

Cvent Tip of the Week: Week of June 15

Flex Version of Cvent, Website and Email Design

Cvent's Site Designer allows you to customize your website and registration that's capable of displaying on a responsive page. Adding headers, placing your register buttons, customizing the theme, using widgets, and incorporating motion are important to building out your webpages.

Using the Site Designer

Adding a Header

1 Access the site designer. Begin by selecting your Flex event. To go to registration, hover over Website & Registration and, under Registration, click Registration Process. For the website, hover over Website & Registration and, under Website, click Event Website.

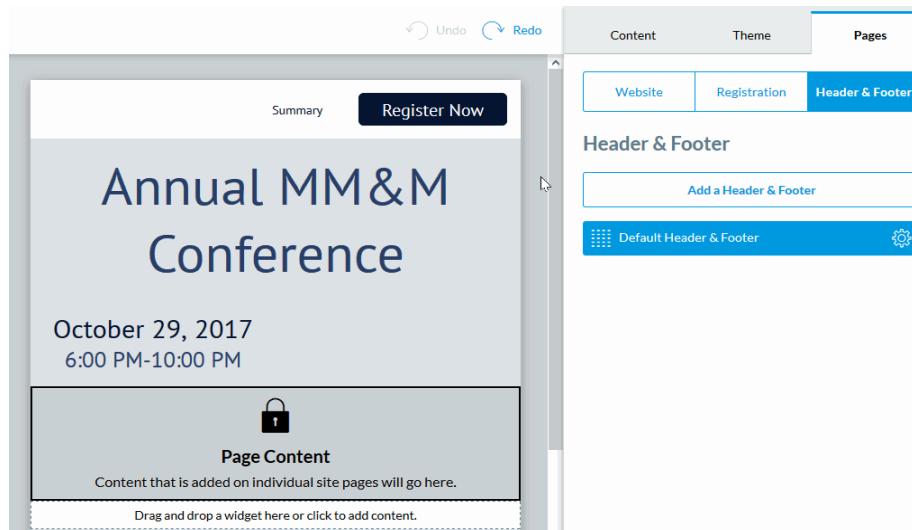
Click Open Site Designer.

NOTE: Need to edit both the website and registration? Once you access the Site Designer, you can easily switch pages by selecting a page name from the Registration Page dropdown in the top left of the designer.

2 Add a header. In the top left of the canvas, click the Registration Page or Website Page dropdown, scroll down to the Header and Footer section, and click Default Header and Footer.

On the canvas, click the section header you want to add an image to. To the right of the canvas, hover over Background Image, and click Replace. Open a folder from the Media Library, then select an image. Ensure Scale to Fit and Horizontally are selected to keep the image's proportions.

NOTE: Avoid using background images with static text directly on them. Instead, select a design-only image and use widgets to add your text on top.



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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 Groups. We've already been at work in the Leadership Connection group, posting discussions

Need to space things out? Click the Website Navigation widget. Click customize, then Widget. Scroll down to the Spacing section and use the sliders.

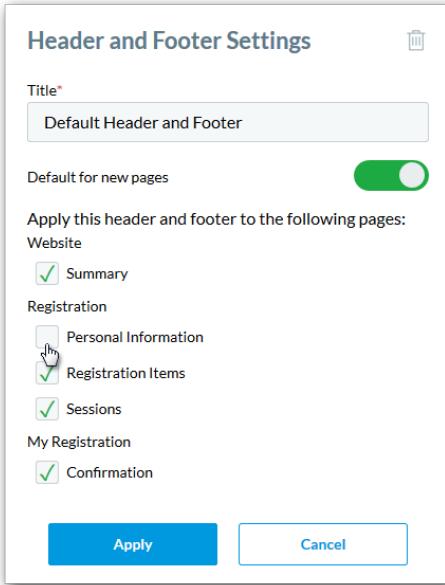
Alternatively, if you've added an image widget to the header, you can add space to that by clicking the widget. Click Customize, then Widget. Scroll down to the Spacing section and use the sliders.

Once you're done, click Save to save the draft, or click Publish to make it visible to invitees.

3 Determine which pages the default header and footer apply to. Click the Registration Page or Website Page dropdown in the top-left. Scroll down to Default Header and Footer, and click on  to open the settings.

Here, you can rename the title of the page and determine if you want to apply the default header and footer to newly created pages.

By default, the header and footer will apply to all website, registration, and My Registration pages. If you do not want the header to apply to a specific page, uncheck the box to the left of its name.



Then click Apply.

Once you're done, click Save to save the draft, or click Publish to make it visible to invitees.

Placing Your "Register" Buttons

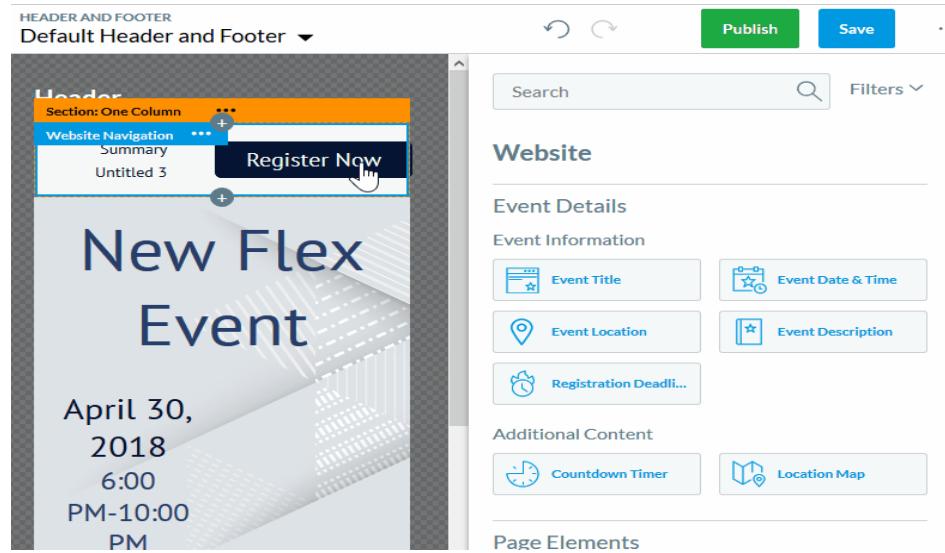
1 Access the Site Designer. Your "Register Now" button is already added to your website's header by default (however you can move it if you would like), but we also suggest adding the "Already Registered" button there as well to ensure your invitees can just as easily review their registration.

Begin by selecting your Flex event. Hover over Website & Registration and, under Website, click Event Website. To the right of the Summary, click Customize.

2 Add the Already Registered button to the header. From the Website Page menu in the top left of the designer, scroll down to the Header and Footer

and files to the Library, so get engaged and check it out!

section, and click the header you want to add the button to. On the canvas, click the Register Now button. The Website Navigation will appear to the right of the canvas. In the Confirmation Options section, toggle "Display Already Registered link" to green.



The screenshot shows the Site Designer interface. On the left, a canvas displays a website for a 'New Flex Event' with a 'Register Now' button. On the right, the 'Website' section of the editor is open, showing various event details like title, date, and location. The 'Page Elements' section is also visible. A cursor is hovering over the 'Register Now' button on the canvas.

Edit the text, if necessary.

Once you're done, click Save to save the draft, or click Publish to make it visible to invitees.

Customize the Website's Theme

1 Access the global theme section of the site designer. Instead of individually editing each widget to create a cohesive website, customizing the global theme section of the site designer will allow the changes to be applied across your whole website.

Begin by selecting your Flex event. Hover over Website & Registration and, under Registration, click Registration Process. Click Open Site Designer.

Click **Theme** to the right of the canvas.

2 Select a theme. Click **Change Theme** to determine the basic design of your survey.

NOTE: The available themes' colors and fonts can be customized, but they currently align with WCAG for 508 compliance.

3 Customize the colors, if necessary. To customize the theme colors, click **Theme Colors** to the right of the canvas. The first three make up your background colors, while the last two are your text. Notice that the first three

contrast with the last two. This has to do with being 508 compliant and aligning with WCAG. If changing the colors to match some of your branding, it's best to pick similar colors, keeping the background light and the text dark, or vice versa.

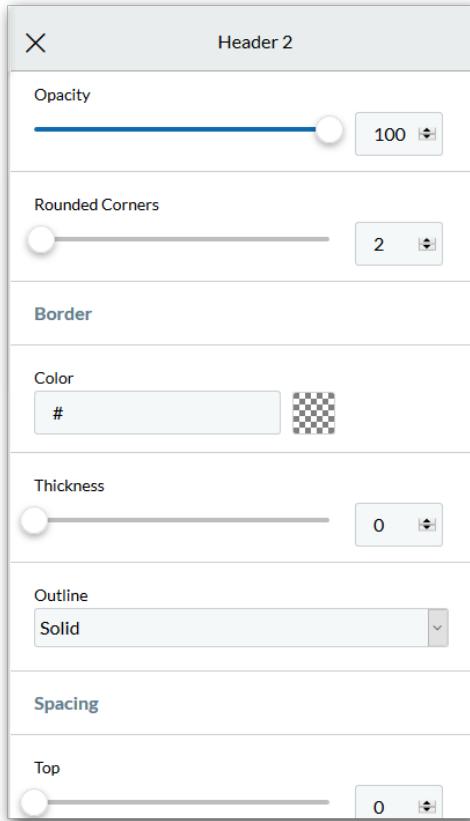
To change the color, click the textbox and enter a HEX value, or select a color from the color picker.

4 Set the dimensions. Click **Dimensions**.

The website layout width stretches your *sections* to fit the length of the screen. We recommend that you check **Fit to Entire Screen**.

The website content width determines the width of your *widgets* within the sections. It is recommended that you *do not* check **Fit Content to Full Width**, as this can stretch your widgets out. Instead, we suggest setting the "Max." to 1024 to ensure your images fill the screen without stretching it.

5 Customize the text styling options. Click one of the components from the Text Styling section. Here you can choose how the text, background image, background, border, and spacing display.

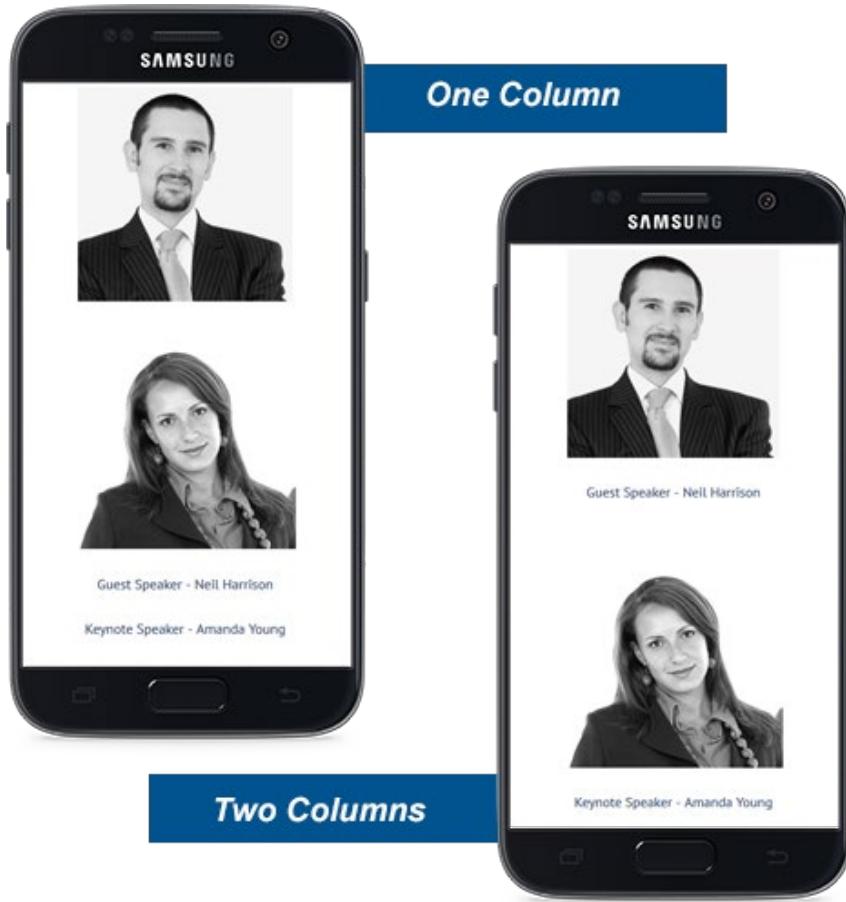


Once you're done, click **Save** to save the draft, or click **Publish** to make it visible to invitees.

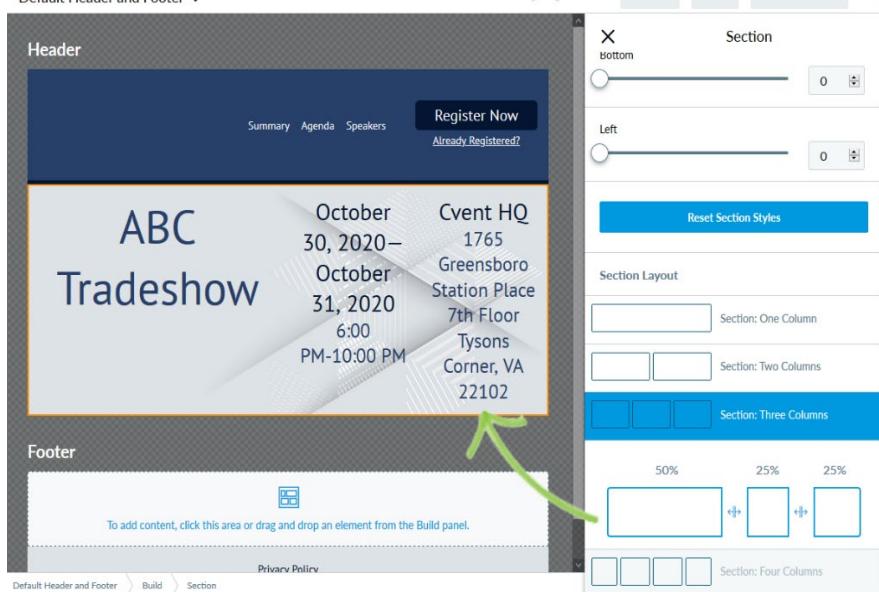
Adding and Customizing Widgets

1 Access the Site Designer. Begin by selecting your Flex event. Hover over Website & Registration and, under Registration, click **Registration Process**. If necessary, select your registration path from the Registration Paths dropdown. To the right of the page you want to edit, click **Customize**.

2 Add your structure. Your webpages are a mix of sections and widgets. They work together to establish how your content will display depending on the size of the device that the website is being viewed on. For instance, if you're displaying a row of your speakers with their names underneath, the section's column set up will determine how the content displays. While there will be very little difference when viewed on a large desktop, the display can shift dramatically when viewed on a mobile device. Reference the image below to view the differences.



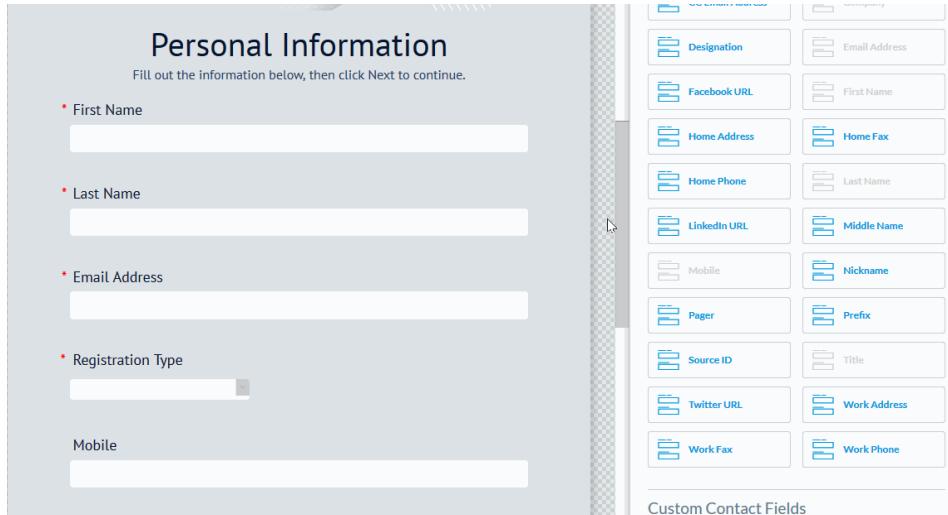
To determine how many columns your section has, click **Build** to the right of the canvas, and scroll down to the Structure & Organization section. Drag and drop the Section widget onto your canvas. The Section Editor will appear to the right of the canvas. Scroll down to the Section Layout section, and click the number of columns you would like. If you select two or three columns, click and drag the to determine the percentage of which each column should occupy the section. In the example below, the section is broken into 3 columns, where event title widget takes up 50% of the section, and the date and location widgets each take up 25%.



The screenshot shows the Cvent builder interface. On the left is a preview of a trade show landing page. The header includes a 'Register Now' button and a 'Already Registered?' link. The main content area features a large 'ABC Tradeshow' title and event details: 'October 30, 2020 – October 31, 2020 6:00 PM-10:00 PM' and 'Cvent HQ 1765 Greensboro Station Place 7th Floor Tysons Corner, VA 22102'. The footer contains a 'Privacy Policy' link and a note: 'To add content, click this area or drag and drop an element from the Build panel.' On the right is a 'Section' panel with settings for 'Bottom' and 'Left' sections, a 'Reset Section Styles' button, and a 'Section Layout' section with options for 'One Column', 'Two Columns', 'Three Columns' (selected), and 'Four Columns' with specific width percentages (50%, 25%, 25%).

NOTE: Some widgets cannot be placed into columns, as the widget itself takes up too much space. These include the progress bar, countdown timer, location map, and website navigation widgets.

3 Add content widgets. Now it's time to add content to your section. Drag and drop a widget onto the canvas.



The screenshot shows the Cvent builder interface with a 'Personal Information' form on the left. The form includes fields for 'First Name', 'Last Name', 'Email Address', 'Registration Type', and 'Mobile'. To the right is a list of contact fields, each with a small icon: Designation, Email Address, Facebook URL, First Name, Home Address, Home Fax, Home Phone, Last Name, LinkedIn URL, Middle Name, Mobile, Nickname, Pager, Prefix, Source ID, Title, Twitter URL, Work Address, Work Fax, and Work Phone. Below this list is a section titled 'Custom Contact Fields'.

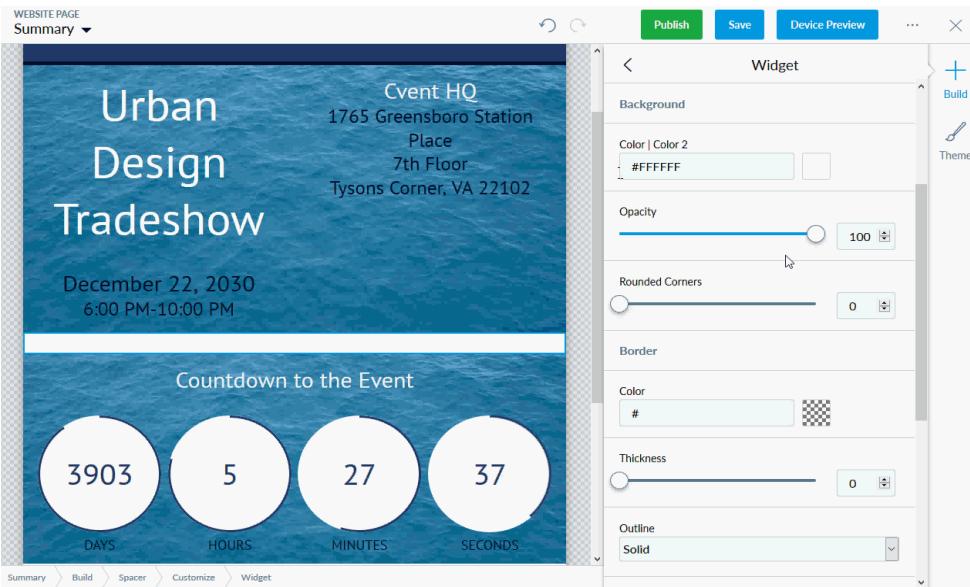
Use the section to the right of the canvas to make any updates to the widget.

NOTE: If adding a new line of text in a text box field, you will need to hold down the **Shift** and **Enter** buttons on your keyboard at the same time to ensure single-line spacing. Pressing **Enter** only will add additional spacing.

4 Include spacers, if necessary. Spacers determine how much of your image displays, or increases a section size. Since spacers stay static on your webpage, it's best to use smaller spacers, even if you need to use multiple spacers, rather than large spacers.

To add one, scroll down to the Structure & Organization section to the right of

the canvas, and drag and drop the spacer where you want it to appear. Click **Customize** under the Styling Options to the right, then click **Widget**, and make your changes. You can adjust different settings such as the color, opacity level, corners, borders, and height and width of the spacer.



NOTE: An additional tip when building out your widgets is to reference the breadcrumbs in the very bottom-left of your canvas, which let you know where you are editing. To reset your widget, click **Customize** in your widget's Styling Options section, and click **Reset Widget Styles**.

Once you're done, click **Save** to save the draft, or click **Publish** to make it visible to invitees.

Incorporating Motion into Your Website

1 Access the site designer. Begin by selecting your Flex event. To open the registration process, hover over Website & Registration and, under Registration, click **Registration Process**. For the website, hover over Website & Registration and, under Website, click **Event Website**.

Click **Open Site Designer**.

NOTE: Need to edit both the website and registration? Once you access the Site Designer, you can easily switch pages by selecting a page name from the Registration Page dropdown in the top left of the designer.

2 Add a GIF. Click **Build** to the right of the canvas. Drag and drop the Image widget onto the canvas, or click into a widget or section on your canvas that you want to add a GIF to. In the editor to the right of the canvas, click **Add Image** or **Replace** if an image has already been added. Open a folder from the Media Library, then select the GIF. If adding a new GIF, click  , then **Browse Files**. Locate your GIF, double click it, select a folder if necessary, and click **Upload**. Click **Continue**, and select the GIF from your images.

Establish the GIF's styling and configuration options.

Once you're done, click **Save** to save the draft, or click **Publish** to make it visible to invitees.

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.