The GDPR Guide to Best Practice Event Management

With GDPR coming into effect in May 2018, anyone involved in running events needs to ensure that they comply with the regulations. This Cvent guide will help you to identify and mitigate possible GDPR risks – whether you're running a small networking event or a large conference with thousands of attendees. GDPR has requirements for consent, data accuracy, privacy protection, data sharing, and more. The right approaches can make compliance easier, improve experiences, and increase attendee trust.

1. **Pre-event**
   - **Check event logistics**, ensuring you have a GDPR-compliant registration service.
   - **Create your agenda and call for papers**, using tools that store data anonymously.
   - **Scan leads for exhibitors**, collecting and storing bios, headshots and presentations.

2. **IN-EVENT**
   - **Collect event feedback** and generate analytics that help you understand your audience.
   - **Host data breaches** and ensure they are compliant with GDPR regulations.
   - **Register walk-ins** using centralised room block and reservation management tools.

3. **Post-event**
   - **Share event feedback data**, using an event management platform that complies with GDPR.
   - **Send event emails** and ask for consent.
   - **Respond to request for service**, ensuring your event management platform complies with GDPR.

**Tips:**
- **GDPR-compliant event management tools** such as Cvent can help you to comply with GDPR regulations.
- **GDPR compliance training** for your event team can help to ensure that everyone is aware of the regulations and how to comply.
- **Data governance** is key to ensuring that your data is stored and used in a GDPR-compliant manner.

If you have any questions or need further assistance, please contact Cvent.