

# Smart Events Cloud® Summer Release 2016

## Maintenance Window

**Effective:** August 18, 2016 – This is not a site-down release. Users still have access during the upgrade, and updates will immediately become available to customers who have already activated the new Attendee Management features and Spend Management module delivered in the Summer Release 2015.

## Modules Impacted

The changes in this release affect these highlighted modules and features:

<p><b>Lanyon Meetings</b></p> <p>Spend Management</p> <ul style="list-style-type: none"> <li>• RFP sourcing</li> <li>• Budget</li> <li>• Profile</li> <li>• Meeting locator</li> <li>• Meetings360</li> </ul> <p>Simple Meetings</p> <ul style="list-style-type: none"> <li>• Quick budget</li> <li>• Profile</li> <li>• Simple RFP</li> </ul> <p>Attendee Management</p> <ul style="list-style-type: none"> <li>• Email marketing</li> <li>• Event website</li> <li>• Registration</li> <li>• Session/Event Agenda</li> <li>• Hotel booking / Lanyon Passkey</li> <li>• Surveys</li> <li>• Meetings 1:1</li> <li>• Travel</li> </ul> <p>Business Intelligence</p> <ul style="list-style-type: none"> <li>• Standard reports</li> <li>• Business intelligence</li> </ul> <p>Customer support portal</p> <p><b>Lanyon Events</b></p> <p>Application programming interface API</p> <p>Customer support portal</p> <p>Customization layer</p>	<p><b>Lanyon Events (continued)</b></p> <p>Registration</p> <ul style="list-style-type: none"> <li>• Session/Event agenda</li> <li>• Nomination tool</li> <li>• Meetings 1:1</li> <li>• Hotel Booking/ Lanyon Passkey</li> <li>• Surveys</li> </ul> <p>Email marketing Session &amp; Speaker Management</p> <ul style="list-style-type: none"> <li>• Call for papers</li> <li>• Speaker resource center</li> <li>• Voting</li> </ul> <p>Exhibitor &amp; Sponsor Management</p> <ul style="list-style-type: none"> <li>• Exhibitor resource center</li> <li>• Exhibitor tasks</li> <li>• Call for demos</li> </ul> <p>Connect</p> <ul style="list-style-type: none"> <li>• Social media</li> <li>• Sharing</li> <li>• Interests and tagging</li> <li>• Networking</li> </ul> <p>Onsite</p> <ul style="list-style-type: none"> <li>• Check-in</li> <li>• Cyber café</li> <li>• Session access control</li> <li>• Lead retrieval</li> <li>• Webcasting</li> <li>• Badge design</li> <li>• Badges Printing (NFC, RFID, UHF)</li> </ul> <p>Business Intelligence</p> <ul style="list-style-type: none"> <li>• Standard reports</li> <li>• Custom reports</li> </ul>
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## Summary

In July and August, Lanyon's Summer Release will include enhancements to Lanyon Smart Events Cloud® solution — which includes Lanyon Events and Lanyon Meetings. These updates further enhance our meeting and event management software, making it simpler for you to design, plan and promote events — and manage your meetings budget.

Designed to make your job easier, this release provides you with key enhancements that will improve productivity:

### **Improving the Registration Flow and Attendee Experience**

With the new Packages and Sessions registration features, planners have the flexibility to offer attendees packages that include pre-determined sessions or to add an extra step in the process flow that allows the registrant to select from a list of various sessions to further tailor their experience at your event. Or instead, planners can choose to create a simplified registration (without packages, sessions, or payments) for expediency and convenience.

### **Optimizing email deliverability**

We have made adjustments to how we handle and send emails from Smart Events Cloud due to increasing security measures in the marketplace. Planners can now send emails from either a Lanyon or a custom domain, in order to assure deliverability and avoid having messages sent to spam folders.

### **Introducing New APIs**

Lanyon Smart Events Cloud Meetings and Events has been improved to include a new API for the Budget module, as well as a new Mobile API. Planners can integrate Lanyon Meetings' Budget Module directly into their internal applications, streamlining processes and improving efficiencies, while their clients will receive a better on-site experience with the new Mobile API.

### **Integrating Salesforce**

Planners can now integrate their attendee registration data to their Salesforce account allowing real-time, consistent lead reporting across all systems.

In addition exhibitors using Lanyon Lead Retrieval will be able to integrate to their Salesforce account so that scanned leads onsite will sync directly to their Salesforce account in near real-time.

### **Simplifying tasks**

With the new auto-save meeting request form feature, data will be saved automatically before your page times out, when you walk away from your computer or pause momentarily to do something else. This will help planners improve their efficiency by not entering data a second time if they had not already clicked on Save and Continue before leaving.

Planners can easily insert images into the pages of your event website. You can now choose an image from the image library, or upload a new image from your computer to be inserted on the page. The new image will be added to the image library automatically.

For details, see the [New Features and Improvements](#) section.

## New Features and Improvements

This section describes in detail the following changes in this release:

- **Registration Packages and Sessions Creation** – We have split the concept of a registration package and a session/activity to provide more options in configuring the registration flow. Registration “Packages” defines what the attendee wants to do at the event/meeting. It’s typically something an attendee purchases, but does not always involve payment, while a “Session” is a specific activity at a meeting or event that is typically part of a package. When there are an excessive number of packages and/or sessions, the planner can now add extra pages to a registration flow to split packages from sessions/activities. Doing this allows the planner to launch registration earlier to collect payments and sign people up well before the sessions, speakers and locations are all approved. The planner can add sessions later and invite attendees to come back and pick sessions once these have been finalized closer to the event date
- **Email deliverability** – We have made adjustments to how we handle and send emails from Smart Events Cloud due to increasing security measures in the marketplace. By default, emails will be sent to attendees from Lanyon Meetings Attendee Management with a ‘From’ email address of: noreply@smarteventscloud.com. Planners needing to send email from a specific email address or a custom domain can have their accounts configured accordingly (name@customdomain.com) and will be able to adjust the name portion of the email address, when desired. Meaning, planners can then adjust the name of the sender ‘From’ address (portion before @), and the ‘Reply To’ email address.
- **APIs: Budget API** – Clients can now integrate the Lanyon Meetings Budget Module directly into their business processes with a series of APIs for the Budget. These APIs permit planners to Add/Edit/Delete ‘Budget Line Items’ when needed.
- **Mobile** – We have enhanced the integration with Lanyon Events and Mobile so that attendees can easily see their personal itinerary of meetings and sessions for which they have signed up on Connect, via their mobile device. Additionally, attendees will see sessions for which they are on the wait list. The schedules update every five minutes to ensure that attendees always have the most up to date information possible.
- **Integrating Lanyon Registration to Salesforce** – Planners can now configure an integration between Lanyon registration and their Salesforce account. Registrant contact information and profile answers will be passed in real-time from Lanyon registration to Salesforce with any specified campaign and status.
- **Integration Lanyon Exhibitor Lead Retrieval to Salesforce** – Exhibitors can now configure an integration between Lanyon Lead Retrieval to their Salesforce account. Each lead retrieval device can be configured with questions from the Salesforce account and a campaign. When an attendee is scanned at the booth onsite, the attendee data will be passed to the exhibiting company’s Salesforce account with contact information, answered questions, and campaign designation.
- **Auto Save** – Planners’ event data on the meeting request form will now be saved automatically if the screen times out while they are away from their screen for an

extended period of time. Once they return to the screen, they will be prompted to modify the record or save changes.

- **Insert Page Images** – Planners can easily add an image to the event website by using the 'Insert Image' button on the HTML editor in the Content Management System (CMS). The image library will appear so that planners can select the image to drop into the page. In addition, a new image can be added directly from a computer file into the page, which will be automatically inserted into both the page and the image library.

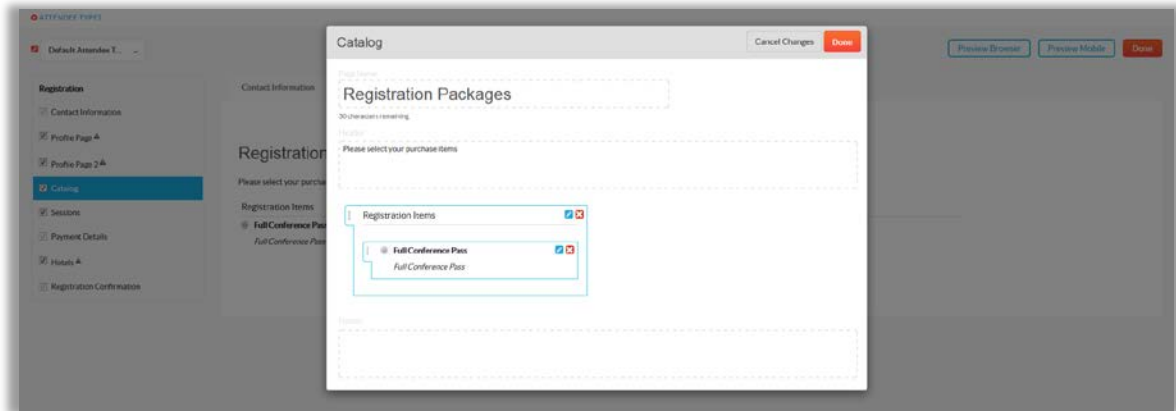
## Registration Packages and Sessions Creation

To allow for greater flexibility when offering sessions to registrants, event planners now have the ability to add sessions to either the “Packages” step or to a separate “Sessions” step of the registration flow.

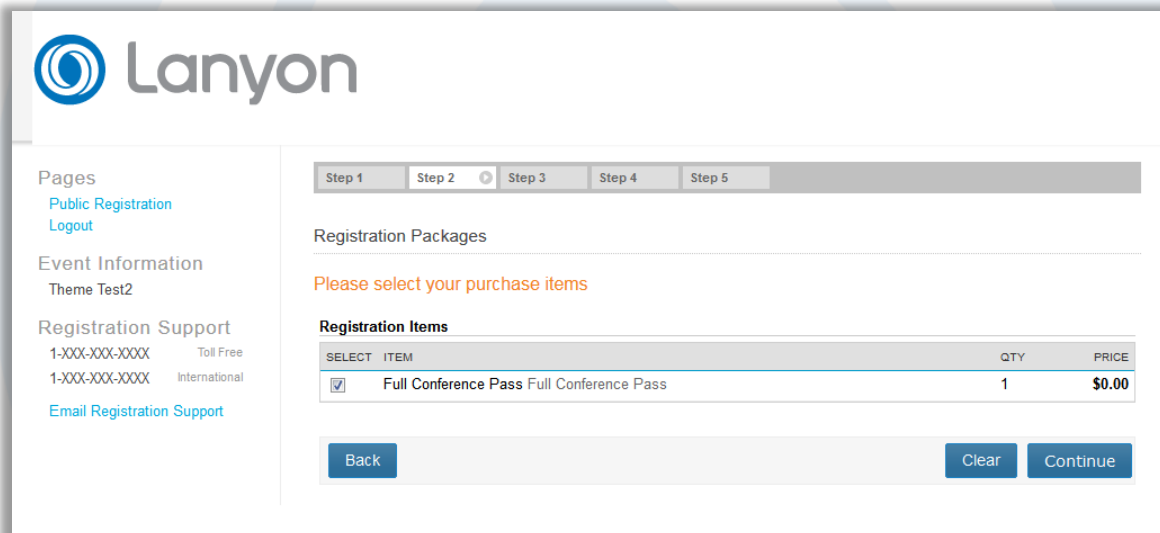
With the “Packages” step, planners can now offer a choice of sessions, while the new “Sessions” step has been created to allow planners to offer multiple sessions without having to group them into packages.

**Registration Packages:** when the sessions step is not checked – planners can only modify sessions in the packages step

## Registration Packages

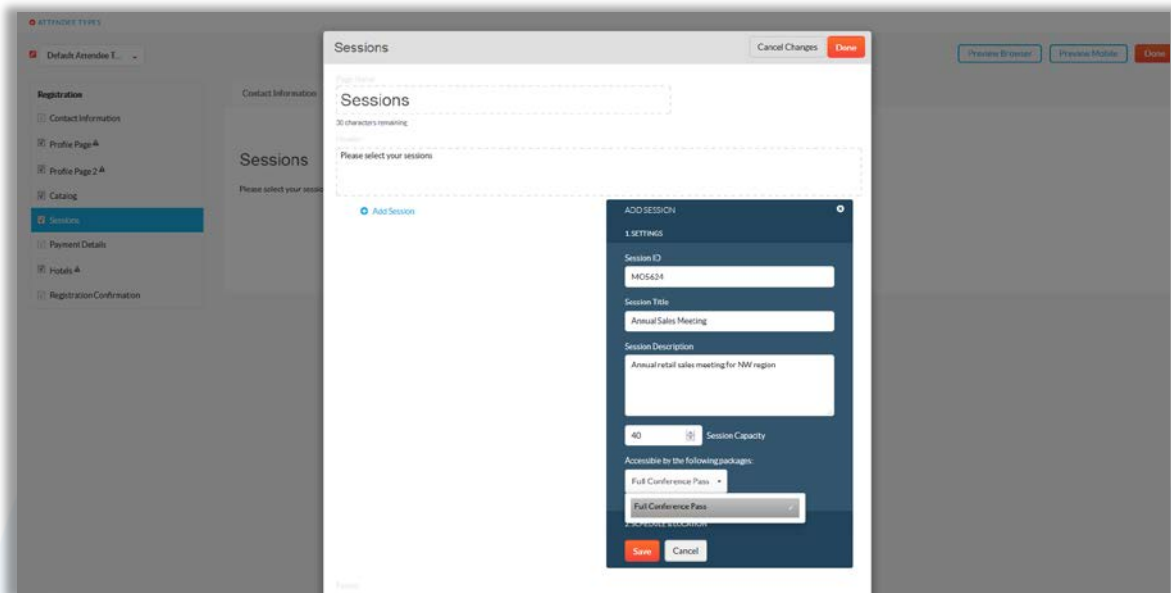


## Registration Packages Preview (as registrant/attendee would see it)



**Sessions:** when the sessions step is checked – planners can create sessions here

**Add a Session – (Settings)**



## Email Deliverability

We have made adjustments to how we handle and send emails from Smart Events Cloud due to increasing security measures in the marketplace. Customers can choose to use the default setting of [noreply@smarteventscloud.com](mailto:noreply@smarteventscloud.com) as the “From” email address, or choose to define a customer-specific email address for the “From” email. The customer-specific email address will permit the naming portion of the email to be changed by the planner, but not the domain. (i.e. [name@customerdomain.com](mailto:name@customerdomain.com))

**Default Lanyon From Email Address:** by default, when an email is sent from Smart Events Cloud Registration and Legacy Attendee Management, the From Email Address will be [noreply@smarteventscloud.com](mailto:noreply@smarteventscloud.com).

**Email Information:** used to deliver the message to recipient(s).  
**Note:** Fields in red are mandatory.

<b>Email Name:</b> (Used by Planner only)	<input type="text" value="Email Invitation"/>
<b>From:</b>	<input type="text" value="Corporate Events"/>
<b>Subject:</b>	<input type="text" value="Meeting Invitation"/>
<b>From Email Address:</b>	<input type="text" value="noreply@smarteventscloud.com"/>
<b>Reply to Email Address:</b>	<input type="text"/>

**Default Sender**

**Customer-Specific From Email Address:** working with Lanyon IT, customers can define a specific domain to be used for From Email Address. When defined, the planner will be able to change the name portion of the email address only. The domain will be configured by Lanyon IT in conjunction with the customer IT departments based on customer preference.

#### Customer Sender

**Email Information:** used to deliver the message to recipient(s).  
**Note:** Fields in red are mandatory.

<b>Email Name:</b> (Used by Planner only)	<input type="text" value="Email Invitation"/>
<b>From:</b>	<input type="text" value="Corporate Events"/>
<b>Subject:</b>	<input type="text" value="Meeting Invitation"/>
<b>From Email Address:</b>	<input type="text" value="plannername @customer-domain.com"/>
<b>Reply to Email Address:</b>	<input type="text"/>

### Budget API

Planners can Add/Edit/Delete 'Budget Line Items' when needed.

### Mobile API

Event attendees can easily see their personal itinerary of meetings and sessions for which they have signed up on Connect, via their mobile device.

### Integrating Lanyon Registration and Salesforce

Planners may now enter their own Salesforce integration credentials to connect an event or meeting to Salesforce

After the initial integration is complete, planners may select which Salesforce fields they would like to make available to show in Lanyon registration as custom questions. When an attendee completes registration, those answered questions are sent to the correlated Salesforce fields in real-time. In addition planners may specify a lead source, campaigns, and campaign statuses to associate with completed registrations.

### Integrating Lanyon Lead Retrieval and Salesforce

From the Exhibitor Resource Center, an exhibitor owner can enter their company's Salesforce integration credentials to connect their Lanyon Lead Retrieval to Salesforce.

After the initial integration is complete, the exhibitor owner can select Salesforce fields to use as lead questions for their lead retrieval devices. They may also specify Salesforce campaigns that can be connected to each lead retrieval device. Booth staff then scan attendee badges with lead

retrieval devices and the attendee data including contact info, lead questions, campaign and campaign status are sent to the correlated Salesforce fields in near real-time.

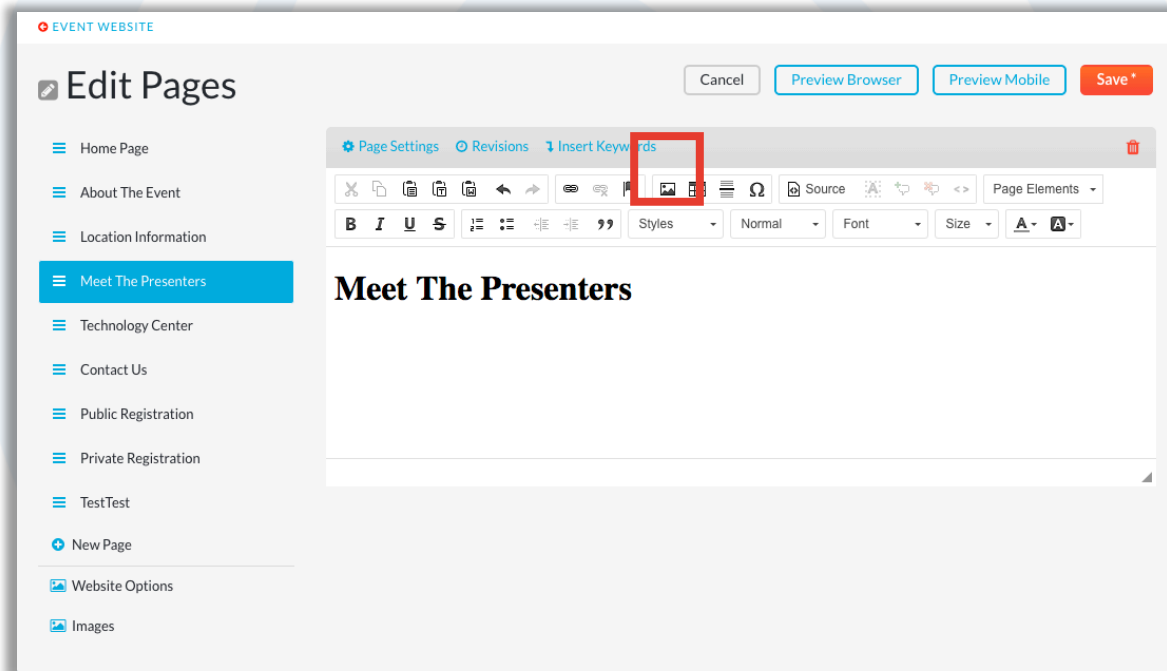
## Auto Save

Planners' event data on the meeting request form will now be saved automatically if the screen times out. Planers will still be prompted to save the information when returning to the screen.

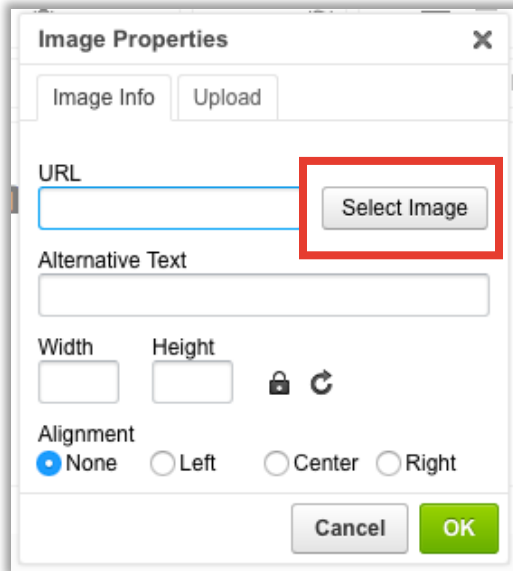
## Insert Page Images

We have made it easier to upload an image to registration websites. Simply click on the image icon in the What-You-See-Is-What-You-Get (WYSIWIG) HTML editor and choose an image from either the saved images in the library or from your computer. The new image will appear on the web page once it is published, and be saved to the library if needed.

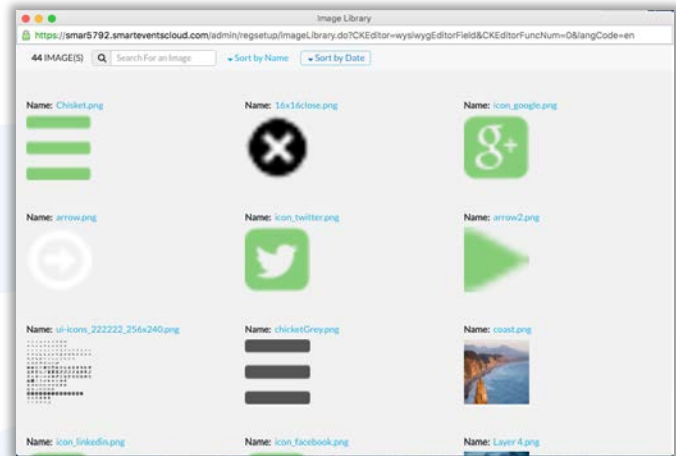
CMS Page – Click the Insert Image button



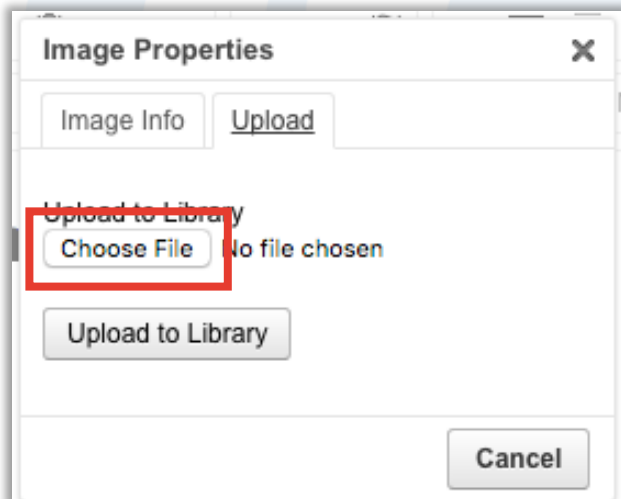
Insert an image from the Image Library



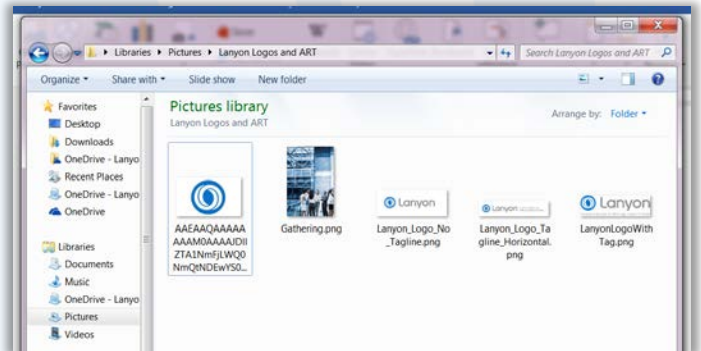
Example Image Library



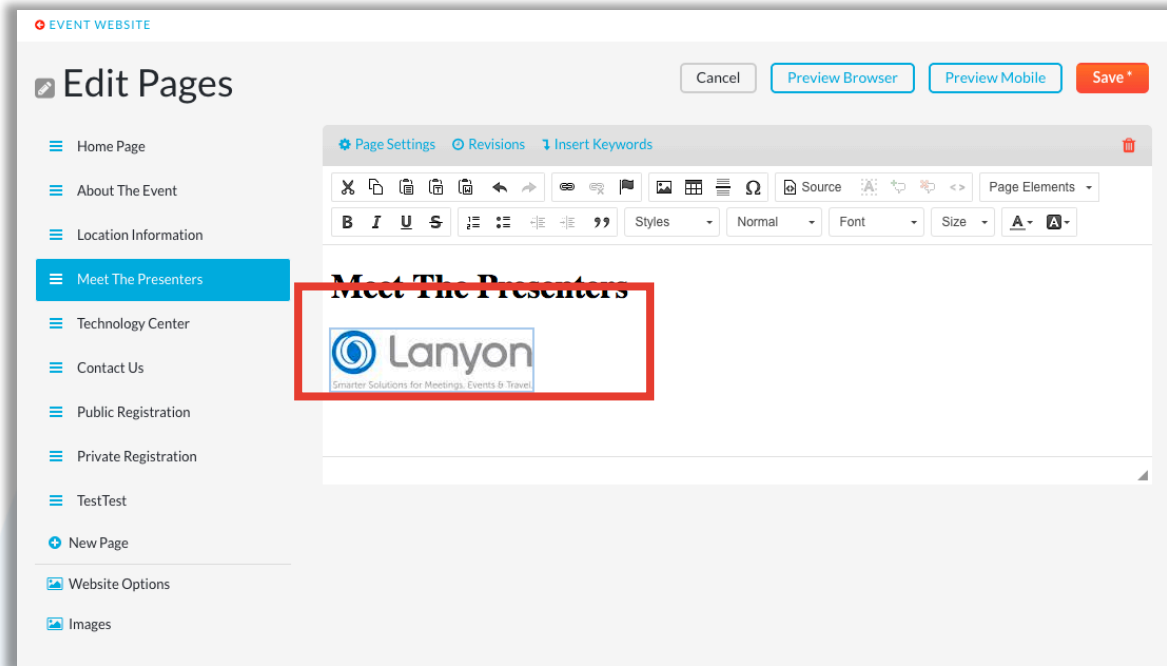
Insert an Image from your computer



Example Computer (Pictures) Library



### Example of Inserted Image



## Browser Compatibility

Please allow pop-ups in your browser so you can access all features.

The following desktop browsers are compatible with Smart Events Cloud® Summer Release 2015 and later.

- \*Internet Explorer – IE11
- Chrome – Version 51.02704 and 52.0.2743
- Firefox – Version 45.2.0 ESR and 47.0.1
- Safari – Version 9.1 for Mac and iPad

\*Internet Explorer specifications:

### [Microsoft Support Lifecycle: Internet Explorer](#)

- IE9 - As of January 12, 2016 - supported only on Windows Vista SP2, Windows Server 2008 SP2, and Windows Server 2008 IA64
- IE10 - As of January 12, 2016 - supported only on Windows Server 2012 and Windows Embedded 8 Standard
- IE11 - supported on Windows 7, Windows 8.1, Windows Server 2008 R2, Windows Server 2012 R2, Windows 10 and Windows Server 2016