

platform	neighborhood	block	area	CTA	content	navigation description	feature asset	gated	creative	product mktng	buddy	product	image idea	alt text	icons	hero	
events	solution suite	hero	n/a	contact	Dramatically transform event marketing 4 words Maximize the revenue potential of your event program while simplifying the management of each stage of the event lifecycle. Our comprehensive platform is your one-stop shop for event success - from the smallest meetings to the largest conferences. 38 words	Event tech that works for you	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	Ben delivers Feb. 26
events	actionable insights	hero	n/a	contact	See the full picture 4 words Events generate thousands of touch points. Our event data solutions capture insights at each phase to improve the attendee experience and event marketing ROI. 31 words	Manage and track your events program	n/a	n/a	n/a	Actionable Insights Integrations – Erin Mulcare Insights 360 – Jason Askew Survey Solutions (Inquisition by Cvent) – Jason Askew Engagement Scoring – Jason Askew	n/a	n/a	n/a			n/a	Ben delivers Feb. 26
events	actionable insights	needs	intro	n/a	Tear down data silos Unify event data to answer questions, unlock insights, and accelerate your sales and marketing process. 15 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	actionable insights	needs	1	n/a	Convert the data 3 words Capture demand signals across the event lifecycle and combine them to build a more complete profile.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	actionable insights	needs	2	n/a	Activate event data 3 words Integrate attendee data with your marketing automation and CRM systems for smarter, faster follow-up. 18 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	actionable insights	needs	3	n/a	Prove event impact 2 words Get the data and reporting you need to build the next great event and calculate event marketing ROI. 16 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	n/a
events	actionable insights	features	intro	n/a	Measure it to manage it 4 words Our reports and insights help you see patterns and better understand revenue opportunities and event marketing ROI. 14 words	n/a	n/a	n/a	n/a	melissa	jason	Reporting/Insights	https://cvent.app.box.com/s/rng2c8sq2dmaw0eh795w13b1hntnc			n/a	n/a
events	actionable insights	features	1	n/a	Understand key event KPIs 3 words Keep your stakeholders up to date with over 100 standard reports. Or build your own reports to track data for each event and across your entire program. 25 words	n/a	https://www.cvent.com/en/resource/event-cloud/marketers-guide-getting-maximum-impact-live-events	n/a	melissa	Jason	Reporting	https://cvent.app.box.com/s/258wh0op7mm5w3age9htvwhgancq				n/a	n/a
events	actionable insights	features	2	n/a	Capture 360-degree insights 3 words Need to see deeper data insights? We've got you covered. Build customized dashboards for total visibility into the attendee journey, tradeshow floor, and session feedback. 27 words	n/a	cvent.com/en/resource/learn-drive-more-hot-leads-live-events	n/a	melissa	Jason	Insights 360?	build customized dashboards. https://cvent.com/s/251y9tk6cwzoaqpe4nvjxpg0bdzz				n/a	n/a
events	actionable insights	features	3	n/a	Drive sales with data 4 words Integrate event and attendee data with your marketing automation, CRM, and other business systems. Accelerate follow-up and sales pipeline, then prove your event's ROI. 26 words	n/a	https://hello.cvent.com/en-tofu-wbr-marketers-guide-registration.html	n/a	melissa	Erin	Cvent Integrations	I have uploaded a screenshot to my Clarizen work folder that includes a screenshot of a Marketo e-mail form that includes Cvent event data. (Slide 4 from the Integrations PPT has this screenshot.)				n/a	n/a
events	actionable insights	features	4	n/a	Act on attendee feedback 4 words Capture feedback on attendee satisfaction and overall event success, then use the data to identify areas for improvement.	n/a	https://www.cvent.com/en/blog/events/ebook-listen-exploring-importance-event-feedback	n/a	melissa	Jason	Reporting/Standard	https://cvent.app.box.com/s/251y9tk6cwzoaqpe4nvjxpg0bdzz				n/a	n/a
events	onsite engagement	hero	n/a	contact	Create memorable, measurable experiences 4 words Deliver onsite experiences that spark attendee engagement, so you learn more about their interests. Gain the insights you need to measure attendee interests and take the next best action. 26 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	Ben delivers Feb. 26
events	onsite engagement	needs	intro	n/a	Turn attendees into brand advocates 4 words Delight your attendees from event check-in to hotel checkout. 9 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	n/a
events	onsite engagement	needs	1	n/a	Make a great first impression 5 words Greet attendees with a modern, efficient check-in and badging process. Avoid frustrating lines and long wait times. 17 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	onsite engagement	needs	2	n/a	Drive engagement and connections 4 words Mobile event apps connect attendees with your brand, your content, exhibitors, and one another. 16 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	onsite engagement	needs	3	n/a	Capture the attendee journey 4 words From check-in to check-out, clearly see attendee activities and interests. 12 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	onsite engagement	features	intro	n/a	Bringing it all together 4 words Our solutions give you the technology, hardware, and the support you need to bring your most ambitious and engaging events to life. 23 words	n/a	n/a	n/a	melissa	Cvent CrowdCompass – Kerry Plowman OnArrival – Jason Askew LeadCapture – Jason Askew (Farah for Universal use case) Attendance Tracking – Jason Askew Appointments – Erin Mulcare (Farah for Universal use case, Valerie O'Neill for financial use case) SocialWall – Jason Askew	OSS General	https://cvent.app.box.com/s/251y9tk6cwzoaqpe4nvjxpg0bdzz				n/a	n/a
events	onsite engagement	features	1	n/a	Modern, efficient check-in and badging 5 words Automated check-in and on-demand badge printing speed attendees through event entry. Cross long lines off your worry list and badge stuffing off your to-do list. 28 words	n/a	https://www.cvent.com/en/resource/upgrading-your-events-onsite-technology	n/a	melissa	Jason	onArrival?	We could either include an image of the Planner calendar on a desktop, or a mobile shot of an appointment's details - we have used both in presentations, etc. https://www.flickr.com/photos/cvent/3042729077/in/album-72151677895168831/				n/a	n/a
events	onsite engagement	features	2	n/a	Engagement in the palm of your hand 7 words Mobile event apps drive engagement and connect attendees. Help them navigate your event with real-time information and access to content. 23 words	n/a	https://www.cvent.com/en/resource/the-definitive-guide-to-selecting-mobile-event-app	n/a	Michael	kerri	mobile event app	product marketer fills this out				n/a	n/a
events	onsite engagement	features	3	n/a	Empower exhibitors 2 words Get the most out of exhibitor sponsorships, with tools to capture and qualify leads on the show floor. 18 words	n/a	https://www.cvent.com/en/event-management-platform-feature-videos	n/a	melissa	Jason	LeadCapture	https://www.flickr.com/photos/cvent/31491337348/in/album-72151677895168831/				n/a	n/a
events	onsite engagement	features	4	n/a	Track attendance and actions 4 words Attendees vote with their feet. From session attendance to booth visits, our technology allows you to capture the attendee journey from start to finish.	n/a	https://pages.cvent.com/en/invisible-workload	n/a	melissa	Jason	Attendance Tracking	https://cvent.app.box.com/s/3pt7su9duy2gqwgjmosohcwsanmm				n/a	n/a
events	plan + promote	hero	n/a	contact	Ensure event success before it even starts 6 words A flawless execution is when you get the right people to the event while juggling thousands of details and multiple stakeholders. And you must all plan and be on the same page to deliver a great event. 45 words	Registration, websites, and marketing tools	n/a	n/a	n/a	n/a	Plan & Promote Venue Sourcing – Kelli Kopec Registration / Event Management – Farah van Caloen Abstract Management – Erin Mulcare Speaker Resource Center – Erin Mulcare Exhibitor Resource Center – Jason Askew	n/a	n/a			n/a	n/a
events	plan + promote	needs	intro	n/a	Master the details 3 words Stay in control with a unified planning and marketing solution.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	n/a
events	plan + promote	needs	1	n/a	Find and manage the perfect space 3 words Search over 300,000 venues to find the perfect setting for your next event. We empower you to work directly with your venue for the housing needs of your attendees. 29 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	plan + promote	needs	2	n/a	Draw the right crowd 4 words Get more of the right people to your events. Reach them more effectively with automated, personalized marketing and beautiful event websites. 21 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	plan + promote	needs	3	n/a	Deliver great content 3 words Great events are powered by great content. Our event marketing and management software helps you manage the entire content process. 20 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	plan + promote	needs	4	n/a	Help exhibitors show the ROI 5 words Exhibitors help make your event profitable. From booth staff registration, to task management, and lead capture, give exhibitors the tools they need to execute and prove event ROI. 28 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	plan + promote	features	intro	n/a	Build a best-in-class event Personalize your attendee, exhibitor, and speaker experiences. Our complete solution pulls everything together.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	n/a
events	plan + promote	features	1	n/a	Event registration that works for you 5 words Registration should be as responsive, intuitive and flexible as the events you plan. From first-time attendees to VIPs, our scalable event registration software is ideal for tailoring experiences. 28 words	n/a	https://www.cvent.com/en/resource/event-management-technology-for-dummies	n/a	Michael	Farah	Registration	We have a couple of good screenshots for this product currently on the Cvent/com product page. The one that is currently 2nd and shows sending notifications would be a good one to include here.				n/a	n/a
events	plan + promote	features	2	n/a	Websites that turn visitors into registrants 5 words Our built-in site designer helps you easily build great-looking event websites. 11 words	n/a	https://hello.cvent.com/en-em-wbr-event-website-design-101-recording.html	n/a	Michael	Farah	website designer?	product marketer fills this out				n/a	n/a
events	plan + promote	features	3	n/a	Ensure exhibitor success 3 words Our exhibitor resource center gives planners and exhibitors a direct pipeline to communicate with each other. Centralize booth staff registration, task management, and lead capture, and more. 27 words	n/a	n/a	n/a	melissa	Jason	exhibitor resource center	product marketer fills this out				n/a	n/a
events	plan + promote	features	4	n/a	Streamline your content approval and management process. We'll help you automate content tasks so you can zero in on inspiring your audience. 22 words	n/a	https://cvent.app.box.com/s/11250dax17xtv7hb7ukp25m8vicurx	n/a	melissa	Erin	Abstract Management	I would like to show a back-end view of the product that includes the content review timeline with a list of tasks. Please refer to the Abstract "dashboard" screenshot included in my Clarizen folder.				n/a	n/a
events	Spend + Workflow	hero	n/a	contact	Run a smarter meetings and events program 7 words Our solutions give you visibility and control into your meetings and events – implement a formal Strategic Meetings Management Program (SMMP) or simply automate processes. 24 words	Budgeting and compliance tools	n/a	n/a	n/a	n/a	Spend & Workflow Requests & Approvals Meetings Management - Valerie O'Neill Access Portal – Valerie O'Neill	n/a	n/a			n/a	Ben delivers Feb. 26
events	Spend + Workflow	needs	intro	n/a	You can't manage what you can't see 7 words Create an efficient, standardized approach to see all your company's meetings and events. 14 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	n/a
events	Spend + Workflow	needs	1	n/a	Understand your total event spend 3 words The right budget management tool helps you track and centralize all your event costs. 13 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	Spend + Workflow	needs	2	n/a	Standardize event workflows 3 words Realize efficiencies and time savings by centralizing and automating processes. 10 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	Spend + Workflow	needs	3	n/a	Contain event risk 5 words Get reporting on all your activity to maintain compliance and protect your brand reputation. 14 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			George	n/a
events	Spend + Workflow	features	intro	n/a	Implement a meetings management solution, just for you 3 words Our solutions give the visibility and control you need to manage and capture spend and processes. 16 words	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a			n/a	n/a
events	Spend + Workflow	features	1	n/a	Configure your meeting capture 4 words Capture details about all meetings and events at your company through a customizable, reportable request form. 16 words	n/a	https://www.cvent.com/en/resources/strategic-meetings-management-for-dummies	n/a	melissa	Valerie O'Neill	Access Portal	product marketer fills this out				n/a	n/a
events	Spend + Workflow	features	2	n/a	Formalize workflow and approvals 4 words Route forms for approvals to create an audit trail to ensure policy compliance. 13 words	n/a	n/a	n/a	melissa	Valerie O'Neill	Access Portal	product marketer fills this out				n/a	n/a
events	Spend + Workflow	features	3	n/a	Take charge of budgeting 4 words Track event costs from budgeted to actuals by department, geography, and attendee with our event budget planning tool. 18 words	n/a	https://hello.cvent.com/en-the-essential-guide-to-event-management-technology-webinar-recording.html	n/a	n/a	Valerie O'Neill	product marketer fills this out	product marketer fills this out				n/a	n/a
events	Spend + Workflow	features	4	n/a	Manage your stakeholders 3 words Provide your senior leadership with self-service access to event policies, request forms, and reporting – all in one place. 17 words	n/a	n/a	n/a	melissa	Valerie O'Neill	Access Portal	product marketer fills this out				n/a	n/a