



Pacific Pension & Investment Institute (PPI) is an organisation helping asset owners and managers navigate the changing international investment environment.

PPI provides a community that offers its members the knowledge and connections to better serve their beneficiaries.

Increased attendee
satisfaction

Better virtual event
engagement

Easier event
data analysis



Pacific Pension and Investment Institute (PPI) is a US based non-profit. Mark Mancao, the Chief of Staff for PPI is responsible for everything from event technology to managing the events themselves. "At PPI, we hold 3 main events a year, gathering 150+ attendees from across the globe but with a particular focus on the AsiaPacific region."

The need for change

Prior to utilising Cvent, PPI were managing their event registration like many Event Managers still do, using multiple spreadsheets and physical check-in lists, and were cautious of the impact of this on the attendee experience. Mark reflects on their previous processes, saying "It was kind of a mess, and I don't know how we got through that time."

The PPI team initially started looking for a mobile event app provider, and soon began to realise they could combine this with the search for a system to streamline processes, to bring event management under one umbrella. A major priority for the future event management system was to improve the attendee's registration experience, ensuring that repeat attendees are recognised, and information such as photos and biographies were stored. On coming across Cvent, Mark told us "it was kind of a no-brainer to purchase Cvent, because I hadn't found another competing product that could offer as much flexibility. We now basically live out of Cvent every day in order to set-up registration, create event websites, manage registrations day to day and ongoing communications throughout the event lifecycle."

Using Cvent

As attendee experience was the main driver for the adoption of Cvent, Mark was delighted when the members began noticing the improvement in the registration process, as well as appreciating the system's ability to speed up event registration if you had attended previous events. "We noticed an increase in people finishing the event registration, and increased satisfaction in post-event surveys".

Since utilising the Cvent mobile event app, PPI noticed the level of attendee engagement increased on both the event day, and outside of the event. By launching the event app early, and leaving the event open, it allowed attendees the access to connect with one another throughout the event timeline. Mark tells us “as well as reaping the benefits of content presented at the event, they can use the app as a direct networking tool to support an ongoing connection with the folks they’ve met.”

Another functionality PPI have begun utilising is the ‘Check-In’ feature on OnArrival in order to improve the event check-in process. Mark tells us the value of attendance being instantly recorded in the Cvent platform, thus saving time and improving reporting capabilities.

Using the OnArrival app to check attendees in as well as replacing physical event hand-outs with the event app, creates a “cleaner experience and helps PPI to focus on interacting with registrants as they arrive at the event, helping the staff relate to attendees more”.

Prior to becoming a Cvent user, Mark admits ‘we didn’t have the capacity to focus on event tracking’, however by utilising the Cvent overview dashboard, the event planning team are able to compare data event to event consistently and diligently, which Mark has said has been really eye-opener for the organisation.

With Cvent reducing the admin side of the event, it gave Mark and his team more time to focus on event strategy. Mark says “once we were able to focus on how our events were being received and what the experience was for attendees, I really do feel like we started to rethink how we produced our events, and the whole participant experience that we are offering to our members, where we didn’t have that consciousness before. This opened doors for us to start making some real positive changes to retain members, as well as expand our membership”



Time savings & efficiencies

When it comes to improving on the team's workload, Mark says "In terms of saving time, it is night and day when you go from spreadsheets to something like Cvent, enabling the staff to do more because of time saved from using the platform".

Mark stated he often checks in to see what deals and functionalities other event tech providers offer, and "hasn't found anything that puts so many connected products under one umbrella, and that's the strength of Cvent." As a small team of eight, using the platform has meant PPI are

able to run events more efficiently for the staff and the members, giving all involved peace of mind. After a brief stint using another mobile event app, in 2020, PPI made the jump back to Cvent's CrowdCompass.

Mark stated, "it was becoming clearer that virtual events would be the direction of things. I'm glad we adopted CrowdCompass again because as soon as the pandemic hit and most events would be going virtual, the CrowdCompass team was able to respond quickly to add features to the app to make it relevant for virtual events."



IN-PERSON and VIRTUAL



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