Campus and County Events Using the Cvent Event Management Tool

Overview

As part of the ongoing consolidation of all MU Extension programming onto the Nexus@Mizzou platform, campus and county-based events will be managed in Cvent. The use of Cvent for events requiring registration provides a number of benefits:

- Simplifies registration statewide for Missourians and office staff.
- Provides a single database of all attendees of events (free and for fee).
- Improves the quality of reporting data used for state and federal mandates.
- Standardization of demographic information collection.
- Online payment for Missourians and daily financial posting to PeopleSoft.
- Enables targeted marketing for future events.

To prepare for the statewide use of Cvent, leadership has conducted a review of the fees charged to deliver programming. Historically, there have been disparities in the fees assessed even within named programs based on delivery location. Pricing for named programs now will be standardized statewide. Revenue share between the program and county office hosting the event is also standardized.

If a county desires to subsidize an event, sponsorship may be arranged to offset some or all of the standard registration fees. See appendix 1 for standard fees.

Cost recovery

Initial funding for technology acquisition and personnel supporting the Nexus@Mizzou suite was provided by MU Extension cost dollars. As part of the five-year plan to ensure technology and resource stability, the platform must self-fund.

Cost-recovery fees have been determined for events. As part of fee standardization, system fees have been incorporated into the new pricing structure. These fees are assessed on every paid registration and are recouped after the standard 3% credit card or PayPal merchant fee that is deducted from all online transactions. Cost-recovery fees for paid registrations allow free events to be fully subsidized.

As part of any consultation with extension faculty or staff, system fees will be explained and event pricing will need to be adjusted to account for this need. See appendix 2 for system fees.

Local registration handling

Many participants will prefer to use online registration tools. Extension faculty and staff should encourage customers to use this self-service option. Online registration reduces the need for office staff to handle this type of task, freeing them to perform duties that cannot be easily automated. However, whether based on their ability to use technology or a lack of internet connectivity, there will always be
people who will need assistance registering for events. County office staff will continue to take cash, checks and, for those offices with a credit card swipe unit, credit card payments for registrations and deposit in local accounts.

For a number of reasons, it has been decided that county staff will not be trained to input registrations directly into Cvent. Instead, there is a simple process to provide the MU Conference Office a spreadsheet of local registration records to be uploaded into Cvent. By marrying online and local registration data, a complete roster of all attendees will be available to program and regional leaders. In addition, financial reporting by event will be available to specialists delivering programming.

System fees will be assessed on all local registrations. The 3% credit card fees naturally do not apply for cash or check payments.

**myExtension training**

Specialists scheduling events must now enter event details into myExtension. By doing so, event information is systematically transferred to Cvent where MU Conference Office staff will review information and if all is correct enable online registration. If an event is not created in myExtension, it will not be visible on any extension websites, including program or county pages. Whether the program has historically been considered Cooperative Extension or is associated with a continuing education unit, all MU Extension-sponsored events will need to be entered into myExtension as part of this transition.

**Office staff training**

As events are entered into myExtension, the MU Conference Office will guide office staff through the onboarding process with direct contact and automated step-by-step instructions. An introductory document on the steps for onboarding an event via Cvent is provided in appendix 3.

The transition to a single event registration system is a significant undertaking in 2019. The MU Conference Office, Nexus@Mizzou and statewide leadership team are here to assist everyone through this critical transition. Please talk to your supervisor if you have questions or concerns. Additionally, all extension employees can ask questions via the Nexus@missouri.edu email box.

All events across all programs are to be managed via the MU Conference Office in Cvent by Dec. 1, 2019. For more information, a frequently asked questions document is provided at https://muextensionway.missouri.edu/nexus/event-management/cvent-faqs.