The National Network for Oral Health Access (NNOHA) is a nationwide network of dental providers who care for patients in safety-net systems. The nonprofit's annual conference brings together providers from across the nation for a multi-day national event that provides continuing education credits and networking opportunities for professionals, industry experts, and vendors. They also produce several other education events throughout the year.

Managing Limitations with Manual Processes

Amy Derrick, Project Director, says managing the annual conference with a small team of seven presented a huge lift for the organization. Without a registration site, the team relied on paper documents and Excel files. There was no way to effectively solicit and review speaker abstracts. Paper programs meant last-minute changes had to be announced verbally onsite and session attendance was hand-counted. Additional costs were incurred as a third-party was needed to manage room blocks, vendors, and venue relationships.

As an accredited continuing education provider, NNOHA realized the need for an integrated event technology platform that could eliminate their current manual processes.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile app adoption rate</td>
<td>82%</td>
</tr>
<tr>
<td>Increase in conference revenue</td>
<td>73%</td>
</tr>
<tr>
<td>Increase in attendance</td>
<td>42%</td>
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</tbody>
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Providing valuable continuing education opportunities to support community impact.
In a short amount of time our conference revenue has increased by 73%, and we think there is a direct connection to our use of Cvent for registration and the management of our exhibitors and sponsors.”
- Amy Derrick, Project Director

Finding Value in Event Technology Investments

When an employee suggested using Cvent’s integrated platform, the nonprofit needed to carefully consider their potential investment in event technology. “Nonprofit life is very driven by finances, so it was important for us to convince our leadership that event technology was worth the financial investment,” says Amy. After careful consideration, NNOHA decided to adopt Cvent’s Event Management platform. The results of their investment became immediately evident. “It has been exciting to see that our leap of faith with Cvent has paid off tremendously for our organization,” Amy adds.

Using Event Management for registration, NNOHA built a modern event website. Attendees could easily register without taxing the small team’s limited bandwidth. They could also self-serve by altering their own registration with real-time alerts for NNOHA staff. Session updates could be made instantaneously and the team could pull on-demand reports for their internal board members and executive team.

To more effectively solicit and review speaker abstracts, NNOHA added Cvent’s Abstract Management to their technology suite. With the help of their Cvent account team, the tool was fitted to support their awards process as well. “It has really streamlined the process for the application, and we’re able to push that through to have people review it easily,” notes Rachel Johnston, Program Manager. These efficiencies saved hundreds of hours and led to a significant increase in all submissions, resulting in higher quality session content and increased notoriety for their awards program.

manual processes. “In addition to wanting to improve our event registration and our event management processes, we also were looking for an option that would help us in the processing and delivery of our continuing education credits,” explains Amy. They needed to verify attendance, evaluate courses, create personalized transcripts of attended sessions, and deliver them in a timely manner. The team also wanted an improved abstract management system that could simultaneously process award applications for their coveted Leadership Institute.
An Unprecedented Onsite Experience for Oral Health Experts

Cvent’s Onsite Solutions allowed the team to stretch their bandwidth by using session scanning and automated transcript delivery to meet their CE requirements. OnArrival helped dramatically transform the check-in experience through electronic check-in and badge printing. Automated attendance reports ensure accuracy by eliminating the need for manual headcounts.

In adopting Cvent’s CrowdCompass mobile app, the team first saw a 45% adoption rate at their annual conference. Wanting to increase that rate, they turned to their Cvent account team. “The CrowdCompass team at Cvent has given a great marketing roadmap that we follow,” notes Rachel. “We send out the emails they suggest. We put signage up. We use the language, and I think that’s really done the job for us.” Better marketing their mobile app resulted in an impressive 82% adoption rate for their 2018 conference.

“It’s not just the adoption rate that matters, it’s the actual engagement among attendees,” explains Rachel. “The number of people who are clicking on banner ads, the number of messages that are being sent and the contacts that are being made are just invaluable.” The team added polling, Q&A, survey, push notifications, and gamification to enhance the mobile experience. They also paired the app with Cvent’s SocialWall to ensure higher attendee engagement and curate additional content for social media marketing. “For a staff of only seven people, it’s huge because we can’t be all places at all times. So, to have that central point of contact with our attendees is something that I don’t know if we could quantify,” Rachel adds.

Supporting Sponsorship Success

Ensuring sponsor and exhibitor satisfaction is also key for the organization. “NNOHA is a very small organization and we rely a lot on grants and sponsorship,” Rachel notes. “In showing them that their sponsorship has an outcome that we can quantify, we can show them what their sponsorship is doing for them and how many people it’s reaching. The reporting tool in CrowdCompass has enabled us to do that.” Due to their success, the team has captured exclusive sponsorship interest for the app. “For us, it’s really good because it helps us maintain that relationship with that sponsor,” adds Rachel.

They also adopted Cvent’s LeadCapture tool to ensure higher exhibitor satisfaction. By arming their exhibitors with the LeadCapture device, they are able to create a value-add for their exhibitor packages. “I feel like it really has made a difference for them,” notes Jodi Padilla, Project Manager. “They can easily scan the individual, and then have a report they can pull, and immediately follow up with the attendee after the event.”
Creating Measurable Results with High-Tech Experiences

Integrating event technology into NNOHA has improved internal processes and created valuable insights to help drive revenue. The organization’s membership has more than doubled since 2016 and attendance increased by an impressive 42%. “In that short amount of time our conference revenue has increased by 73%, and we think there is a direct connection to our use of Cvent for registration and the management of our exhibitors and sponsors,” adds Amy. Jodi notes that the high-tech experience is a key part of NNOHA’s evolving brand. She says, “I feel like the technology has really made a difference and has made it more of a world-class event for our attendees.”

“Cvent has provided the opportunity to demonstrate improved efficiency and impact to our organization’s leadership. We feel like we are a great example of a small organization ‘power user,’ as we have seen these tools transform our organization.”

- Amy Derrick, Project Director
Showcasing Powerful Impact for All

NNOHA has exceeded expectations as a Continuing Dental Education provider and the team is respected as technology leaders within the organization. Amy explains, “Cvent has provided the opportunity to demonstrate improved efficiency and impact to our organization’s leadership. We feel like we are a great example of a small organization ‘power user,’ as we have seen these tools transform our organization.”

As crucial providers of dental care to safety-net populations, the team feels an obligation to create a meaningful attendee experience for every single event. “We can ensure all of that with technology that is seamless and that we can depend on to do what it says it’s going to do,” Amy adds. “We’ve been very happy that we’ve found that with Cvent.”