

# Why Cvent?



Event technology has transformed the industry and how organizations manage and execute their meetings and events. It's changed the perception that events are simply an expense and has proved that they're assets with measurable results. But not all solutions are created equal and the right partner can really impact your event success. We're confident in what Cvent can deliver for you. Here's a look at why we're selected as the technology partner of choice time and time again.



In-Person Events



Virtual Events

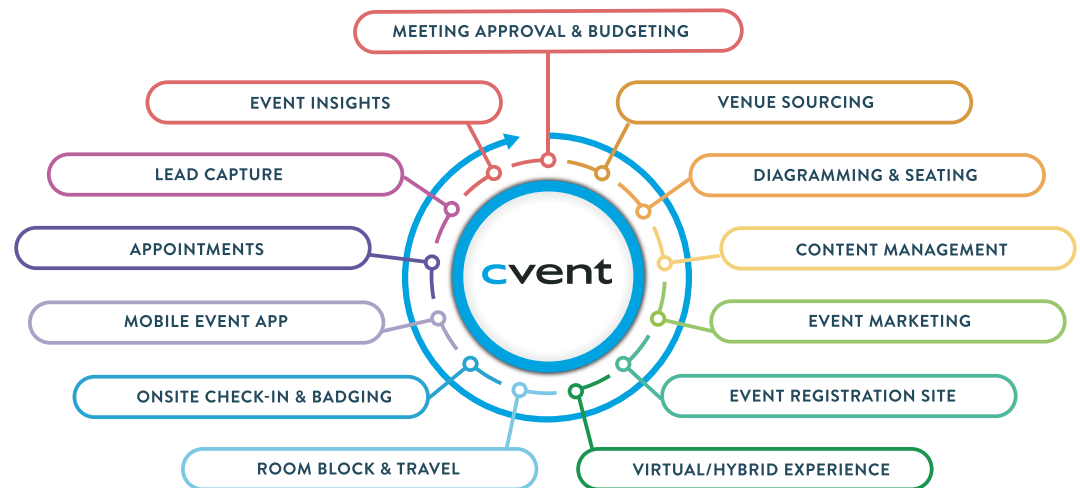


Hybrid Events

## 1. We offer a one-stop-shop 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 you're planning in-person, virtual, or hybrid events, our comprehensive solutions help you manage meeting requests, find the perfect venue, reach and engage your audience, and ultimately activate your event data to drive value.

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



## 2. We have flexible and user-friendly solutions to manage all event types

Every organization is unique, and your events program will change and evolve over time. We designed our solutions with this in mind to support meetings and events of all shapes, sizes, and complexities. We'll scale and grow with you.

### Virtual Event Experiences

Whether all your attendees are logging in remotely or there's just a virtual component to your hybrid event, Cvent empowers you to deliver memorable and measurable virtual experiences. You'll have a complete solution to foster engagement with dynamic content and interaction, capture and active event and attendee data, deliver exhibitor and sponsor ROI, and more.

We've also created all our solutions to be user-friendly and intuitive for any event professional. Event technology should empower you to create and build any event you can imagine without reliance on your IT department.

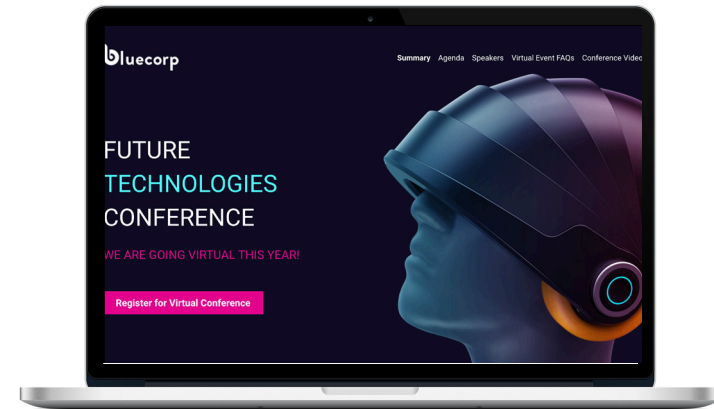
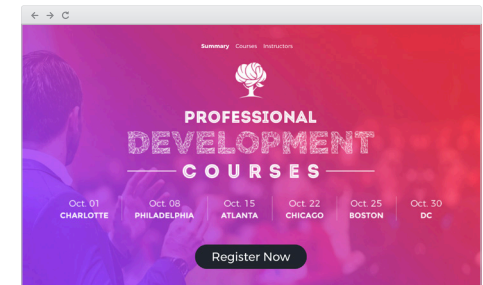
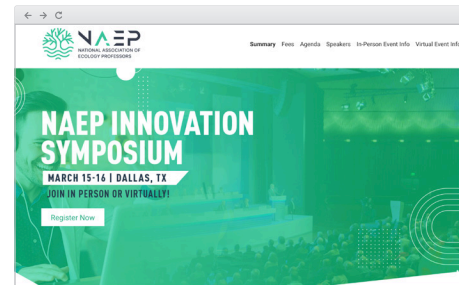
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Today, a centralized event technology platform that integrates face-to-face, online, and hybrid learning opportunities is essential to providing individuals educational opportunities at a time and place that best meets their needs.

- Kyle Flinn, Director of Enterprise Program Management

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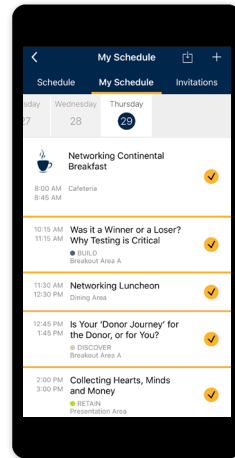
Learn more about the University of Missouri's success story »



## 3. We enable you to build and promote your brand

Your brand is the core of your identity. That's why Cvent gives you the tools to turn each event into an opportunity to build awareness around, reinforce, and promote your brand.

You'll have complete control, so that every event touchpoint becomes an extension of your brand. Create the right experience with consistent branding across your event website, registration, event emails, Call for Speakers submission form, Virtual Event Experience, mobile event app, onsite check-in screen, attendee name badges, feedback surveys, and more.



#### 4. We help you create engaging and personalized attendee experiences

Today's most successful events hook each attendee and deliver an experience tailored just for them. But personalizing at scale while keeping workloads management is difficult to do without event technology like Cvent.

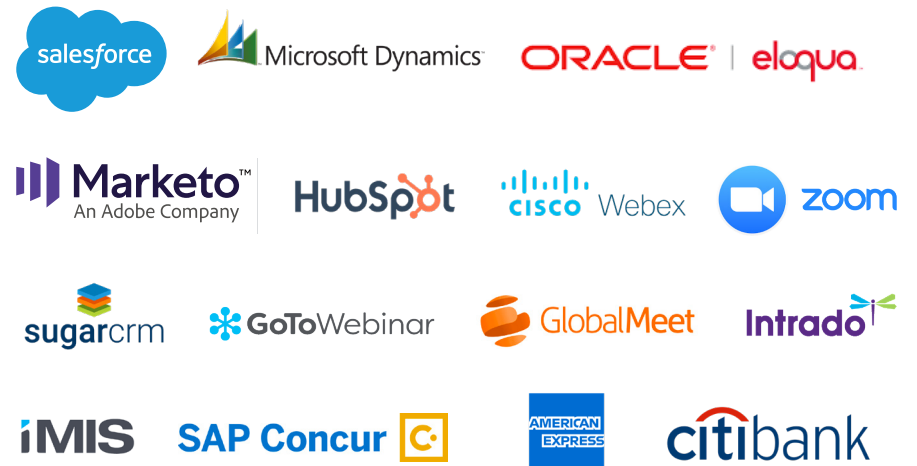
Now, personalization begins before anyone even registers for your event. Drive attendance by segmenting your contacts into different audiences and crafting unique messages, so that each group receives communications tailored just for them. Data tags help you go a step further, so that each email is truly individualized.

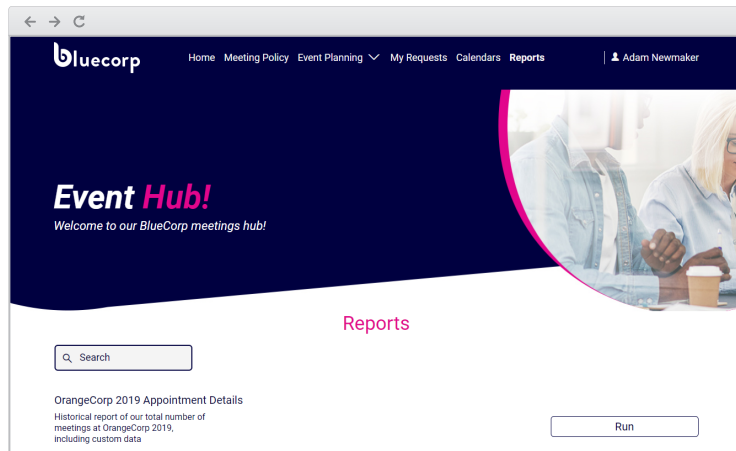
From there, personalize everything from the registration experience and mobile event app content to push notifications and follow-up communications. That means more attendees that have more relevant experiences, increasing their likelihood of returning and continuing to engage with your organization after the event.

#### 5. We integrate with your business-critical systems

To get the most value out of any event technology, it needs to work with the other systems that allow your business to run from day to day. That includes your Customer Relationship Management (CRM), marketing automation, virtual meeting, association management, hospitality and travel, and expense tracking systems.

With Cvent, you can connect with virtually any other software or internal system for seamless data integration, greater event impact, and increased revenue. Cvent offers several out-of-the-box integrations with key solutions like Salesforce, Marketo, Eloqua, Cisco Webex, Concur, and more. We can also connect to other systems using our API and Webhooks options, or you can create a custom integration using your development experts or ours.





## 6. We arm you to measure, prove, and increase event ROI

It's essential to accurately measure and track the performance of every channel in your marketing mix. And even though it's traditionally been difficult to do for events, it's more and more necessary to have the data to justify this investment. You need to report on key metrics to your stakeholders and deeply understand what's working well and what needs to be improved.

Cvent makes it straightforward to capture and report on real-time activity throughout your entire event lifecycle. Data from all your events – in-person, virtual, and hybrid ones – are centrally stored, so it's easy to bring together. Automatically update stakeholders on the metrics they care about and have a global view of your total events program to identify trends and better understand performance over time.

You'll deeply understand attendees' interests through their event activities and feedback. This can help you make improvements during your events, tailor sales and marketing follow-up, manage costs, and improve your event strategy. And by integrating with your CRM system, you'll have the power to track the impact of your events on lead generation, sales pipeline, and closed business.

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"The use of Cvent, and the information we are now able to provide, has elevated our events team to a whole new level. With Cvent, we now have the information we need to evaluate events in a consistent manner and make decisions to improve them."

- Leslie Marshall, Director of Events, Magazine, and Social Media at Morningstar

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[Learn more about Morningstar's success story »](#)

## 7. We make information security a top priority

In today's landscape, we know that information security is becoming increasingly important for you. It is for us too. Safeguarding your data and information is one of our highest priorities. We take measures beyond just compliance to protect the confidentiality, integrity, and availability of our information systems and customer information. We keep your data private and protected, we preserve your data, so it remains uncorrupted and unaltered, and we only give timely access to data or systems to authorized persons.

There are five key areas that we focus on to cover potential risks, ensure that our solutions and customer data are secure, and that there will be little to no delay in business operations should a problem occur:



Risk management  
and compliance



Security  
operations



Cloud platform and  
product security



Business continuity  
management



Data protection

## 8. We have the manpower for aggressive product development

The events industry is ever-evolving. The event technology you rely on should keep up with these changes and make it easy for you to stay current. At Cvent, we continue to invest heavily in product innovation and development. Our large technology team is able to support an aggressive product roadmap and frequent product enhancement release cycles. You can count on Cvent to continue leading the way, so that you'll always have the solutions you need to successfully execute on your events program.

## [9. We boast world-class customer support](#)

Our commitment to your long-term event success is why we're so focused on customer support. Our award-winning Client Services team, support channels, and Professional Services offerings are continually growing and improving to meet the needs of our customers. What does world-class support look like?

It starts with onboarding. We'll guide you through this process, so you can hit the ground running with your first event. We'll help get you fully trained and make sure you know about and can access all the ongoing support resources that are available to you.

Our [Cvent Community](#) will then serve as your go-to hub to maximize your Cvent success. It's where you can access product training, read how-to articles and guides, browse educational content, connect with Cvent experts and fellow customers, and even meet other Cvent users at our [Customer Success Groups](#).

You can also reach us by phone, chat, or through opening a case 24/7. Being available around the clock is important to us because we know that when it comes to events, change can often happen outside of normal business hours. No matter what, we'll help you fix whatever challenge you're facing.



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"One of the key successes by becoming a Cvent customer has been the relationship with Cvent. We have received such strong support from the beginning, and at every level."

- Caroline Hartman, Senior Business Analyst at One10

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[Learn more about One10's success story »](#)

## 10. We're a stable partner you can scale and grow with

As the global leader in event marketing and management technology since our founding in 1999, Cvent powers meetings and events for organizations of all sizes and in all industries.

Our customers know that we're a proven partner that can handle all their event needs both now and in the long-term. We're well-positioned to continually invest in product innovation and development and deliver best-in-class support where others simply cannot. We have the resources to keep proving value to our customers year after year.

Because your events program plays such an important role in reaching your organization's goals, choosing the right event technology partner will directly affect both the return on your investment in events and the impact that your meetings and events have on your business. Here are some of the considerations we believe you should make:

- Your partner should deeply understand the events industry and the goals of your events program
- Your partner should have a vision for the future of events and be building solutions to get you there
- Your partner should be invested in your long-term success and provide world-class support
- Your partner should be able to help with the full lifecycle of all your events
- Your partner should help you prove – and improve – the value of your events program
- Your partner should be stable and have a healthy track record

We're confident that Cvent offers an unparalleled value proposition. Let's see what we can do for your meetings and events.

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" I think the benefit to the Cvent platform is that you're able to adapt and evolve with the times. The more we can protect that data integrity within that Cvent ecosystem, the nimbler we can be when situations like this evolve and I think ultimately it's going to change the way that we look at meetings in the future"

- Steven Shultz, Head of Strategic Meetings Management

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[Learn more about Lincoln Financial Group's success story»](#)

# Cvent by the Numbers

Over 4.4 million  
events managed

Over 30,000  
customers in more than  
100 countries

Over 1,000  
Customer Support staff

Over 1,300  
Technology staff

Over 300,000  
total users

Over 174 million  
registrations processed



“ By implementing Cvent products as part of a wider event strategy, the marketing team was able to successfully scale Merkle’s event program to become a global multi-million-dollar opportunity generator.”

- Jaclyn Sass, Director of Global Events and Marketing



[Learn more about Merkle’s success story »](#)