



◆ Powering Your Association's ◆ Largest Events with Cvent

Your largest marquee events – like your conventions and trade shows – are often the cornerstone of your total event program. As key drivers of revenue and member growth, engagement, and retention, they need to be executed flawlessly, with the right data and insights to prove their success and to inform business decisions for your association.

Since 1999, Cvent has evolved our Event Marketing and Management Platform to make sure that associations like yours can rely on us for all their event needs. Our comprehensive platform, combined with our range of Professional Services, means you're free to create any event you can imagine.

Whether you're an Events Director or Manager, in Marketing, a Registrar, in Finance, on the Content and Education team, managing sponsors and exhibitors, or otherwise, here are just some of the important benefits you'll receive with Cvent as your event technology partner.

**Learn more about our Cvent
technology solutions**

EVENT MARKETING AND MANAGEMENT

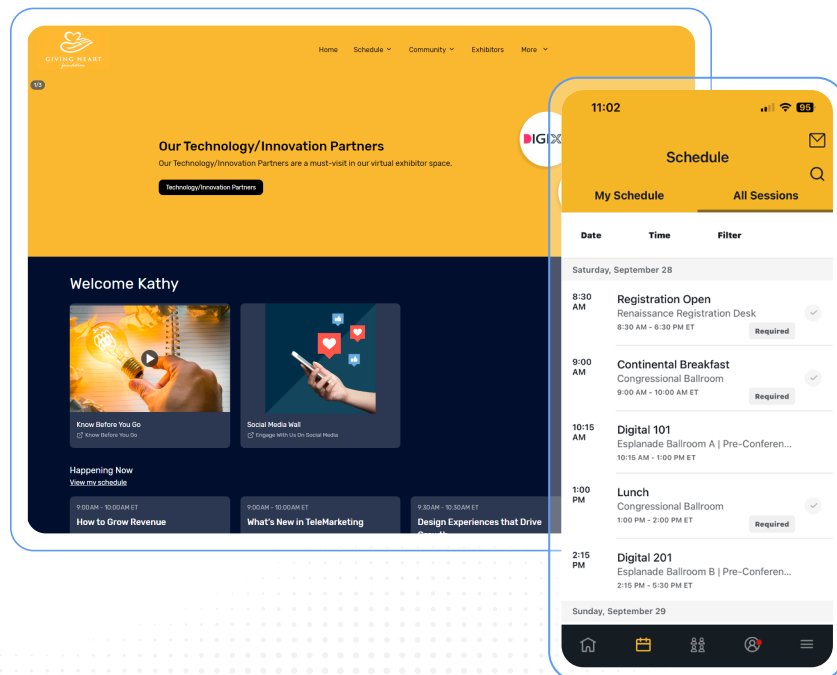


THE ATTENDEE EXPERIENCE THAT MEMBERS EXPECT

To best serve your members, each attendee's experience has to be highly relevant. But how do you create personalized experiences at scale and keep workloads manageable?

With Cvent, personalization begins before registration even starts. Segment your audiences, so you can deliver targeted messaging and communications that resonate. Then, personalize everything from the registration process 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 association after the event.

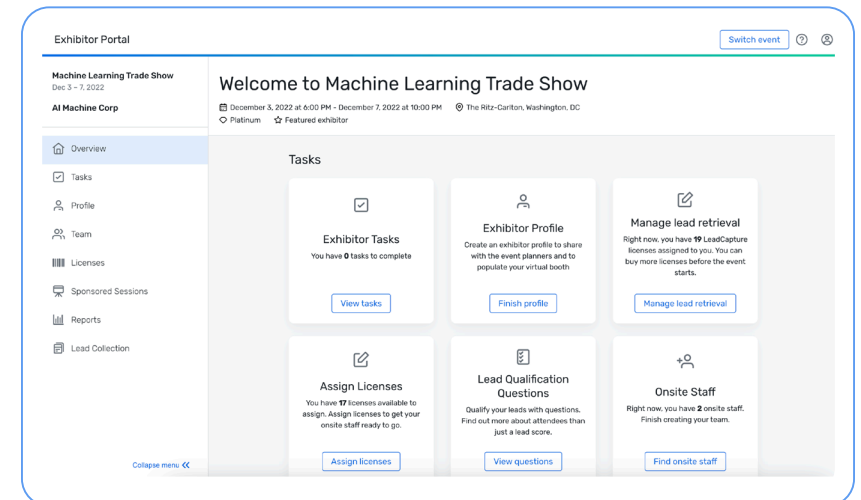


THE SOLUTIONS FOR FULL EXHIBITOR MANAGEMENT

Exhibitors are key to event success, but managing them can be a strain on your team's time and resources. With Cvent, you'll have the technology solutions for full exhibitor management.

Manage logistics with exhibitor tasks, automate custom exhibitor emails, and provide a portal where exhibitors can register booth staff. You can also integrate with solutions like Map Your Show and A2Z to assist with your exhibitor floor plan.

From there, ensure each exhibitor gets a positive ROI from your events. Offer a powerful lead capture solution, facilitate pre-scheduled appointments with attendees, have sponsored sessions for greater visibility, and more. As the Event Organizer, have full reporting to understand the value each exhibitor is receiving.





THE INCREASED REVENUE TO FUEL YOUR ASSOCIATION

For most associations, growing event attendance is a key goal, since attendee counts correlate directly to increased revenue from registrations. But the impact goes beyond that. As more attendees engage with you, their likelihood of returning and increasing spend with your association grows too.

Cvent not only enables the promotion and personalization needed to drive this attendance, but also creates new revenue opportunities through partners, exhibitors, and sponsorships. They can often secure large sponsorship deals in exchange for featuring sponsor logos on email invitations, registration websites, event mobile apps, and other attendee communications through Cvent.

THE CONTROL YOU WANT BACKED BY THE SUPPORT YOU NEED

Executing your largest marquee events can feel daunting, but our Professional Services team is here to support you. Our experts can lend a helping hand or do the heavy lifting for you from start to finish. But rest assured that you'll always have full access to and control over your events, so you can easily make the updates or changes that you need, right when you need to make them.

THE OPERATIONAL EFFICIENCIES TO FREE UP YOUR WORKLOAD

Over our 24 years of experience, we've seen how manual and repetitive event processes take up valuable staff time that could otherwise be used on higher-value activities, like creating memorable attendee and member experiences.

This is rarely scalable, especially when it comes to your largest events. By consolidating all your needs under Cvent, you can streamline and automate many processes. These efficiency gains for your team equate to hard cost savings for your association.

THE RIGHT DATA TO MAKE THE RIGHT BUSINESS DECISIONS

Your events are a big investment, and you need to accurately measure and track their performance to continue to justify the spend. You need to report on key metrics to your stakeholders and deeply understand what's working well or not.

Cvent makes it straightforward to capture and report on real-time activity throughout your entire event lifecycle. The insights you get will help you deeply understand your attendees and their interests, so you can tailor event follow up and improve future events.

Who uses Cvent?





Cvent is the global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

[Learn More](#)

