

CUSTOMER SUCCESS STORY:

Cvent Passkey at Cvent CONNECT 2017



Cvent is the industry-leading meeting and event software provider with over 300,000 users, not including the event planners under our own roof. They spend a large portion of the year working on planning Cvent CONNECT, the world's premier event technology conference. Hosting over 3,500 meetings and events professionals is no easy task, and soon the planning team realized they needed to turn to technology solutions as a way to maximize efficiency.

Products Used:[Cvent Passkey](#)**50%**reduction in
planning hours

Getting Caught in the Details

We've always been a fan of drinking our own champagne, so our planning team is the first to jump into using our new technology solutions to create events that bring together event planners and hospitality professionals. And for [Cvent CONNECT 2017](#), the team had one of those front row seats to use one of our newest products: Cvent Passkey.

In 2016, the team dedicated half of an employee's full-time workload (approximately 1,000 hours of work) to managing the rooming process through ongoing manual uploads. Every week or two, the planning team sent a list to The Venetian, but the block wasn't confirmed and closed until two weeks before the event. Aside from dedicating that many hours, the team so badly needed to focus their efforts on delivering a well-organized, smooth, and impactful event.

The planning team also had to manually add the billing details, so even beyond the initial reservation process, there was added time and added

stakeholders to account for. Since the guests didn't get official confirmation until two weeks before the event, it left the venue with little time to market their amenities and local attractions to guests they already know will be onsite.

Overall, the process was slow, especially with the manual changes and the guests' inability to access details directly. They had to rely on the hotel to access any data on the room block or inventory availability, which often took several hours or days. When guests needed to change a detail in their registration within the block, planners had to work with the hotel to manually manage those updates.

On the planner's end, that meant that any changes to the room block, like adding a complimentary night, created a process of manual interventions. These inefficiencies created the need for two additional resources to start working on rooming six months out from Cvent CONNECT.

Introducing Automated Room Block Management

Following the merge of Cvent and Lanyon just months later, the planning team made this manual process a thing of the past thanks to Cvent Passkey. Using Cvent Passkey, they've gone down to one resource to monitor and manage rooming, which is a drastic reduction in time spent, given how far out they open rooming. It also saves them untold hours when coordinating with hotels, since planners and their guests have visibility in the tool, making decisions that much quicker. Features like the real-time planner dashboard and integration with hotel inventory systems mean they no longer have to rely on hotels to provide details, and can make decisions and updates quickly and efficiently.

They can also automatically add additional rooms to the block without needing to call the hotel and negotiate for more. When set up properly, the Passkey link can stay active for hotels right up to the event, and if the hotel has the inventory available, it will be served to guests. For example, at Cvent CONNECT 2017, when the room block at Mandalay Bay was full, planners added in a block at an adjacent hotel for guests. Even with the new addition, they still had one central dashboard to view availability of both blocks.

The ability to decide who views which blocks was also useful. In a few instances, planners gave guests a special view showing complimentary rooms, while the rest of registrants saw standard pricing.

Making Happier Planners and Guests

Overall, the automation and centralized control have been game changers. leveraging the Cvent Passkey link for reservation management is an intuitive, seamless process. Updates are much more accurate, as they're guest controlled, and that minimizes the burden on the planners. Meanwhile, the hotel has real-time insight into room availability on their end, because registration confirmation happens as soon as registration is completed, unlike the traditional two weeks prior.

Planners can seamlessly move nights between the blocks (like Cvent attendees, supplier attendees, and staff) with the drag and drop interface. Daily alerts keep them on top of block management, they can manage several bookings on the same dashboard, including split reservations, and get real-time insights into their blocks.

For the hotel, they have a longer lead time to market all types of amenities, perks, or upgrades to guests. As soon as the

link is live, they can start to promote through the interface and with customized emails. Keeping the Cvent Passkey link open right up until the event gets them more bookings, overall, and helps planners keep track of who's reserved their rooms.

With just one year using Cvent Passkey under their belt, the Cvent planning team has freed up a huge amount of time, reducing the hours required to manage the event by over 50%. Empowered by real-time, actionable data, the team can be more agile and focus on the strategic aspects of event planning instead of the administrative details. Looking forward, they plan to keep using Cvent Passkey, and working to improve the experience via features like the Event Connector, which integrates event registration and hotel bookings. All told, it's made for a much smoother experience for attendees, and a happier planning team!

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