**How to set up an event in Cvent through the Education Store**

The Education Store (Ed Store) will set up the registration sites for Purdue Extension events. The Ed Store requires all requests be submitted at least 10 business days prior to the expected registration launch date. Sites will be setup in the order they are received, and last minute submissions will not be expedited.

GENERAL REGISTRATION INFORMATION:

* All program attendees are required to be registered through Cvent
* Walk-ins are welcome (at the event planner’s discretion) but are required to pay at the door. The Event Planner is responsible for contacting the Ed Store to open registration for the late contact information to be entered in to Cvent. Then those payments should be sent to the Ed Store. The Ed Store will no longer manually enter in walk- in information for events.
* The registration deadline should generally be 5 business days prior to event date, and late registrations will not be allowed. NO REFUNDS will be issued after this date.
* Cancellation Policy: Registrants who cancel will be charged 12% of the registration fee plus a $5 processing fee. If a registrant cancels prior to making payment, the dept/program will be responsible for that $5 processing fee at the closing of the event. If an unpaid registrant fails to show up to an event, please communicate that to the Ed Store. Cancellations must be processed through the Ed Store, so registrants or event planner should contact edustore@purdue.edu or call 765-494-6794.

BUDGET:

A signed budget must be on file with the Business Office and the Ed Store prior to any event being launched. For a Campus Dept event, the Budget Worksheet should be sent to the Delegate of Dept Head and Fiscal Approver. For County events, the Budget Worksheet should be sent to Karil Sommers, Fiscal Approver in AGAD Business Office - kesommer@purdue.edu. Once the budget is approved and signed, a copy of it should be sent to the Ed Store – edustore@purdue.edu.

BUDGET WORKSHEET: <https://extension.purdue.edu/hub/wp-content/uploads/2019/10/BUDGET-WORKSHEETS.xlsx>

REQUEST FORM:

After the event details have been established and the budget worksheet completed and submitted, a Cvent Request form should be submitted to the Education Store. There is just one form, and it will adjust accordingly based on which selections are made. Please fill it out carefully and completely. After submission, the Ed Store will send a confirmation email to state the form was received.

The Cvent Request form is located on the HUB >Marking>Cvent Resources. This should be used for Purdue Dept and County Extension events.

HUB: <https://extension.purdue.edu/hub/>

CVENT REQUEST FORM: <https://www.cvent.com/events/SMMForm/MeetingRequest/MeetingMain.aspx?smm_form_stub=c277e67d-e306-408d-a24c-47b63af8924a>

TEST MODE/LAUNCHING:

Before an event will be launched, the registration link must be tested by the event planner/educator. This allows the registration process to be viewed from the registrant’s point of view. The Ed Store will provide the test link via email. On occasion, these emails will go to the Spam/Junk folder. This process is crucial to ensure that the event is set up precisely the way it is envisioned. Things to check include spelling, address, date/time, verbiage, and general accuracy and flow of the registration process. If areas need to be adjusted, the Ed Store will make the necessary changes before launching the event. Once the event has been tested and approved by the event planner, the event link will go live. The Ed Store will provide the URL for the event. This link should be used for promoting the event.

ROSTER REPORTS:

The event planner will have access to the Roster Reports. These reports show registration information for the event; this can include contact info, dietary restrictions, session information, answers to questions asked during registration, payment status etc. The Ed Store will provide the event planner with this link and login information. Only those with a PUID# will be granted access to these reports. Anyone who has not previously used Cvent should contact the Ed Store to ensure the PUID# is on file.

\*if specific information needs to be included in the Rosters, please communicate this to the Ed Store in the Cvent Request Form.

Ten days prior to an event, the Ed Store sends an auto–generated email to any registrant that has a balance due. It is still the educator’s responsibility to access the roster prior to an event. If a registrant has a balance due on the day of the event, he/she will be expected to make the payment in order to participate in the event. Cash or a check (made to Purdue University) provided at the door is to be submitted to the Ed Store. The registrant may contact the Ed Store to pay by credit card via phone: 765-494-6794.

CLOSING:

The Ed Store and the Business Office will process all of the financials for each event. This process will begin approximately 2-4 weeks after an event. If any registrant’s payments are still outstanding, the Ed Store will proceed with the closing process. Payments received more than 2 weeks after an event will be forfeited to the Ed Store. The Ed Store will communicate with the event planner/educator for approval on the Final Roster, the Cvent Financials, and what revenue will be distributed to the program. Once approved, the Ed Store will partner with the Business Office in completing the closing process and transferring the funds. This entire process can take up to 8 weeks; patience is appreciated.

FAQs: <https://extension.purdue.edu/hub/cvent-resources/faq/>