The Marketing Society is a global community of senior marketers located across their seven global hubs – London, Edinburgh, Hong Kong, Singapore, Dubai, India and New York. With over 3,000 members, the membership is mostly client-based, covering a wide range of sectors and including many international brands.

More efficient check-in process | Improved event analytics | Reduction in badge wastage
Before Cvent

The Marketing Society used to print their badges before the event and laid them out on a table for when attendees arrived. The badges were then picked up and attached to lanyards, which slowed down the check-in process and resulted in long queues.

Linda knew there must be a better way to handle this. “I saw Cvent at an event and noticed how smooth the check-in process was, with the badges being printed on-demand as the attendees arrived and checked-in with the iPad. It also allowed them to correct any spelling mistakes on the spot, and reduced wastage of badges for no-shows”.

Using Cvent

The Marketing Society decided to use OnArrival360, enabling them to have a Cvent Project Coordinator on site at their event to help with registration and ensure a smooth operation. “Marija [Cvent] uploaded our attendee list into Cvent and arrived on the day everything we needed for check-in – an iPad, badge printers, lanyards and badge stock. The whole process was really smooth and easy, and Marija trained the team on how to use the tools. They commented on how simple it was and how helpful Marija was”. The Marketing Society utilised the OnArrival app which gives live analytics on attendee’s arrival. Linda said the app was “great for the team to see how many people had arrived and checked-in”.

We run 120 events a year for our members, ranging from 25 people breakfast/dinners, to conferences with up to 700 attendees. Our flagship annual conference has around 400 people attending. In 2019, it was called ‘Bravest Conference’ – bringing members together to network, collaborate, learn and listen to senior leaders from the world’s biggest brands, entrepreneurs and international sport stars who do TEDtalk style sessions.

- Linda Seymour, Head of Events at The Marketing Society
They also utilised Cvents Event App which they felt was really useful. They used features such as the speaker section and push notifications which allowed them to share event information with the attendees. Linda especially liked how the app was “easy to customise and brand to The Marketing Society/Bravest conference branding” as well as being able to update information on the fly.

**Benefits of Cvent**

The benefits Cvent had on the event were immediately obvious. The onsite check-in was much smoother and improved the attendee experience. “It took just 40 minutes for every attendee to check-in and collect their badge, significantly faster than in the past”.

Tracking all of this within the OnArrival app enabled easier data gathering too. They no longer had to check people off in a spreadsheet when they arrived or share this information with each other over emails. All of The Marketing Society team using the app could see the analytics in live action on their devices. “We definitely would like to use Cvent again at future events”.

**Products used**

OnArrival360  CrowdCompass
Cvent is the global meeting, event, travel, and hospitality technology leader.

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

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