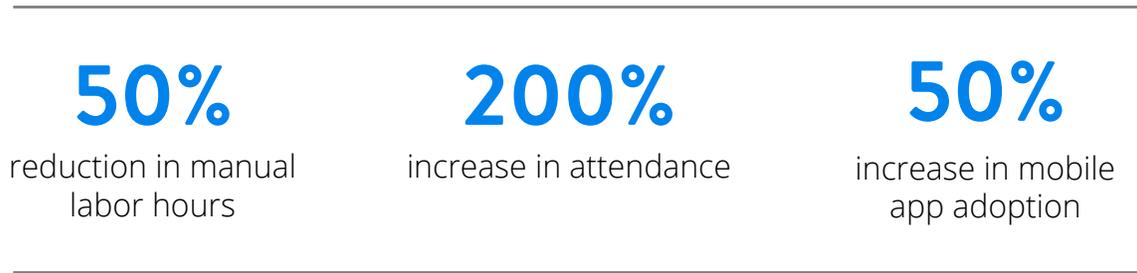




Leading the state with the power of event technology.



Travel Oregon’s Event Evolution

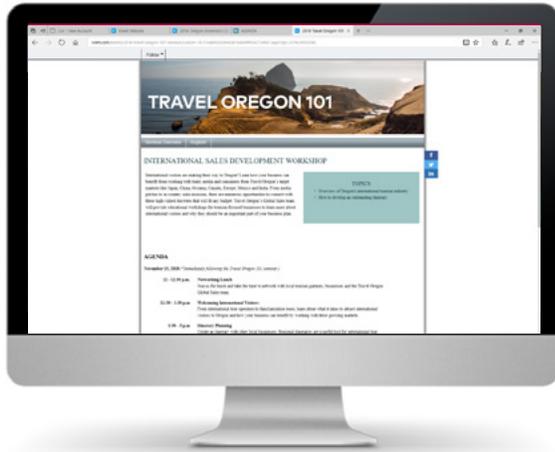
Travel Oregon is a semi-independent agency created by the Oregon Legislature to enhance and strengthen the state’s booming tourism industry. Industry Services Coordinator Kendra Perry and her team have spearheaded the use of innovative event technology within the organization. By integrating seven different Cvent solutions over the last decade, they increased event attendance by 200% and expanded the use of Cvent across all internal teams.

Overcoming Manual Roadblocks

They originally processed paper event registrations with separate, third-party online payments. Manual badging required over two full days to assemble. Confusing speaker collaboration processes and a lack of networking opportunities frustrated attendees and sponsors. ROI was also impossible to prove without accurate budgets. In 2008, the team was asked to plan the annual Governor’s Conference after years of using external contractors. They realized the need for a technology solution.

Creating a Unified Travel Oregon Experience

In 2008, Kendra's team adopted Cvent's Event Management solution on a one-year trial basis. As their events grew, so did their investment in Cvent's solutions. Kendra explains, "We realized very quickly how useful Cvent was to be our CRM in general...I pitched the idea that if you can get everybody into Cvent across the agency, eventually you're going to clean up your data." The agency adopted Cvent across all departments and has seen a 200% increase in registration as a result.



Building A Robust Tech Stack for State Success

The team adopted OnArrival in 2015 to integrate their registration data with check-in and badging needs. They removed data gaps and vastly reduced check-in time. They were able to process registrations, collect payments, and edit attendee data onsite, cutting manual labor hours by more than 50%.

Originally using Google Docs, they adopted Cvent's Abstract Management for their 2018 conference. The data automatically tied into their existing Cvent solutions and created easier workflows. In asking

for her team's feedback, Kendra notes "every single team member said they want to keep using Abstract Management."

They used Appointments to connect better with attendees. Kendra explains, "Every year, they want to connect with our team. We took on Appointments as our solution. To be able to have people simply register and make this a one-click solution really was game-changing for us." They also added on a Salesforce integration to equip their sales team with much needed attendee data from each of their events.

Modern Mobile Sponsorship Solutions

In 2016, the team adopted Cvent's CrowdCompass for their mobile app. They created an on-brand app experience with sponsorship opportunities designed to increase revenue. "The first year we got about 60% buy-in of our attendees, which was a huge win for us. Last year there were over 2,500 engagements," notes Kendra. Attendees could easily network with through the app, while gamification and social media kept them engaged.

"The work that we're doing in the event space, the efficiencies we've been able to create, and the time we've been able to save over the years has really increased our visibility."

— Kendra Perry, Industry Services Coordinator

They also leveraged Social Wall as a key sponsorship opportunity. “We’ve never not sold Social Wall. We’ve sold it every single time. Once we got comfortable, that’s when we started looking at live polling and Q&A, really encouraging our speakers to become more interactive with their workshops,” Kendra adds. In 2018, the team exceeded their app adoption goals by over 50% and were able to guarantee multiple sponsors for the next year’s conference.

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— Kendra Perry, Industry Services Coordinator

Becoming a State-Wide Events Leader

Because of their growing investment in becoming event technology leaders, the team’s expertise is in high demand. When the Governor’s office asked Kendra’s team to fully manage their annual conference, it was in large part due the department’s repeat success. “The work that we’re doing in the

event space, the efficiencies we’ve been able to create, and the time we’ve been able to save over the years has really increased our visibility. Our team understands that we’ve got capacity and focus now, and we have tools in our toolbelt to really make events efficient.”



Most importantly, the team’s success has served as a springboard to facilitate better meetings and events. Kendra notes, “We all know meetings mean business and we know there’s power in the face-to-face meetings. Event tech is creating efficiencies and finding ways to incorporate our work into a really quick, simple solution. That’s what I love about the Cvent platforms: they talk to each other so people don’t have to. It takes all the work out of it for them, and it’s all in one place, essentially.”

