



Chapter Leader Resources

Shared Services Project: Event & Marketing Automation

Highlighted text has been altered since the last version.

Frequently Asked Questions

Purpose

What are the main reasons for using Cvent across the MPI Chapters?

- **Enhanced member experience:** As noted in the Chapter Policy Manual (Article III, Section 1 Membership) a member who joins MPI at the Preferred or Premier level should get the member rate at any MPI Chapter worldwide. Currently, this is severely limited due to multiple registration platforms and no integration with MPI's primary AMS. By centralizing the event registration platforms across all chapters, all Preferred or Premier level members will receive the member rate within 24 hours of joining/renewing. Additionally, there will no longer be a need to ask an attendee to determine their rate ("member versus non-member rate drop down box).
- **Less manual work:** Chapter leaders will no longer need to manually add new members as they join or remove members after they are cancelled. The chapter "member roster" will update once every 24 hours. All Cvent users will receive templates to build from for event registration, event invites, reminders, confirmation letter and post-event surveys. Additionally, newsletter templates will be provided.
- **Deeper engagement level of members:** Currently, MPI can determine a member 'engagement level' based on their interaction with a service or product offered by MPI. Based on surveys over the years, we have known that the true engagement of members is at the chapter level. This will allow us a deeper and more meaningful understanding of how members engage with MPI.

Benefits to Chapters	Benefits to MPI
Less manual updating to event members/non-member lists	More accurate and consistent experience for all MPI Community
Dedicated Cvent System Administrator who will provide training and support	One Cvent Support person to provide training at critical start terms of the year for volunteers
No Event Build Service fees (personalized support for specific events)	Ability to have a deeper understanding of engagement of members and non-members across MPI to develop stronger engagement plans
Standardized event reporting using templates or ability to customize	Universal calendar of all MPI Chapters events and regional calendar events
No licensing fees	Accurately track number of events being held at chapters and community engagement numbers
Enhanced member experience for registering to Chapter events not as their home chapter	Unified chapter events under the mpi.org domain and increases analytics from landing page to event registration confirmation page.
Easier attendee registration experience eliminating errors or inaccurate registration rates	More accurate indicators of "most likely/less likely to renew" or "most likely to join" to enhance membership strategy

Multiple Cvent Certifications are available based on your role as a chapter leader or event professional. Developing an advance knowledge of the Cvent platform will help you be more marketable in your career. Additional discounts on Cvent events exclusively for MPI Chapter Leaders will be available for Cvent CONNECT – 50% off registration ticket using code “MPI50”	Secure online collection of funds
Templates for event types, reports, invitations, newsletters or other chapter communication	Ensure all chapters are complying to GDPR, PCI and other data integrity practices and laws.
Mobile app available to any chapter event	
Access can be granted to an unlimited number of Cvent users at the chapter level. Currently, this is limited to 5-10 user accounts.	
Less manual reporting of your monthly events will likely be possible in the future.	
Cvent websites can be built out in multiple languages, when applicable. Cvent community (support) can be translated to chapter's native language by using browser language settings. Cvent Customer support is only available in English, unless representative happens to be multi-lingual.	

Cvent Agreement Overview

What will be included in our Cvent Account?

Cvent provides all MPI Chapters with the modules highlighted below.



If our chapter adds a module and/or additional services (i.e. payment processing), will Cvent invoice us separately for these services?

Those modules not highlighted above can be added at the discretion of your Chapter by contacting the Cvent Support Team. The Chapter will work directly with Cvent on handling any additional fees or develop a trade of service to utilize modules not included in the MPI Global package.

What are the modules our chapter will need just to get a basic event online?

Event websites, Registration and Marketing are the most widely used across existing MPI chapters using the Cvent platform. These three modules will allow you to create your event webpage, manage registration and develop a marketing campaign to optimize your registration.

Governance

How will the member and non-member profile and contact information be protected in the Cvent platform? Who will have access to this information and for what purpose?

Cvent is PCI level 1 compliant. As part of Cvent terms of use, you may use Cvent Customer Support services (24/7), which allows a Cvent employee to login to your account, with your consent, to assist with whatever troubleshooting issue you need help resolving.

Does Cvent follow international guidelines (GDPR, PIPEDA, etc.) for data protection?

YES. Cvent has obtained various compliance certifications to secure all data. MPI Chapters may also add your own privacy policies to your event registration experience. For more information on data compliance and protection, visit the [Cvent Community page](#)

If a member's primary affiliation is with our chapter, will they be able to attend other chapter events?

YES. As per the MPI Policy Manual, Article IV, Section 1.4.1, a person who joins MPI at the Preferred or Premier Level gets one chapter affiliation with their annual membership fee but gets to attend any MPI Chapter event at the member rate. The primary affiliation to the 'home chapter' affords this member the right to any chapter specific benefits (member only communication, volunteer roles, Chapter specific awards or recognition, etc.).

Will non-members be able to attend events?

YES. This will not change the member vs. non-member rates which each chapter will continue to determine the price differential as noted in the MPI Policy Manual, Article IV, Section 1.4.1

Can non-members be charged a higher rate?

YES. See Chapter Policy Manual, Articles VII, Section 1.1 for specifics.

Will we still be able to offer our Affiliate Membership so other MPI Members can join our chapter?

YES. See MPI Policy Manual, Article IV, Section 1.4.1. Chapters are encouraged to offer existing Preferred or Premier level members the opportunity to affiliate with their chapter to receive chapter specific benefits and opportunities.

Once your chapter gets onto the Global Account, a template will be available to begin collecting Affiliate Membership Dues directly online.

Will Essential Level Members in our region be able to get the member rate at our Chapter event?

No. Essential level members choose not to affiliate with any MPI Chapter and do not get the MPI Member Rate.

Administration

What will happen to my existing event data when we move to the MPI Global Account?

For existing Cvent users, the last five years of chapter events and attendance history will roll over into the new MPI Global Account.

For new Cvent users, once Cvent begins the migration process, you will receive a required formatted document to roll over your past five years of event data from your event platform to the MPI Global Account.

All Chapters will continue to maintain access to the Membership Reports on the Chapter Leader Resource pages to pull in former member data that may not roll over. This will only be necessary if a former member has not attended an event in the last five years.

Who will get access to the MPI Global Cvent Account from our Chapter?

For existing Cvent Account users, this is a great opportunity to review your list of users to confirm who is still active. When it's time to transition, you will receive an email from Cvent requesting you to create a new password for your new account number and username. **Cvent began contacting those individuals at each chapter who have access to the chapters Cvent account on April 24, 2025. An email was sent from EJ Saenz (esaenz@cvent.com)**

For new Cvent Account users, the Cvent team will reach out with a document to collect the required information in order to create new users in the MPI Global Cvent Account. The minimum required information is below:

- First Name
- Last Name
- Email Address

Will we be able to use the Cvent platform to send our Chapter Communications (Event invites, notifications, newsletters, surveys, etc.)?

YES. The Cvent account will include the Event Marketing platform which allows users to create customized communication for each specific event. See "Event Marketing and Managed Feature List" in Cvent Feature List.

Can Cvent function like an Association Management System? If so, what features can we count on?

Cvent is not an AMS but collecting more data across the chapter structure will assist us in the future. Cvent and MPI can provide more information on your community's engagement.

What additional training will be available on the additional features?

Cvent will provide formal onboarding to the platform for all new Cvent users. Ongoing training is available by your Cvent Account Team. There are additional live and virtual training opportunities all chapters will have access to. For more information, <https://community.cvent.com/training>

Will there be an additional charge for our Chapter to use the Cvent Mobile Application?

There is not an additional charge for your chapter to use the Cvent Attendee Hub Mobile Application module. This is included in the package available to all MPI Chapters. A description of all the modules provided is available online. <https://eng2e.seismic.com/ls/d1cc9fa8-8d5d-4886-bfa6-bdd574acc883/eyJObTof630jGuhN2#/>

Membership

How will non-members register for our events?

There will be no change in the way a non-member registers for an event. A non-member will continue to receive a different rate as noted in the Chapter Policy Manual, Article VII, Section 1.1.

Will Cvent or MPI have access to our event attendee data?

Yes, Cvent and MPI will have access to your data. Only those Cvent or MPI employees who have a need to manage your account or support your efforts will be able to access this information.

Will Cvent or MPI use our event attendee data for marketing/promotion purposes?

Cvent will have access to all data as they do for any client using their program. As noted in existing Cvent contracts, only those event attendees who express interest in learning more about Cvent will receive communication from Cvent after your chapter event survey is closed. For instance, your chapter markets your upcoming event to 1,000 people in your distribution list. Your chapter registers 85 people of which 80 attend your event. Your post-event survey goes to those 80 people who attended, of which 50 completed the survey and only 10 checked the box to receive more information on the Cvent product line. Cvent will only contact those 10 people.

MPI will have access to all MPI Chapter attendee information but will not use this information for any marketing purposes for the benefit of MPI. MPI Global will only use event attendance data for engagement and reporting purposes. For example, if 100 people come to your Chapter event, MPI will only want to know how many attended, not who attended.

Is our member's data protected by the enterprise-wide agreement?

YES.

Is this going to help with a universal MPI affiliate membership program rather than chapters each hosting their own versions?

Not necessarily. There are no plans for MPI Global to begin offering an Affiliate Membership to MPI Chapters. This will continue to be run by each chapter for members to choose the additional chapters they would like to affiliate with. When a chapter does migrate onto the MPI Global Cvent Account, an Affiliate Membership Template will be provided for your chapter to use.

Marketing

Will we be able to use the Cvent platform to send our chapter communications?

YES. The Cvent package will include the Event Marketing module which will allow Chapters to use this platform to send event invitations, newsletters or communication directly to a specific audience. Templates will also be provided to all Chapters utilizing best practices obtained from the 35 existing chapters who are on the Cvent Platform and utilizing industry's best practices. There will be no need to 'pull updated lists to load to your existing communication platform each time a chapter communication is ready to go out.

For chapters using another email distribution platform who *choose to* migrate onto the Cvent platform, the Cvent Support Team will work with you to comply with the CAN-SPAM Act and adhere to local regulations. Chapters are not required to use the Cvent Event Marketing module for chapter newsletters or other communication pieces.

Will we be able to survey event attendees?

YES. See “Event Surveys” in Cvent Feature List for specific details on the post event survey tools.

Chapter logos, images and media.

Cvent will upload the MPI Trademarked Chapter Logos into the [Cvent Media Library](#) for you. However, if there are any additional logos, banners, images you want us to upload into the Media Library, please share them with the Cvent System Administrator.

Is Cvent mobile friendly for individuals to register on a mobile device?

YES.

Will Cvent be available in our local language?

Cvent websites can be built out in multiple languages, when applicable. Cvent community (support) can be translated to chapter's native language by using browser language settings. Cvent Customer support is only available in English, unless representative happens to be multi-lingual.

Can Cvent be integrated with other applications that our chapter may use to support communication (i.e.: Hootsuite, Hubspot, mailchimp) or engagement?

Cvent offers access to our REST API (communication between a client and a server). We offer some pre-built (out of the box) integrations, but all connection points would require an additional scoping call and potential fees to integrate. Currently, no MPI Chapters using the Cvent Platform use any integrated applications.

Will we be able to create a custom domain/short URL for our events?

Cvent will give you a custom domain for your chapter event URL based on the Brand Guidelines provided for all MPI Chapters. If you are currently using a custom domain that does not follow the MPI Brand Guidelines for Chapters, you may be asked to discontinue use of this. In some cases when you have a joint event with another MPI Chapter or industry association, you will be allowed to continue using the existing custom domain.

Can we create custom email addresses to send communication from?

Cvent will need to submit Account Email Addresses for your Chapter or Club. These emails can be used by any users you submit to have access to. These emails will be used to send and receive communication from your events created in Cvent. These must be REAL email addresses where you can receive an email and click a link giving Cvent permission to use this email.

Finance

What will MPI Global charge for monthly service fees for each chapter?

The monthly fee for this event and marketing package will be announced in the coming months.

Will there be any fees charged by Cvent?

The only fee that Cvent collects is a flat rate of 3.95% on the total reg fee processed by Cvent Payments (the processor which runs the reg fee collection). This is a nominal fee compared to industry rates.

Our current registration platform is fully sponsored. Why should we switch to Cvent and incur a cost when we have it for free now?

Moving all MPI Chapters onto one centralized registration platform will enhance the attendees experience, provide a uniform registration process, and further protect the data collected on event attendees. All event registration platforms have some kind of fee for licenses, transaction or processing, or other related costs.

Our chapter receives a cash sponsorship to use a different registration platform. Will Cvent and/or MPI provide a similar cash sponsorship for us to switch platforms?

No. Cvent or MPI will not provide any financial remuneration to chapters to move off the existing platform. The benefit of having integration with MPI's AMS (Association Management System) will eventually save time and money each year. MPI Chapters will also have the chance to eliminate any marketing automation and communication platforms they may be spending budgeted money on each year.

Will this fee change each year? If so, when will our chapter be notified?

MPI will communicate prior to Annual Retreat season any changes to the fee for the upcoming fiscal year.

We are a small chapter, and our monthly rebates barely cover the existing shared services. Will this additional fee mean that we will receive even less rebates each month?

Using any event registration platform usually requires licensing, bank/transaction fees, or other built-in costs to register people for an event. The Cvent platform will have one license fee which will be paid by MPI Global and provide a secure method of collecting online payments. **Cvent charges a nominal fee of 3.95% on all transactions. For example, if your chapter event registration fee is \$45.00 the chapter will receive \$41.05.**

How will the transaction fee be collected?

Cvent will release the total registration fees collected each week minus the 3.95% transaction fee to each Chapters bank account weekly.

How long will it take for our chapter to receive registration fee monies from Cvent? I have heard that it can take up to 90 days, is this true?

Transaction fee holdbacks will be dispersed weekly by Cvent to the chapters bank account.

Our chapter has an existing agreement/contract (paid/free/sponsored) with another platform. Do we need to cancel this agreement/contract now?

Any chapter who is not currently on the Cvent Platform will receive an email from your Chapter Operations Team Member who will collect details on your existing contract. To assist in this effort each chapter should reference your existing event registration platform contract. Prior to this contract coming to an end, your chapter will be contacted by the Cvent Account Team to discuss the onboarding plan.

Are we required to make the transition if we are using a different event registration platform?

Yes. All MPI Chapters will be using the Cvent platform to ensure our member benefit structure is upheld.

What will happen to our existing Cvent account?

If your chapter is an existing Cvent user, you will migrate onto the MPI Global Account prior to the expiration date of your existing contract or you have an event that needs to be published after your contract end date. Your chapter can migrate earlier as well by contacting your Cvent Account Team.

If you are using another platform, you will migrate onto the MPI Global Account prior to the end of your existing contract.

Will we have to include Cvent as a Sponsor of our Chapter or specific events?

Cvent will continue to receive recognition as a sponsor at the chapter level. Specifics will be communicated to each Chapter when the account is created. These are outlined in the appendix to this FAQ doc.

Are there any new opportunities for Chapters to make additional revenue using Cvent?

There are opportunities to market areas of the Attendee Hub app to sponsors and we offer a revenue sharing program on our Lead Capture tool. Additionally, Cvent is finalizing a referral program through their Partner Portal – more to come!

Additionally, MPI Chapters will be able to use the Cvent platform to collect “Affiliate Membership” dues. A template will be provided when your chapter migrates onto the Global Account so you can continue or start to collect this revenue from existing MPI Members who choose to purchase another affiliation to a second or their MPI Chapter besides the one (aka ‘home chapter’) when they joined.

Education/Events

Will our chapter be able to access the information for our current members?

YES. Chapters will continue to have access to all member information on the Chapter Membership Reports available in the Chapter Leader Resources section under the “Membership Reports” tab.

Will we continue to be able to access information on non-members?

YES. Chapters will continue to have access to all attendee data using templated and/or customized reporting available by Cvent.

Will we be able to create our own events?

YES.

When creating a new event, will we be able to adjust event pricing for our specific chapter?

YES. Chapters will continue to set event pricing based on local marketing conditions.

Are all event registrants automatically included in the “Look Who’s Coming” list? If so, is there an opt in/out feature?

The “Look Who’s Coming” feature is optional for all Cvent clients to use at their discretion. If a Chapter uses this feature, each attendee will have the option to opt out of having their name appear on the online list.

Appendix

MPI Chapter Deliverables

- Cvent logo and company description displayed on the MPI chapter website with a link to cvent.com.
- Cvent recognition on chapter social media platforms (Facebook, LinkedIn, Twitter, Instagram)
- MPI Chapter to add a link to Cvent Resources on its website.
- MPI Chapter to participate in the Content Share Program and share content 4x per year via email.
- Cvent logo to be displayed on each event registration website and mobile app branding – “Powered by Cvent” with Cvent logo.
- Cvent recognized in chapter’s events’ sponsor marketing materials
- MPI Chapter to add a post event survey question to gauge interest in Cvent products.
- Cvent to receive the post-event registration list from each chapter event.
- Cvent will receive one email distribution to the chapter membership. Content to be mutually agreed upon.
- Cvent will receive an optional speaking opportunity at either a monthly meeting or an educational webinar. Content to be mutually agreed upon and focus on industry/thought leadership. Chapters to be included are: Northern California, Southern California, Dallas/Fort Worth, Rocky Mountain, Chicago, Carolinas, Georgia, Greater Orlando, Potomac, Tennessee, Virginia, Greater New York, New England, France, Germany, Italy, UK/Ireland
- One (1) invitation to any major chapter event, i.e. Education Summits, Galas, etc.
- Cvent to provide certification for MPI chapters/members on Cvent
- Cvent to add sourcing as a resource for chapters
- Cvent to receive Run of site banner on all chapter websites throughout the length of the partnership.
- Creative can be changed periodically throughout each year.

Link to Cvent Modules Descriptions and Features offered to all MPI Chapters and Clubs.

<https://eng2e.seismic.com/ls/d1cc9fa8-8d5d-4886-bfa6-bdd574acc883/eyJObTof630jGuhN2#/>