



# A COMPLETE EVENT

Marketing and Management Platform

*for any and every event*



# Your Complete Solution for Event Success

Cvent's Event Marketing and Management Platform helps you simplify the management of each stage of the event lifecycle, while giving you the data and insights you need to increase their value. Whether your event is in-person, virtual, or hybrid, you'll have one platform with the tools you need to reach and engage your audiences, and capture and act on attendee interests.

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

## Event Marketing and Management Platform

Your complete solution for event success

PLAN & PROMOTE

ATTENDEE ENGAGEMENT

SPEND & WORKFLOW

ACTIONABLE INSIGHTS

## Exchange Solutions

Where planners and venues come together

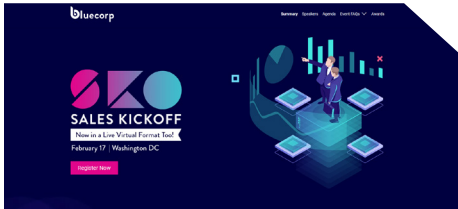
VENUE AND VENDOR SOURCING

ROOM BLOCK MANAGEMENT

CORPORATE RATES

VENUE DIAGRAMMING

# Plan & Promote



## Event Websites

Build branded and professional event websites that turn visitors into registrants for any type of event you're hosting.

Our built-in site designer helps you easily build your event websites with no HTML expertise or IT involvement needed. Invitees can access important event information, such as speakers, agendas, venue details, and FAQs.



## Registration

Create user-friendly and personalized registration experiences 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.

**242M+**  
REGISTRATIONS *and*

**\$21.9+B**  
EVENT FEES PROCESSED



## 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.

# 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.

EVENT MARKETING *and* MANAGEMENT PLATFORM

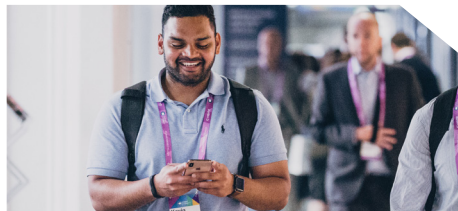
# Attendee Engagement



## Attendee Hub

Have a cutting-edge suite of tools to extend and deepen the in-person and virtual attendee experiences.

With web and mobile experiences, you can enable attendees to consume live and on-demand content, drive attendee engagement, facilitate networking, deliver exhibitor and sponsor ROI, create broadcast-quality videos, and more.



## Event App

Mobile event apps drive engagement and connect all attendees - both in-person and virtual - with one another to create a sense of community.

The Event App helps attendees receive real-time event information, engage during sessions, access content, network with peers, and more.

# 45.5M+

MOBILE APPS  
DOWNLOADED  
and OPENED



## Check-In and Badging

Deliver a seamless, contactless check-in experience onsite to eliminate long lines and minimize staff needed.

Quickly check attendees in, collect signatures, process outstanding payments, take care of walk-in registrations, and print attendee name badges in real time.

# 8.9M+

CHECK-INS  
in 2022

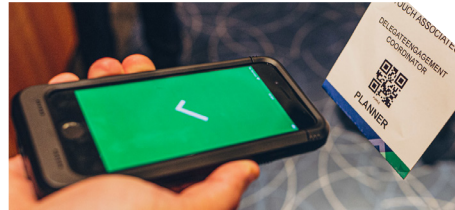
# Attendee Engagement



## Health Check

Prioritize the health and safety of your attendees and staff with a reliable and secure way to conduct health checks.

You can conduct quick, at-a-glance onsite vaccine verifications, negative test confirmations, and/or health screenings, while giving attendees peace of mind that their health data will remain secure and confidential.



## Attendance Tracking

Easily check attendees in to breakout sessions with a quick scan of their name badges using kiosks or mobile scanners.

Understand session attendance, monitor capacities, control access, and track continuing education credits.



## Lead Capture

Have a lead retrieval solution that helps exhibitors maximize the value they get from your events and measure the impact of their participation.

As they connect with attendees and potential buyers, they'll be able to easily capture, qualify, and rate each lead they engage with, so they can more quickly effectively follow up.



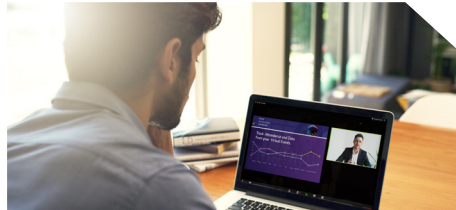
# Attendee Engagement



## 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.



## Webinar

Plan and execute professional and engaging webinars with the same intuitive and scalable platform you use to manage the rest of your meetings and events.

Have easy-to-use production tools to create professional-grade video content and a suite of tools to keep your audiences engaged for up-leveled webinar experiences.

# Spend & Workflow



## Requests & Approvals

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

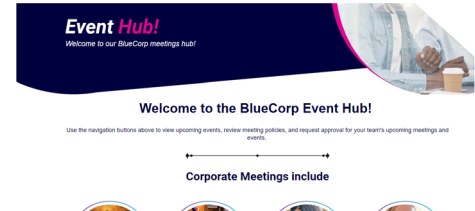
You can ensure compliance, improve efficiency, and accurately report on spend.



## 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.



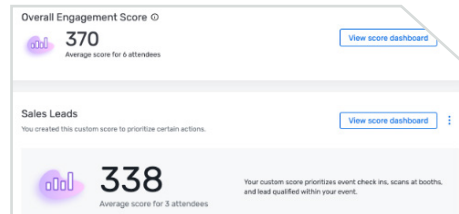
# Actionable Insights



## Salesforce App

Empower your sales team to invite, nominate, and register contacts to your events from Salesforce, driving attendance and new business.

They can access contacts' past event activity and use it 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.

Use those scores to understand engagement to quickly determine the right follow up for your sales and marketing teams.

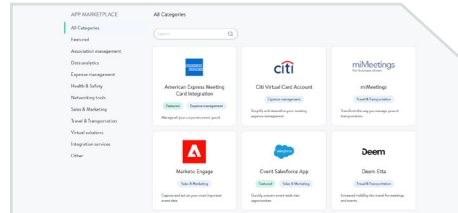


## Surveys

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.

# Actionable Insights



## 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.



## App Marketplace

The Cvent App Marketplace is a one-stop-shop for complementary integrations and apps.

It provides the right tools and integrations to allow event data to flow seamlessly between Cvent and the critical SaaS solutions you use every day.



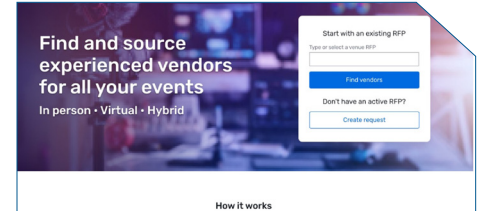
# Exchange Solutions



## 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.

**302,000+**  
HOTELS *and* VENUES LISTED



## Vendor Sourcing

Use the Vendor Marketplace to source experienced vendors for your in-person, virtual, and hybrid events.

Browse and discover hundreds of service providers to accommodate your event requirements, including service types like video production and editing, transportation, content and design, and more.

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.

**120K+**

PASSKEY EVENTS CREATED



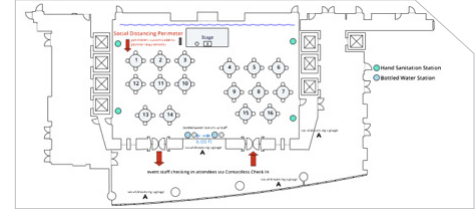
## Corporate Rates

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.

**1,700+**

TRAVEL PROGRAMS  
SOURCED IN 2022



## 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.

**6.3M+**

DIAGRAMS BUILT

# Why Cvent?



4,800+

EMPLOYEES

1,500+

CUSTOMER SUPPORT STAFF

1,300+

TECHNOLOGY STAFF

6.2M+

EVENTS MANAGED

84%

of the FORTUNE 100 use CVENT

## An EVENT TECH LEADER *for over 24 YEARS*



Award-winning 24/7 customer support



An end-to-end solution to manage your total events program



A commitment to high 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 all the tools you need to deliver engaging and impactful online experiences for your virtual and hybrid events.



### Small Meetings

Running field marketing events, trainings, workshops, board meetings, or seminars? Small or simple meetings like these add up, in terms of time, money, and resources. Cvent centralizes these meetings for better visibility and tracking, and provides the tools to manage them 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. With Cvent, deliver the personalized experiences that your attendees, sponsors, exhibitors, and speakers expect.



### 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 culture, employee loyalty and retention, and internal brand, Cvent makes planning efficient and execution simpler.



### Webinars

Webinars have long been an effective marketing channel for driving brand awareness, generating and nurturing high-quality leads, delivering thought leadership, and more. Cvent provides tools to reimagine the content, production, and interactivity of your webinars, so you can maximize engagement and drive results.



## CVENT CUSTOMER SUCCESS



CDM Media is a leading global events firm with a portfolio comprised of hundreds of annual events. Their events aim to engage C-Suite leaders and build relationships that last. They pivoted from homegrown systems to Cvent for a streamlined platform that could automate manual processes, serve as a single source of truth, and integrate with their technology stack.



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)

**REGISTRATION:** Streamline registration with user-friendly and personalized experiences that capture the right information.

**ONSITE CHECK-IN AND BADGING:** Deliver a seamless check-in experience and print attendee name badges in real time.

**ATTENDEE HUB:** Extend and deepen the in-person and virtual experiences with personalized event journeys that connect attendees to content, sponsors, speakers, and each other.

**MOBILE EVENT APPS:** Drive engagement by keeping attendees informed, providing access to schedules and content, offering networking opportunities, and more.

**CVENT STUDIO:** Have an all-in-one video production solution to capture and produce broadcast-quality video content.

**APPOINTMENTS:** Facilitate in-person and virtual meetings between attendees, exhibitors, sponsors, and employees.

**INTEGRATIONS:** Integrate with key systems to collect actionable data, understand contacts, and enable timely follow

“ Our journey with Cvent is amazing... it truly is amazing. ”

**J.D. MILLER**

Senior Vice President of Marketing and Communities



## A PROVEN PARTNER

338,000+ Active Users

6.2M+ Events Managed

21,500+ Customers Across  
100+ Countries

1,500+ Customer Support Staff

1,300+ Technology Staff

*Statistics as of December 2022*

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