Curating a white-glove experience through event technology efficiencies.

92% reduction in printing costs  
50% reduction in staff requirements  
72% mobile app adoption rate

Scaling Expectations with a Small Team

MDVIP operates a network of physicians who practice preventative and personalized primary-care medicine. The events team supports MDVIP’s biennial national meeting and countless other smaller events. With an expanding portfolio, the team needed to scale without adding additional resources. Homegrown solutions included insufficient registration software supported by Excel spreadsheets and other manual processes. They sought to bolster their marketing efforts, streamline registration, enhance reporting, and expand their mobile app use with an integrated platform.

As their smaller events were tailored to offer white-glove service, the team was hesitant to replace personalized experiences with automated technology. For their 2018
National Meeting, they needed to manage high expectations from executive management and the board of directors. Challenged to create a premier onsite experience, the team turned to event technology. “We were worried the technology had more features than we would ever use,” explains Elizabeth Young, Event Manager. “However, in the end, Cvent turned out to be the perfect match.”

Upgrading the Registration Experience with Cvent

Using Cvent's Event Marketing and Management platform, MDVIP streamlined their registration process with a modern, intuitive website. By pulling key data into the backend, they eliminated inaccuracies and countless hours of manual labor. The intuitive registration process impressed attendees while reducing frustrations and inquiries. The result was a 50% reduction in staff requirements for registration management.

To create an impressive onsite experience, MDVIP adopted Cvent's Onsite Engagement tools. “When we started to use Cvent, we saw that there were many other tools within the product line that appealed to us,” notes Elizabeth. After adopting OnArrival, they processed attendees at a record pace. Both attendees and staff were thrilled with reduced wait times and a seamless check-in experience. “I think it really changed the appearance of our meeting,” adds Elizabeth. “People felt like they were coming to an impressive, high tech conference where it really helped our company and our brand.”

A rapid check-in experience granted employees additional networking time with attendees, supporting goals for retention, higher renewal rates, and additional lead generation opportunities. “We literally cut our staff in half for that front desk, and we were able to get people through the lines quicker,” Elizabeth adds. As a value-add, the additional time created more opportunities for attendees to engage with sponsors and exhibitors.

“I think by incorporating the technology from Cvent and having the reporting on the backend...it elevates how management see us and how they view this profession.”

- Elizabeth Young, Event Manager
An Unexpected Mobile App Success

By integrating the CrowdCompass mobile event app into their technology stack, the MDVIP team saw immense returns on their investment. With a strategic adoption plan in place, any fears over low adoption were quickly assuaged. They achieved a 72% adoption rate with high levels of engagement. MDVIP could provide important materials from breakouts and keynotes via the app. Printing costs were drastically reduced by 92% as a result.

Most impressively, the MDVIP team managed the entire app build themselves. With an intuitive interface and backend, CrowdCompass helped the team create a powerful user experience that included key icons, a schedule builder, interactive maps, Q&A, and gamification. Attendees were also impressed with the self-networking feature, allowing them to virtually connect with peers. With a dedicated app sponsor, they generated unexpected revenue to further support the event.

Showcasing Event ROI through Custom Reporting

By integrating the dataflow with these tools, MDVIP found they could sync data through on-demand reports for stakeholders. The dynamic nature of this data allowed the team to examine key metrics in various formats to create actionable insights. “The level of detail in the reports and the many configurations of data that Cvent offered is more than we ever had access to with previous registration programs,” notes Elizabeth. By providing data-backed reporting, the team has been able to reinforce the value of their events within MDVIP. “I think it elevates how they see us and how they view this profession,” Elizabeth insists.

Finding Value for Events of All Sizes

After seeing Cvent in action at the National Meeting, the team’s initial concerns about event technology were eliminated. “We realize that Cvent can benefit any size company,” says Elizabeth. “When you compare the benefits
from using the technology to the cost of the technology, it’s been a great investment for us.” The success of their National Meeting has encouraged the team to leverage onsite engagement tools for their smaller events. “I don’t think it matters the size of your event. Technology is always going to make things easier and better for you,” she adds.

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The events team looks forward to continuing their relationship with Cvent in the near future. With a Salesforce integration in progress, the team calculated they would save the cost of one FTE as a result. They would like to eventually add new tools that support staff management, exhibitor appointments, room block management, and budgeting. “We may be unique in that we’re small, but we’ve embraced all that Cvent has to offer. Our team and our events are better for it,” Elizabeth insists.