

Web style guide

The Cvent Voice

- Our web copy should be written in second person, with an active, conversational voice. Like you're talking to your friend. Use *you* and *we*.
- "Talk" directly to the reader.
- Write in spoken language, just like we talk in face-to-face conversation. Web copy is not brochure copy and it is not PPT copy. These pages are conversational and inviting. Write with that tone.
- Keep content concise. If you have a choice, choose the simpler way. Can your message fit on a fortune cookie? Will it be surprising and memorable?
- Break up your sentences. Use short sentences to change the pace. No sentence should be more than 20 words.
- It's OK to use contractions. We use them to set a light and casual tone in the interface. Be human.
- Headlines: Be casual – simply solve a problem.
- Don't go into detail about a technical feature. Instead, explain to readers how they will benefit.
- Engage. Excite. Enlighten.
- **CTAs:** Politely and casually invite your reader to do something (let's talk, apply, learn more, sign up)

Cvent Voice examples

1. Venues use us because we attract the most active planners. Open your digital doorstep to more than \$19 billion in annual RFP value.
2. The time before an event means constant interaction with attendees, venues, exhibitors, speakers, and internal stakeholders. Our technology automates the details. Build an event that captures attendee interests and control the big picture. Ensure event success before it even starts
3. Get the right people to any type of event while juggling thousands of details and multiple stakeholders.

By the numbers

- Spell out whole numbers below 10
- Use figures for
 - 10 and above
 - Referring to ages of people, animals, events or things.

Examples

- They had four dogs and three cats
- They had 20 bales of hay

Exceptions

- Use numerals when referring to money, percentages, dimensions, measurements, and ages
- She will receive \$5 million when she turns 21
- A 9-year-old girl was crying
- The box was 3 feet long, 2 feet wide and 1 foot high
- They charge 5% interest
- Zinger-style text (visual representation – Top 5)

Dates

- February 2020
- February 1, 2020
- Wednesday
February 1, 2020
- Do not use st, nd, rd, or th

Int'l dates

- February 2020
- 15 June 2015 (no commas)

Time

- Use the 12-hour clock, followed by AM or PM (all caps, no periods)
- Can use noon and midnight in text
- Use ET instead of EST or EDT

* Eastern Standard Time/Eastern Daylight Time changes based on time of year and whether we are on daylight saving time

Example

- Thursday, October 15, 2015 at 12:00 PM ET

Grammar

Double-adjective modifiers

- Third-Party Planners (not recommended - considered a Cvent word, not an industry term)
- Non-profit

*how to hyphenate

*uppercase second word in titles

Two-part words that can be nouns and verbs

- In person (n)
 - In-person event (adj)
- Follow up (v)
 - Follow-up meeting (adj)
 - Follow-up (n)
- On demand (v)
 - On-demand meeting (adj)
- Pre-register (v)
 - Pre-registration (n)
*This is an exception, because using a dash makes the word clearer. And there's no word more important to the CONNECT team than **pre-registration**.*
- One-stop shopping (v)
 - One-stop shop (no)
- Onsite (adj) **exception!**
Ex: *Cvent has several Onsite Solutions.* When referring to Cvent products, use one word
 - On-site (adj)
Ex: *Planners bring their on-site playbook everywhere they go.* In non-Cvent product use, use the hyphen
 - On site (n)
Ex: *Meeting planners often meet on site.*
- Line up (v)
 - Lineup (n)
- Log in (v)
 - login (n)
- Set up (v)
 - setup (n)

No need to ever hyphenate

These words are just one word

- Lifecycle
- Whitepaper

These words are two words

- Case study
- Home page
- Knowledge Base (note title case)

Hyphenation

- Rule of thumb: If the suffix ends in a vowel and the root word starts in a vowel, use a hyphen.
Example: Re + imagine = Re-imagine
- *This is an exception.*
Pre-register (v)
Pre-registration (n)
 - Because using a dash makes the word clearer and easier to understand, we're making an exception. And there's no word more important to the CONNECT team than **pre-registration**.

Language

- **Ampersand**
 - Can use in titles.
Example: Plan & Promote
 - Do not use in event headlines. Use the word *and*.
 - *Exceptions:*
 - When character limit is critical:
 - Email subject line
 - Blog topics
 - Use the ampersand when it is part of a company's formal name or composition title.
Ex: *Proctor & Gamble*
- **Bulleted lists**
 - Bullets are generally sentence fragments. Don't use a period at the end
 - (nearly) always start a bullet with an active verb
- **Oxford Comma**

- **We use the Oxford Comma.** Place a comma before the last item in a series of things.
Ex: Everything falls into three categories – people, places, and things.
- **Plurals and Possessives**
 - **Plurals**
 - Add an -s to make a plural. Simple enough.
 - Do NOT add an ampersand.
Ex: FAQs, not FAQ's
 - **Possessives**
 - Use -s to show possession, even if the word ends in s.
Ex: James's book arrived in a week's time
- **Products**
Legal has asked to have all products marked on first reference on every page with either ® or ™.
 - TM is for a new product, like Virtual Attendee Hub.
 - R is for a product for which we have a patent.
 - “Mark” the product in the first instance on a page. You don't have to do it any further on this page.
 - Best practice: Virtual Attendee Hub [™]
 - Here's the list of all products and which mark to use w/ which product:
<https://cvent.box.com/s/80li13g9egq4ejlyiw9i9mmirkm981pw>
- **Quotation marks**
 - Periods, commas, exclamation points, and question marks go inside quotations.
 - Single quote marks: Use for a quote within a quote or within headlines.

Writing

- Don't use a long word if a shorter one will do.
 - If you can omit a word, do it.
- Generally, writing shorter is better for the online reader.
 - Here's the math: **Limit sentences to 20 words or less.** If you have a lot to say, break up your sentences, consider using bullets to list items.
 - Keep the content interesting:
 - Vary your sentence lengths.
 - Use scannability techniques, like **bold** and *italic* for readers who scan.

International variations

- Australia: Housing and travel

- All other regions: Accommodations & travel
-
- Australia: Stand
- All other regions: Booth
-
- UK: lunch
- All other regions: Luncheon

COVID-19

- **How to use the term: COVID-19**

As we write and deliver more content on how to adjust to the post-pandemic environment, it is important that we align on how and when to use coronavirus/COVID-19/virus/pandemic in our copy. To help, we have crafted a “How To” page specifically on the topic of COVID-19.

Why is consistency important?

As a brand, we need to use the pandemic and the coronavirus terms in a clear way so that our messaging is consistent across all clouds and regions.

We want to use the terms appropriately in order to maximize SEO while also staying true to the actual virus terms/spelling.

Do's & Don'ts

- *DO*
 - Use ALL CAPS when referring to the actual 2019 disease – COVID-19
 - Use “post-pandemic” (or something similar) in copy when referring to recovery and future state
 - Use COVID-19 in the URL, meta title & description, and H1 and H2 (if you are actively targeting the keyword)
 - Use “coronavirus” in your copy sparingly (remember COVID-19 refers to 2019’s pandemic specifically)
 - Continue to leverage the digital team and consult with them on the best SEO strategy for your unique content piece.
 - Use synonyms
 - Global health crisis
 - Pandemic
 - New normal
- *DON'T*
 - Write “Post-COVID-19” in any copy. We are not past this pandemic – and will not be until the medical experts tell us so.
 - Capitalize the term (unless at the beginning of the sentence). Referring to simply the coronavirus is acceptable on first reference in stories about

COVID-19. While the phrasing incorrectly implies there is only one coronavirus, it is clear in this context. Also acceptable on first reference: the new/novel coronavirus

- Over-rotate on the term if SEO is not a key tactic

Other helpful resources: AP Style – Coronavirus Topical Guide:

https://www.apstylebook.com/topical_most_recent