Accenture
Transition to New Standard Registration

- **INDUSTRY:** Professional services, technology services providing services such as strategy, consulting, digital, technology, operations, services and solutions
- **REVENUE:** $34.85 billion
- **OPERATING INCOME:** $4.63 billion
- Founded in 1989 (29 years ago) with 425,000 employees, serving clients in more than 200 cities and 120 countries
- Clients of the company include nearly 90 of the businesses on the Fortune Global 100 list and more than 75% of the Fortune Global 500.

There are two types of event planners: ones who plan events and the ones who create experiences their attendees can't wait to attend. Accenture is the later. Accenture was one of the first Cvent clients to transition from Standard Event Registration to New Standard Event Registration (Project Flex). Joanna Chapin, a Meeting Technology Consultant at Accenture, said she never thought that Cvent's Standard Event Registration could have become better.

“I think the Standard Event Registration is archaic. Standard is the dinosaur age,” laughed Joanna. She continued, “I loved Standard and didn't want to transition. Now that I have been using Flex, I'm like ‘Please don't make me go back to Standard.’ I'm spoiled now. Flex is the future.” And she said most people on her team have found New Standard Event Registration easy to use regardless of their level of technology expertise.
The value is felt beyond just the planning team as well. Some of Accenture's clients want all the event information on one page like in Cvent Express, but “that's hard to do and not user-friendly,” said Joanna. “Flex gives you that one-page solution but also has multiple pages to add more context, descriptions, and directions while streamlining it so it's not an endless scroll and less confusing.”

Accenture is almost fully transitioned to New Standard Event Registration for all its 150+ North American events in 2019, as well as its global events. “Philippines, Australia, Japan, China, Denmark, you name it. Every country is using Flex.” says Joanna.

Joanna mentions that “Cvent, particularly New Standard Registration, is constantly evolving based on customer feedback, which is great as it shows that Cvent is growing. Accenture will continue to evolve and grow its events with Cvent. My favorite part about calling tech support is that they are constantly showing me tips and tricks. If they don't have a solution, they provide me a workaround. My knowledge of Flex has grown because of this.”

“I like that Flex is more flexible, versatile, and beautiful.”