CUSTOMER SUCCESS STORY

Optimizing the event marketing strategy to transform program success.

75% mobile app adoption rate
108% increase in attendance over 3 years
500% increase in check-in efficiencies
Sensus, a Xylem Brand helps a wide range of public service providers do more with their infrastructure to improve the quality of life in their communities. “At its core, Sensus is a smart metering company,” explains Carolina Berg, Event Manager. Sensus also offers services, software, and a communications network. Carolina’s team is responsible for optimizing their event strategy to meet key marketing objectives for trade shows and industry events like their Sensus Reach user conference.

**Suffering from Stagnation**

While the conference had grown over the last decade, the attendee experience had stagnated. Sensus leveraged Cvent’s Event Marketing and Management tool for registration but failed to optimize their existing solution suite for all events. A large agenda booklet meant extraneous printing costs and long hours spent stuffing packets. High stress levels during check-in and low mobile app adoption meant attendee dissatisfaction. Carolina explains, “I’ve been with the company about five years now. When I came in, we were still pre-preprinting the agenda and the badges. The first thing I said was, ‘How can we utilize Cvent to print badges onsite?’”

**Transforming the Attendee Experience with Cvent**

Optimizing the existing MarTech stack was key in growing the Sensus Reach conference. “We still use Cvent for registration and to source,” says Carolina. “We added OnArrival 360, and then tracking. That worked really well.” OnArrival 360 allowed attendees to digitally check-in and print their own badges, shortening wait times. Staff was reduced and reallocated to other key areas. They also increased tracking capabilities through RFID badges.
As a result, the Sensus Reach Conference received phenomenal attendee feedback. “Last year, I don’t think I ever saw a line and I cut my staff down for registration,” says Carolina. To continue this momentum, Carolina knew she had to further automate manual processes. “The following year, it was time to rip the Band-Aid,” she says. “We were going to get rid of the agenda. Everything was going to flow through the app and was going to be tracked. We were going to use the RFID, and we were going to do it all with Cvent.”

By integrating Cvent’s Event Marketing and Management platform with Onsite Engagement solutions and RFID tracking, the team could easily rate session attendance. RFID allowed the team to evaluate session popularity to better curate content and speakers. This process previously relied on guesswork, often resulting in negative feedback, crowded rooms, empty sessions, or unsatisfied speakers. They also worked with Cvent to create custom reporting capabilities to track churn-rate in real-time. When combined with session surveys through CrowdCompass, the team was able to curate their session content for a better attendee experience.

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Modernizing Mobile for the Sensus Reach Conference

Increasing engagement through technology has helped prove the event’s intrinsic value within the industry. Carolina notes that her main trepidation was a potential lack of enthusiasm for this technology. “Our biggest fear was that attendees would not take to the app or be OK with paperless agendas,” she notes. They were initially worried about low adoption rates of the CrowdCompass mobile app due in part to the older demographics of their attendees; however, the team was determined to showcase the value of mobile experiences by eliminating paper programs entirely. They also increased engagement through SocialWall, gamification, push notifications, and content uploads. The result was an impressive 75% adoption rate with a 93% satisfaction rating. “What we found was that our group is eager for more technology and really has embraced everything we have to offer,” Carolina insists.

Session surveys allowed the team to boost both the volume and quality of the feedback they received. This provided intuitive insights into session performance, speaker ratings, and much more. Optimizing their existing tech stack with Cvent proved to be a marker of success for Sensus Reach. “I would say last year’s conference was when everything finally came together,” notes Carolina. “We had OnArrival 360, we were able to do onsite payments, we tracked everything, and the tracking was a hundred percent perfect. We had eighty-seven percent app adoption. We continue to see how we can use Cvent to make the experience even better.”
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Integrating Marketing Strategy with Event Success

At Sensus, the event portfolio is directly aligned with the organization’s marketing goals. “I think what a lot of people miss is that events need to be part of your marketing strategy,” insists Carolina. The events team ensures a seamless dataflow through key integrations between Cvent and other technology solutions. “We continually strive towards that ROI. We have a really good process of leads; it’s all scoring through Marketo and then flowing to Salesforce,” Carolina adds. On average, Sensus events have grown roughly 20% year-over-year. This has allowed Carolina and her team to shift their focus to strategically growing target audiences. To enable
easier reporting, the team is currently moving to Cvent dashboards for session information, attendee data, tradeshow insights, and more.

Carolina and her team are pushing the boundaries of event technology at Sensus. She hopes to launch a Strategic Meetings Management program in the near future, which she believes will further nurture the leads in their growing database. Carolina is looking to potentially incorporate Cvent’s Universal LeadCapture and Appointments solutions to contribute to this program launch. In the meantime, she continues to showcase the impressive success of their data-driven event portfolio. “One of the biggest pieces of advice I could give to someone is to align your events to the mission and to the marketing strategy,” she insists. Because of their success, her leadership is enthusiastic about the future of event technology at Sensus.

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Cvent is the global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

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