



# MORNINGSTAR

Expanding the boundaries of event technology  
for unparalleled experiences.

**123%**

increase in  
attributed revenue

**1,868**

MQLs from live  
and online events

**12%**

increase in total  
global event profit

Morningstar, Inc. is a leading provider of independent investment research across the world. Morningstar provides data and research insights on a wide range of investment offerings through their global events. The events team manages hundreds of annual events, with over 13,000 registrants across eight countries. These include client trainings, key conferences, and internal executive-level events. They have catapulted the program's success by pushing the boundaries of event technology and bolstering their global brand.

## Building a Powerful Global Tech Stack

The road to becoming an event powerhouse presented unique challenges for Director of Events and Operations Caroline DeCamp. The team was decentralized and the original in-house system could not support the suite of international events. Head of Experiential Marketing Leslie Marshall notes, "The homegrown solutions did not capture all the data and information we wanted to understand about our clients."

To streamline and centralize operations, the Morningstar team turned to Cvent in 2015. In

conjunction with Cvent's Event Management platform, they leverage Cvent's OnArrival, CrowdCompass, LeadCapture, Appointments, and RFID solutions. "What's great about the technology that we're using

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*“Using Cvent’s reporting system, we can demonstrate to senior management that our conference generates revenue through paid attendance and exhibiting, as tracked through Cvent. It also contributes to the company lead-generation and revenue attribution goals.”*

*- Leslie Marshall,*

*Head of Experiential Marketing*

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with Cvent is it really helps us elevate the client experience, helps them register more effectively, and gets them the information they need through the mobile app. It's always working behind the scenes," notes Leslie.

## Crafting an International Reputation of Excellence

The U.S. Morningstar Investment Conference (MIC) in Chicago serves as the brand's flagship event. Because of its success, the team was tasked with expanding their international events. "One of the challenges in rolling out this program globally has been understanding the needs of particular events in different countries," explains Caroline. The team increased international technology use while enabling regional departments to self-manage for efficiency. Event templates now ensure branding is easily carried across events, and on-demand reports measure the

effectiveness of their campaigns across international markets. In 2018, the team rolled out OnArrival for the U.K., India, Italy, and Australia conferences. They saw a 500% increase in technology adoption and elevated check-in for over 7,500 attendees. Automating this process not only saved the team more than thirty hours per event, but ensured compliance with GDPR standards and CE accreditor requirements.

## Creating a New Morningstar Mobile Reality

CrowdCompass offers Morningstar the ability to integrate industry-leading technology into their attendee experience. "We really want to elevate that experience and make sure attendees feel that they get a solid return on investment," notes Leslie. In 2018, users spent almost 121,000 collective minutes in the app, resulting in an 8% year-over-year growth globally. The team also uses the app to attract key sponsors for additional revenue generation. To increase cost savings, going paperless saved \$31,000 for the U.S., U.K., and India conferences. At the 2018 MIC U.S., the team worked with Cvent to create a deep link





through CrowdCompass for a companion augmented reality (AR) app. The saw 36% of CrowdCompass users download the companion AR@MIC app. Through this unique onsite experience, Morningstar saw huge spikes in customer interactions; they tracked 250 sponsor interactions and 1,300 exhibit hall discoveries through the AR@MIC app alone.

## Supporting the Sales Cycle with Digital Technology

Morningstar continues to add new tools to their tech stack. With Cvent's Appointments tool, they gained insights into how client and prospect meetings support the sales cycle. The results were impressive, with 195 private meetings scheduled and 80 training lab appointments created at MIC U.S. in 2018. Ultimately, there was an incredible 247% increase in actualized training lab appointments as a result. "These tangible numbers help us make planning decisions and prioritize our budget. Enabling the sales team to do business with tracking and reporting means greater financial support for our events in the future," adds Caroline.

## Showcasing the Morningstar Event Impact

Understanding the scope of Morningstar events is an evolving KPI for the team. While they knew MIC U.S. had always been successful from a revenue standpoint, they were previously unable to track contribution to pipeline. RFID scanning now tracks the attendee

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*- Caroline DeCamp,  
Director of Events and Operations*

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journey across their global conferences. The results of these concentrated efforts have proven the value of Morningstar's events in delivering to business goals.

In 2018, the team captured almost 2,000 MQLs from MIC U.S. live and online events. Their U.S. event alone accounted for a 123% increase in attributed revenue. "We're able to tell a great financial story with our event planning, both from a revenue standpoint and in terms of what the event makes," insists Leslie. "Using Cvent's reporting system, we can demonstrate to senior management that our conference generates revenue through paid attendance and exhibiting, as tracked through Cvent. It also contributes to the company lead-generation and revenue attribution goals."



## Proving Measurable Success to the C-Suite

The team has proven not only the value of events, but of event technology within Morningstar's growing MarTech stack. As a result, both Leslie and Caroline have accelerated their careers. "My role has expanded globally through technology and really thinking about our brand experience," says Leslie. Caroline has transitioned into managing the partnership with Cvent as a whole, and she acknowledges the results of their efforts have not gone unnoticed. "Being able to show those business results has really elevated our team

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*- Leslie Marshall, Head of Experiential Marketing*

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from event planners to business partners. We are working at a higher level with different partners across the organization," explains Caroline.

Not only has Morningstar seen impressive growth in their global events, but data-driven decision making has catapulted events to the forefront of the organization. Importantly, the last few years has changed the conversation around the function of events at Morningstar. "Now we've got proof that business is happening at the Morningstar Investment Conference. We know the value of that business, and then we can track where that business is going," says Leslie. "It really just helps build our pipeline, and it also helps all the C-Suite. They see the financial impact and the long-lasting relationship impact it has."