Event Management:
Integrating Speaker & Exhibitor Information with the ATS CadmiumCD Bridge for iMIS

Presented by:
Association Technology Solutions, LLC
cadmiumCD
NAFSA: Association of International Educators
About ATS

• Serving iMIS community since 1996

• Full-service Authorized iMIS Solutions Provider (AiSP)

• 2015 AiSP of the Year
Hosted by

Presenter:
Michelle Paetz Wyatt
Co-Founder, Partner
cadmiumCD

Presenter:
Randy Richter
Director of Technology Solutions, Partner
Association Technology Solutions, LLC
Direct: (720) 945-7256
Email: rrichter@atsol.org

Presenter:
Kristen Johnson
Sr. Advisor, IT Project Management & Strategic Planning
NAFSA: Association of International Educators
• Attendees are muted to reduce background noise

• Remember to ask questions via the Questions panel

• Questions will be answered during Q&A after presentation is complete

• Using GoToWebinar
Fully Integrated Product Line

One Vendor for Your Entire Event

A/V File Management & Digital Displays

Call for Abstracts
Abstract Scorecard™

Booth Sales
Expo Floor Plan

Speaker Management
Conference Harvester®

Exhibitor Management
Conference Harvester®

Scheduler
eventScribe®

Mobile App
eventScribe®

Evaluations
eventScribe®

Floor Plan
eventScribe®

ePosters
eventScribe®

Proceedings
eventScribe®
IMIS Integration with cadmiumCD Modules
Allows For SSO and Member Engagement Tracking
User Login – SSO with IMIS

My NAFSA Passport

Your NAFSA Passport is your gateway to all of NAFSA’s essential programs, products, and services for international educators. Log in below to access national and regional events; professional learning tools; member-only pricing and products; networking opportunities; community connections; and career-building resources.

Username *
Password *

- Remember me next time.

LOG IN

Forgot your username or password?
Don’t have a NAFSA Passport?
Why an SSO Bridge?

- Single sign-on through the NAFSA login page allows branding for all integrated systems
- Pulls and pre-populates key stakeholder data in from iMIS on cadmiumCD forms—Better UX
- Pulls criteria from iMIS to determine pricing tiers for expo and sponsorship sales
• iMIS ID ties data from AMS and 3rd party systems together.

• ATS bridge sends “Activity” records to iMIS to record engagement (Expo & Sponsorship Sales, Proposals, Speakers)

• Activity records stored under the iMIS ID create potential for more robust data analytics of engagement
Easily customized forms that adhere to your business rules to collect, evaluate and schedule the presentations for your next event!
Extremely Customizable...

- Event + Venue Information
- Author Options + Profile Required Fields
- Abstract, Submission + Report Options
- Login Options + Custom Visual Branding
- Task List Messaging
- Review Structure + Questions
- Info and Messaging for Cut-off times
Create Proposals

Start a New Proposal

Enter your submission title below and click "Continue".

Proposal Title
Titles should briefly identify the content and audience and should be able to stand alone and give a clear idea of what will happen in the session or workshop.

Abstract Proposal Title
23 characters (100 max)
3 words (10 max)

Proposal Category
Sessions

Continue
The Abstract Scorecard isn’t just for conference abstracts and call for papers submissions. It can also be used for grants and awards!
Grants

FINAL REPORT DETAILS

Grant Project Submission Title
Title of Project:

Final Report: Baylor College of Dentistry Sealant Program

Payment Breakdown of Patients
Enter the Percentage of Patients in the fields below to total 100%

- Medicare / Medicaid: 80%
- Private Insurance: 10%
- Self-Pay: 10%

Grant Program Period:

3/5 – 9/30

Did your program meet the specific aims identified in the grant application?

Please reiterate specific aims and how the project activities met the original goals of the grant application in your response. Please keep your response to 350 words or less.

The specific aims of this project were: 1) 60 elementary schools served; 2) 2,500 children screened, and 3) 3,100 sealants placed during the course of the year. Over the period of the grant, there were 36 schools visited; 73,213 children screened, and 23,926 sealants placed.
Awards

INNOVATION AWARD - EITHER CATEGORY

Please indicate your interest in this award or opt-out by clicking on the 'Skip' button.
Complete details about the award can be found at http://www.slas2014.org/awards/innovationAward.cfm

SLAS2014 Innovation Award
Please check the box below to indicate if you wish for your abstract (if chosen) to be considered for the SLAS2014 $10,000 Innovation Award.
Complete details about the award can be found at http://www.slas2014.org/awards/innovationAward.cfm

I am interested in being considered for the SLAS2014 Innovation Award.

Yes  No

Submit Information  Skip
Inform, sell and collect information from your exhibitors and sponsors then auto-publish content for your attendees.
Business Value

Exhibitor and Sponsorship Activity Sent Back to IMIS and pricing tiers properly displayed and enforced
Expo Harvester

Exhibitors + Sponsors

Native App Floor Plan

Online Website/Planner

Expo Management

Support Systems:
Association Management Software
Payment Processor
General Contractor
eventScribe Floor Plan

Differentiation 1
Vertically integrated products collecting data from speakers and exhibitors, and used by attendees

Differentiation 2
Intuitive and easy to use interface and web-accessible tools

Differentiation 3
Supports complicated pricing rules for exhibitors and sponsors

Differentiation 4
Visual appeal and available on all devices with immediate updates
User Friendly Navigation

Link: http://www.eventscribe.com/2015/nafsa/exhibitors
Question
Has cadmiumCD also been involved in bridging to registration vendors such as Experient?
Interactive HTML5 or Native App Experience
Streamlined Task + Logistic Management

Automatically Displayed on the Floor Plan

Link: https://eventscribe.com/2015/audiology/exhibitors
Create Sponsor Items...

Path: myCadmium Dashboard > Harvester > Exhibitors > Sales > Sponsor Items > Create New Sponsor Item
...And Exhibitor Upgrades

Path: myCadmium Dashboard > Harvester > Exhibitors > Sales > Exhibitor Upgrades > Create New Upgrade
Exhibitors Can Buy Items

Link: http://www.eventscribe.com/2015/ucaoa/exhibitors > Booth Rental Process
Quick + Easy Payments

Link: http://www.eventscribe.com/2015/ucaoa/exhibitors > Booth Rental Process
Provide speaker and exhibitor information to your attendees which auto updates with content changes.
Attendees can search and find sessions and exhibitors, favoriting the items of interest, and saving their schedules using their IMIS IDs.
Welcome to the NAFSA 2016 Online Program and Planner!

Customize all of your conference activities in one place. View, search, and filter the conference schedule and start planning for your conference experience.

Reminder: Registration opened March 1 at 12:00 p.m. Eastern.

After you have registered for the conference, simply click the Login link located in the top right of this screen to access the My Plan portion of this site. Your login credentials are your email address and registration confirmation ID.

Getting Started:

Once you register and access the login portion of this site, you can:
- View and access your personal agenda for the conference. Events selected during the registration process will automatically show in your plan.
- View the list of attendees registered and choose to share your contact information with others.
- Build your networking profile and network with attendees who’ve opted to share their contact information.

Coming Soon:

- A list of all webinar presentations will be available on this site by the end of March.
- The NAFSA 2016 App will be available to registered attendees in the Apple Store and Google Play on May 4. Instructions on downloading the app will be available on this page in May.

Link: http://www.eventscribe.com/2016/NAFSA
View Conference Schedule

Link: http://www.eventscribe.com/2015/nafsa/aaSearchByDay.asp
WS01 - Expanding Roles of the Education Abroad Adviser

Sunday, May 24  8:00 AM - 6:00 PM  
Location: BCEC, 151B

Member Fee: $339.00  |  Non-member Fee: $459.00

Consider how "advising" has come to represent a specific role within education abroad programming. However, closer inspection reveals a role that is much more dynamic and demanding than it first seems. Changing needs of education abroad students throughout their program cycle demand that advisers apply different strategies to advise students effectively. In this workshop, examine six critical roles comprising the adviser’s day-to-day work and improve your strategies and effectiveness as you move from role to role. Registration and fee required.

Learning Objectives:
- Adapt your advising strategy to meet the programmatic needs of your education abroad students through all stages of their programs

Link: http://www.eventscribe.com/2015/nafsa/aaSearchByDay.asp
## Attendees Can Access Their Plan

### Wednesday, March 25, 2015

<table>
<thead>
<tr>
<th>TIME</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM - 12:15 PM</td>
<td>LL104 - Practical Pediatrics (Offers Tier 1 Hours)</td>
</tr>
<tr>
<td></td>
<td>Room: 207A</td>
</tr>
<tr>
<td>1:00 PM - 2:00 PM</td>
<td>LM126 - Induction Induction What's Your Function: Telecoils Revisited</td>
</tr>
<tr>
<td></td>
<td>Room: 006A</td>
</tr>
<tr>
<td>2:30 PM - 3:30 PM</td>
<td>LM127 - The Value of Continuous Improvement Services in Practice Management</td>
</tr>
<tr>
<td></td>
<td>Room: 006A</td>
</tr>
</tbody>
</table>

### Thursday, March 26, 2015

<table>
<thead>
<tr>
<th>TIME</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 AM - 10:45 AM</td>
<td>QS1101 - Audio Exchange: What It Means to Your Patients (Rexton)</td>
</tr>
<tr>
<td></td>
<td>Room: Booth 751</td>
</tr>
<tr>
<td>11:00 AM - 11:30 AM</td>
<td>IU209 - Tinnitus Treatment Using Acoustic Therapy</td>
</tr>
<tr>
<td></td>
<td>Room: Exhibit Hall, IU 5</td>
</tr>
</tbody>
</table>
Add Personal Item

Date

3/24/2015

Start Time

10:00 AM

End Time

11:00 AM

Meet Chris Hall for coffee at the hotel cafe to discuss teaming up for our event next year.

Save Item
Online Networking

Link: https://www.eventscribe.com/2015/NAFSA/aaSharedProfiles.asp
Online Networking

Link: https://www.eventscribe.com/2015/NAFSA/aaSharedProfiles.asp
About the Bridge

• Single Sign-On (SSO) with iMIS
• Activity records are written back to iMIS to allow you to report on member engagement
• A .NET based webservice that is installed in a folder on your iMIS Application Server
• Works with all versions of iMIS from 10.x to 20.x
• Uses the iMIS API’s (based on the iMIS Business Objects)
Questions & Answers

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Question
We’re currently using ITN as our registration system. Does cadmiumCD take the place of something like that?
Question:
What information is written back to iMIS after the sale or does it go in as an actual sale?
Question

Does cadmiumCD support multiple meetings with one site, or is there an individual site for each meeting?
Can speakers upload a copy of their presentation?
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Question
Are the e-posters individual collections as well, or is there one e-poster viewing site that posters are added to?
Looking for more from the experts at ATS?

Upcoming Webinars
http://atsol.org/Webinars

Past Webinars
http://atsol.org/PastWebinars

including video recordings, and downloadable presentation slides