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Intrado Integration User Guide

Welcome to the Intrado Integration User Guide!

In this user guide, you will learn the basic steps to enable the Intrado integration within your account. With the Intrado integration, you can do the following:

- Associate an Intrado virtual event to an event in Cvent
- Associate Intrado presentations to sessions in Cvent
- Pass meeting attendees and agendas to Intrado from Cvent
- Mark participants in Cvent based on Intrado attendance
Obtaining Intrado API Credentials

The Intrado integration requires Intrado API credentials to connect your Cvent and Intrado accounts. You will be asked to provide Intrado API credentials for Cvent to begin configuring the Intrado integration.

Please reach out to your Intrado representative to obtain API credentials. You will need to provide Cvent with the following:

- API User Auth Code
- API User Credentials
- Intrado Studio Show Key
Integrating Intrado in an Event

After the Intrado integration has been enabled in your account, you can begin to associate an Intrado show to one of your Cvent events.

Associating an Intrado Event to a Cvent Event

To associate your Cvent event to your Intrado show, you must store the Cvent event’s eCode as the External ID of your Intrado event. Note that the eCode is not the same as the Event Code.

In Cvent:

1. Open the event that you wish to integrate with Intrado.
2. Under the Event Info section, click the gear icon.

![Event Info section in Cvent](image)

3. Find the eCode field and move it to your list of select fields.

![Select Fields in Cvent](image)

4. Click the OK button.
5. Provide the eCode to your Intrado representative.
In Intrado:
1. Open the show that you wish to integrate with Cvent.
2. Click on the General Settings tab.
3. Find the External ID field and paste in the eCode from the Cvent event.

Associating an Intrado Presentation to a Cvent Session

*Events > Event Details > Sessions*

To associate your Cvent sessions to presentations within your Intrado event, you must create a unique Code for each session in Cvent and store it as the Event Code on the analogous presentation in Intrado.

In Cvent:
1. Open the event that you wish to integrate with Intrado.
2. Under Event Details > Sessions, click on a session that you would like to associate to an Intrado presentation.
3. Click on the Edit button.
4. Enter a unique Code for the session.
5. Click the Save button.
6. Repeat steps 2-5 for all the sessions you would like to associate to an Intrado presentation.
7. Provide the list of Session Codes to your Intrado representative.

In Intrado:
1. Open the event that you wish to integrate with Cvent.
2. Click on the Content Structure tab.
3. Click on the presentation that you would like to associate to your Cvent session.
4. Find the Event Code field and paste in the Session Code you created in Cvent.
Managing Attendees

Attendee data is pulled from Cvent and Intrado on a 10-minute sync cycle. Every 10 minutes, the integration will:

- Pull new/updated registration data from Cvent and sync to Intrado
- Pull participation data from Intrado and sync to Cvent

Synchronizing Event Registrants

When someone registers for your event in Cvent, they are automatically registered for the associated event in Intrado. If a registration is cancelled for the event, the Intrado registrant will be deleted automatically.

The following information will be added to each attendee’s profile in Intrado by default. If you would like additional information to be added to each attendee’s profile in Intrado, please contact your Cvent representative.

- First Name
- Last Name
- Email Address
- Company Name
- Job Title

Additionally, the integration can assign registration packages or attendee types in Intrado based on registrant’s profile data in Cvent.

By synchronizing registrants, you can view a list of people who registered for the event in both Cvent and Intrado.

Synchronizing Session Registrants/Agenda Items

When someone registers for a session within your event in Cvent, the associated presentation in Intrado for that session is automatically added to the attendee’s agenda. If registration is cancelled for a session, the presentation will be automatically removed from the attendee’s agenda in Intrado.

Synchronizing Participation

When someone attends an event in Intrado, they are automatically marked as a participant of the associated event in Cvent.

When someone views a presentation in Intrado, they are automatically marked as a participant of the associated session in Cvent. This is true for both live and on-demand presentations. Note that if the attendee did not first register for a session in Cvent, they will be registered for it automatically so that they can be marked as a participant.

By synchronizing participants, you can view a list of people who attended the webinar in both Cvent and Intrado.