



March 1, 2010

Dear Event Planner,

We are very excited about your upcoming event and are eager to work with you to maximize your event's potential. In order to standardize the event's setup and flow, all events sponsored by Illinois ENA will go through Cvent for marketing, registration and evaluation of event. By utilizing Cvent we are able to help you develop the event's budget, marketing, registration and process all payments up to the day of the event. We will work with you to maximize all of Cvent's tools so that you can:

- Develop pre- and post-event surveys
- Develop brochure and other marketing tools
- Manage name badges and CE certification
- Build pre- and post-event reports
- Manage record keeping including a post event financial report to the treasurer

Attached is the Cvent Request Form. Please fill out this form and return to us via email. This will help us to get a feel for the type of event that you are planning. From there we will send you a customized Cvent Event Form that will allow us to create the event in Cvent. We will include deadlines required for each section of the Cvent Event Form; **all information must be submitted prior to creation of the CVENT event**. This is to assist event planners, streamline the event development process and maximize efficiency for Cvent Coordinators.

Please note, if you would like on-site registration or payment processing, a Cvent Coordinator must be present the day of the event to facilitate. When developing your event's preliminary budget, include a \$4.00 Cvent fee per expected registrant for processing.

If you have any questions please feel free to contact us at bmobley@childrensmemorial.org or nicholas.nelson81@gmail.com.

Sincerely,

Bonnie Mobley and Nicholas Nelson
Cvent Coordinators