team was able to show donors, stakeholders, and sponsors all the improvements they’ve made, using data to prove their success. Another fun feature they added, at the teens’ request, was a late-night food delivery service requested through the event app. This feature encouraged overnight attendees to download the app and explore other available features.

# Investing in Event Experiences

For the team, there's more to technology than just saving time and money. In the future, they're looking forward to tracking and broadcasting session attendance to help direct the flow of traffic and gauge interest. They're now communicating better with remote employees, new registrants, sponsors, and each other without the tedious work they were used to. With its International Convention, Christine says that the company's new strategies have "cemented BBYO as the leader in Jewish teen identity with a reputation [as] a top convener of Jewish teens," because of its newfound freedom to cater directly to what those teens find meaningful.

To celebrate BBYO's success, Sean chose to speak at Cvent CONNECT 2016 about how the IC experience has become so much more than the breakout sessions or the venue. His mission is to share with other organizations and event professionals who may also be "rooted in tradition, but always looking at the most innovative concepts, programs, and ideas in the world." As a result of working with Cvent, Sean's been able to establish himself as a thought leader within (and outside of) his own team, using technology implementation as his guide. With greater confidence and a more strategic approach to their decision making, the BBYO team continues to inspire their members the way they want to engage.

As Sean puts it, "When you put yourself in your teenage shoes, and you see your friend for the first time in six months, what's more important to you, checking in to get your badge or dropping your bags, screaming, and running to them? When you're searching a spreadsheet, you can't get to the screaming and running as quick as you can when you're just swiping your name off on an iPad. The experience is just so much better."

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