

The Broad Center

Location:

Los Angeles, CA

Fonteva Solution:

Events

The Broad Center is committed to bringing equity and opportunity to the American public school system by identifying, developing, and supporting hard-working, committed professionals to serve as administrators and leaders within underserved, urban school districts.

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The Big Story

The Broad Center counts on Salesforce® and the Fonteva Events platform to make building self-service event sites quick and easy, while leveraging the power of the world's #1 CRM to create one single point-of-truth for their data analysis and management.

The Challenge

The Broad Center is working to make a world-class education an accessible reality for public school students across the United States with its commitment to developing and supporting mission-driven leaders in at-risk school systems.

But when it came to managing their mission-critical annual Broad Center Forum event - as well as several other regional learning events around the country - without a dedicated CRM or events platform, The Broad Center knew they were missing out on critical engagement data about their attendees and events.

Looking for a way to quickly and easily create custom event pages that featured reliable data capture and management, The Broad Center turned to Fonteva, and its Salesforce-based events platform.

The Solution

Fonteva began by working side-by-side with The Broad Center to understand their unique reporting, event registration, and data management needs in order to implement the ideal event platform configuration that would equip The Broad Center to achieve long-term success.

“Our team had no coding experience, so we needed a solution that would put all of our data in one convenient place and make custom event builds quick and easy,” says Ted Olivos, Deputy Director of Data Research at The Broad Center. “That’s why we wanted a Salesforce-native solution; that’s why we chose Fonteva.”

The Solution continued

The Fonteva Events platform is built completely native to Salesforce, so The Broad Center now enjoys the robust and detailed data analysis, reporting, and event tracking power of the world's leading CRM. Additionally, because Fonteva Events is designed with the specific needs of event planners and marketers in mind, features like event registrations, presenter proposals, session opt-ins, and communication cadences are simple and ready, right out of the box. In fact, most actions can be quickly completed by registrants via the modern Fonteva self-service portal.

"With Cvent, building custom event sites was a huge hassle, and we'd have to pay an extra \$5-10K for on-site management. And since it wasn't connected to Salesforce, much of the data from the event would end up on someone's personal device, or lost altogether," Olivos explains. "Now, anyone who needs to build an event can do it quickly and affordably, and registration is much easier for our attendees." Indeed, now every event touch point features The Broad Center's consistent high-quality branding, and all registration data lives

directly in Salesforce. "On the backend, that data is just there now; it's a revolution for our admins," adds Olivos.

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As a result, The Broad Center is better able to track, benchmark, and optimize the performance of its events against its mission and goals. Key demographic attendance data now serves as proof-positive of the impact of The Broad Center's events to upper leadership, and Olivos' team is saving enormous productive time every day by leveraging Fonteva Events to automatically solicit, screen, and qualify proposals from speakers based on pre-configured forms logic.

And the bottom-line? The Broad Center has cut the cost of managing their events by 25% since switching to the Fonteva Events platform.

"Every touch of our event engagement is more impressive now, and each event yields more results," Olivos says.

That's revolutionizing event management with smarter solutions. That's Fonteva.