

cvent

# A COMPLETE EVENT

Marketing and Management Platform

*for All Your Events*



# Your Complete Solution for Event Success

Cvent delivers best-in-class technology that helps you simplify the management of each stage of the event lifecycle, while giving you the data and insights you need to maximize their value. Whether your event is in-person, virtual, or hybrid, you'll have one platform with everything you need to reach and engage your audiences, and capture and act on attendee interests.

As the global leader in event marketing and management technology, Cvent is uniquely positioned to support your events of all types, sizes, and complexities.

## Event Marketing & Management Platform

*Your one-stop-shop for event success*

PLAN & PROMOTE

ATTENDEE ENGAGEMENT

SPEND & WORKFLOW

ACTIONABLE INSIGHTS

## Exchange Solutions

*Where planners and venues come together*

VENUE SOURCING

ROOM BLOCK MANAGEMENT

CORPORATE RATES

VENUE DIAGRAMMING

# Plan & Promote



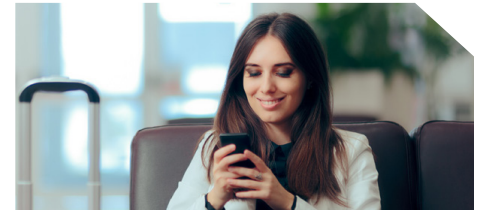
## Registration

Create a user-friendly and personalized registration experience based on attendee type, accept online registrations, and process payments securely. You'll be able to quickly collect all the right information to plan and coordinate meaningful events.



## Event Websites

Build branded and professional event websites with no HTML expertise or IT involvement needed. Invitees can access important event information, such as speakers, agendas, venue details, and FAQs.



## Email Campaigns

Send targeted, personalized, and automated emails to engage the right audience, boost response rates, and drive attendance.

Effective communications before, during, and after your events will help build excitement, increase attendee loyalty, and drive sales opportunities.

# 174M+

REGISTRATIONS *and*

# \$16.6+B

EVENT FEES PROCESSED

# Plan & Promote



## Content Management

Simplify and manage your entire Call for Speakers process, from collecting submissions to publishing final selections into your agenda.

Streamline communications with speakers and collaborate on logistics and content in one place, so you can stay organized and in control.



## Exhibitor Management

Manage exhibitors with ease and show them the ROI you can deliver with tools to manage their profiles, capture leads at your events, register their booth staff, complete tasks, manage their team's calendar and appointments onsite, and more.



## Venue Management

Streamline your sourcing process with our global database of venues. Quickly search based on your requirements and needs, get critical health and safety information, send a single eRFP to multiple venues, and easily compare quotes side-by-side.

You'll have powerful event diagramming and seating tools to foster attendee networking and save valuable time, while improving stakeholder communications.

# Attendee Engagement



## Virtual Event Experience

Reach and engage virtual attendees with fully integrated and branded Virtual Event Experiences. Capture and centrally store all your event and attendee data for deeper insights into event performance and attendee interests.



## Event Apps

Mobile event apps drive engagement and connect attendees, even if they're joining you from different locations. Use them to help your in-person or virtual attendees receive real-time event information, access content, network with peers, and more.



## Check-In

Quickly search for and check attendees in to your events, collect signatures as needed, process outstanding payments, and take care of walk-in registrations. Or let attendees check themselves in, reducing the burden on your staff.



## Badging

Design name badges and print them in real time as attendees check in to your event, eliminating wasted badges and the need for reprints. You'll get all that time back spent stuffing lanyards and alphabetizing badges before your events.

**60K+**

VIRTUAL EVENTS  
MANAGED IN 2020

**30M+**

MOBILE APPS  
DOWNLOADED  
*and* OPENED

**56M+**

EVENT *and*  
SESSION  
CHECK-INS

# Attendee Engagement



## Attendance Tracking

Easily check attendees in to breakout sessions with a quick scan of their name badges to capture attendance, monitor capacity, control access, and track continuing education credits.



## Lead Capture

Have one lead retrieval solution across all your events for total control and greater visibility. At hosted events, maximize exhibitor value with a solution to easily capture, qualify, and rate leads.

For your trade shows, provide your staff with the same solution and enable faster and more effective sales follow-up.



## Appointments

Facilitate meetings between attendees, exhibitors, sponsors, and employees, allowing them to make more connections and foster deeper relationships.

Have the flexibility and control you need, while helping attendees get the most out of your events and making the most of your sales teams and executives' time.

# Spend & Workflow



## Requests & Approvals

Get visibility into all the meetings and events across your organization through meeting request forms and approval workflows.

You can ensure compliance, improve efficiency, and accurately report on spend.

## Budget

Build and configure your event budget and accurately capture costs of each line item for accurate reporting.

You'll have the data needed to understand key metrics like total spend, cost savings, event ROI, and business impact.

## Access Portal

Have a centralized, fully branded hub for all your event planning, management, and stakeholder reporting.

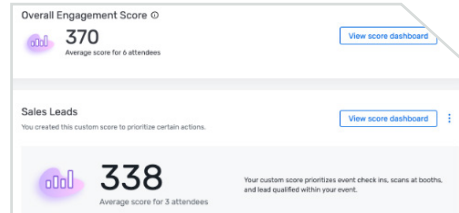
It's perfect for your occasional planners to submit meeting requests, build their event websites, publish reports, and more.

# Actionable Insights



## Cvent Salesforce App

Empower your sales team to invite, nominate, and register their contacts to your events right from Salesforce, driving attendance and new business. Sales can access a contact's past event activity and use that data to have more effective conversations. You'll be able to understand how successful your events are and what impact they're having on your business.



## Engagement Scoring

Score and qualify attendees based on their unique set of activities at your in-person, virtual, and hybrid events. Understand engagement to quickly determine the right next step for your sales and marketing teams.



## Surveys

Collect feedback on attendee satisfaction and overall event success through registration surveys, session polling, live Q&A, post-event surveys, and more.

Use these actionable insights to identify areas for improvement, tailor event follow-up, manage costs, and improve your event strategy.

## Integrations

Integrate event and attendee data with your marketing automation, CRM, and other key business systems to accelerate follow-up and sales pipeline, then prove your events' ROI. Use our out-of-the-box integrations, integrate with API and Webhooks options, or create custom integrations using our development experts or yours.





# Exchange Solutions



## Venue Sourcing

Find the perfect venue for any event you're planning and for any attendee experience you're creating. From the largest conference to an intimate VIP experience, have the tools to simplify your venue sourcing process from start to finish, including getting critical health and safety information.

**268,000+**

HOTELS *and* VENUES LISTED

Where **PLANNERS** *and* **VENUES** COME TOGETHER to bring your events to life.

# Exchange Solutions



## Room Block Management

Provide a seamless experience by allowing attendees to request hotel and travel during registration or book directly in a hotel reservation system with Passkey.

You'll be able to easily manage room blocks, streamline communications with venues, receive automated alerts at critical event milestones, and get real-time reports.



## Corporate Rates

Manage corporate travel with the tools and insight you need to source bids from hotels, negotiate contracts, and benchmark and audit your preferred hotel program.

You'll get unmatched transparency into your travel spend and savings with real-time data.



## Venue Diagramming

Bring your event space to life virtually with 3D venue diagrams and interactive floor plans. Our venue diagramming tools allow you to optimize your event space, collaborate with colleagues and vendors in real time, and foster attendee networking opportunities.

You'll be able to create safer event experiences with health, safety, and distancing considerations in mind.

# Why Cvent?



**1,000+**

CUSTOMER SUPPORT STAFF

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**4,000+**

EMPLOYEES

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**1,300+**

TECHNOLOGY STAFF

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**4.4M+**

EVENTS MANAGED

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**80%**

of the FORTUNE 100 use CVENT

## The EVENT TECH LEADER *for over 20 YEARS*



Award-winning 24/7 customer support



An end-to-end solution with unmatched breadth and depth



Best-in-class compliance and security standards

## Solutions *for EVERY INDUSTRY*

Cvent has experience in helping organizations of all shapes and sizes to better plan, manage, market, and analyze their events and meetings. We serve industries including:

ASSOCIATION

BUSINESS & INFORMATION SERVICES

CONSUMER

CORPORATION

HIGHER EDUCATION

FINANCIAL SERVICES

GOVERNMENT

LIFE SCIENCES

MANUFACTURING

NON-PROFIT

TECHNOLOGY

THIRD PARTY PLANNER

# Why Cvent?

## Solutions for ALL EVENT TYPES



### Virtual and Hybrid Events

Virtual events are effective ways to expand your reach and deliver on your business goals. Cvent provides a one-stop-shop with all the tools you need to deliver engaging and impactful virtual experiences.



### Trade Shows

You know that attending events is important to increase your reach, attract new buyers, and build brand awareness. At trade shows, Cvent helps your team manage staff registration, pre-set meetings, capture more leads, better qualify those leads, quickly get that data back into your business systems, and more.



### Small Meetings

Running field marketing events, trainings, workshops, board meetings, or seminars? Small or simple meetings like these can really add up, in terms of time, money, and resources. Cvent helps you centralize these meetings for better visibility and tracking and provides the tools to manage these meetings from start to finish.



### Large Conferences

Make no compromises when it comes to your flagship events. They drive revenue, generate leads, accelerate sales, engage and retain customers, and so much more. Create any event you can imagine and deliver the personalized experiences that your attendees, sponsors, exhibitors, and speakers expect with Cvent.



### Internal Meetings

Internal events like sales kickoffs, companywide meetings, incentive trips, and team building events are among your most important ones. For events like these that directly impact your company culture, employee loyalty and retention, and internal company brand, Cvent makes planning efficient and execution flawless.

## EVENT CUSTOMER SUCCESS



Illumina is the world's leading provider of technology for identifying genetic variations. The company relies on live events like product demonstrations and in-depth trainings to educate prospects and customers on the complexities and power of their DNA sequencing technology. With over 400 events a year, Illumina uses Cvent to improve their event planning and execution and will be able to scale more effectively as their program grows.



Learn more about how our customers are using Cvent to transform their meetings and events programs at: [cvent.com/en/case-studies](https://cvent.com/en/case-studies)

**EVENT REGISTRATION:** Streamline the registration process and capture more actionable attendee data.

**MOBILE EVENT APPS:** Keep attendees engaged with personalized schedules, live polls, and a hub for relevant documents.

**ONSITE CHECK-IN & BADGING:** Improve the onsite check-in experience, reducing both wait times and the number of staff needed.

**SALESFORCE INTEGRATION:** Accelerate the sales cycle by passing leads quickly to sales for timely follow-up.

**MARKETO INTEGRATION:** Deeply understand contacts to better target marketing activities.

**REPORTING & ANALYTICS:** Understand event success and impact to keep stakeholders informed and improve future events.

“ I really feel like Cvent is the DNA of our events program.”

**KIM SCOTT**

Senior Regional Marketing Manager



## A PROVEN PARTNER

300,000+ Active Users

4.4M+ Events Managed

30,000+ Customers Across  
100+ Countries

1,000+ Customer Support Staff

1,300+ Technology Staff

*Statistics as of May 2020*

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