Cvent Tip of the Week: Week of June 29

Flex Version of Cvent, Event Emails

Please note Cvent Tip of the Week will be moving to the Community! Starting the Week of July 13th, Cvent Tip of the Week can be found in the Cvent Corner under Leadership Connection in the Community section of the hfma website.

Tracking Clicks in Event Emails

If knowledge is power, then click tracking can make you eMarketing royalty. For your Express Registration and Express Ticketing events, click tracking is already enabled. For Classic and Flex events, simply check a few boxes and wait. In no time at all you'll be privy to who clicked what and how many times they did it.

1 Open the appropriate email. Begin by selecting your event. Hover over Promotion & Communication and, under Email, click **Event Emails**. If applicable, select an invitation list from the dropdown. Then click the name of the email you want data on.

2 Enable click tracking in a Classic event. The Details tab will open by default. Click the tab to the right, **Advanced Settings**, then **Edit**.

Switch "Enable click-tracking for the HTML email" to **Yes**.

Click **Save**. *Repeat these steps for each email you want included in your reports.*

To Become Part of the Distribution List for Cvent Tips of the Week:

In the Chapter Relations Center, under Chapter Resources, Cvent, there is a sign up form to be added to our distribution list.

About Us

The Chapter Relations Team is always here for Chapter Assistance. If you ever have any questions or concerns please reach us at chapter@hfma.org

Join our Social Media Pages. Search for us based on the information below and join, follow or like!

Instagram: hfmadreamteam

LinkedIn: Chapter Relations Team

Twitter: @hfmadreamteam

Leadership Connection Community – A new, one-stop destination for HFMA chapter news is here! Check out the Leadership Connection community group by logging into your HFMA account online and navigating to Community; this group will be listed under My

Or enable click tracking in a Flex event. Click **Design Email**. In the top left of the canvas, click the Email dropdown, and hover over the email you want to track.

A ⚙ icon will appear to the right. Click it, and then toggle "Enable click-tracking for the HTML email" to green. Click **Apply**. Repeat this for each email you want to track, then click **Save** to preserve a draft or **Publish** to begin tracking.

3 Review the data. Once you've **sent the email**, you can access click tracking data by hovering over Reporting and, under Reports, clicking **Reports (New)**. Select Email Reports from the Category dropdown. Then click **Click-Tracking**. This data will also appear in **a contact's individual history**.

Groups. We've already been at work in the Leadership Connection group, posting discussions and files to the Library, so get engaged and check it out!

Tip of the Week. If you have any questions regarding Cvent please reach out to Erica Roccario-Thorpe, Project Management Administrator, at ethorpe@hfma.org.