

# THE VALUE OF THE CVENT EVENT MANAGEMENT PLATFORM

*What benefits and return can you expect from an investment in Cvent?*

To help organizations make more data-driven decisions, Cvent commissioned Forrester, a top research and advisory firm, to quantify the value of the Cvent Event Management Platform.

DOWNLOAD THE FULL STUDY

## The Challenges of Event Planning

TODAY'S EVENT ORGANIZERS FACE A NUMBER OF HURDLES:



DEALING WITH INEFFICIENT MANUAL PROCESSES



INCREASING REGISTRATION AND ATTENDANCE



WORKING IN MULTIPLE SYSTEMS



SPEEDING UP LONG CHECK-IN LINES



TRACKING ATTENDEE ACTIONS ONSITE



INCREASING ATTENDEE ENGAGEMENT



CREATING CONSISTENT EVENT BRANDING



HANDLING LAST-MINUTE CHANGES



SOURCING VENUES AT COMPETITIVE RATES



ASSESSING EVENT IMPACT AND ROI

## Cvent Can Help

The Cvent Event Management Platform will arm you to conquer these challenges and more efficiently and strategically navigate the entire event lifecycle.

Over three years, Forrester found that the platform had a risk-adjusted return on investment (ROI) of 113% with a **PAYBACK PERIOD OF ONLY FIVE MONTHS**.



*This means that a \$1 investment in Cvent leads to a net benefit of \$2.13.*

## Streamlined Event Management

Cvent Event Management automates many manual processes and provides all the tools you need to seamlessly plan, promote, manage, and evaluate your meetings and events.

WHAT BENEFITS OF CVENT EVENT MANAGEMENT DID FORRESTER FIND?

“Cvent’s reporting helps us keep track of attendance at each session, which helps a great deal in planning the next event. We’re able to identify popular sessions, which enables us to enhance our event marketing, and forecast future attendance, conference room sizes, and event costs.”

– DIRECTOR OF MARKETING AND EDUCATION, SUPPLIER OF GOODS AND SERVICES TO CONTRACTORS



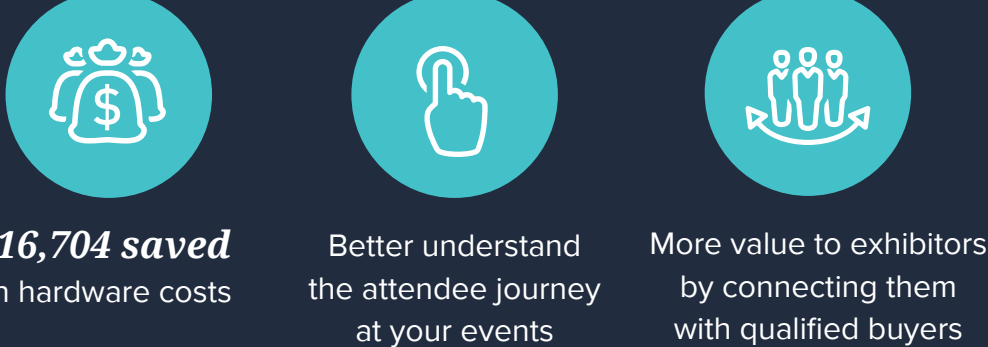
## A Frictionless Onsite Experience

OnArrival 360 ensures a smooth onsite check-in and registration experience at your events. From setup to takedown, Cvent provides all the software, hardware, badges, supplies, and onsite staff you need.

“Before we invested in Cvent, cost-effectiveness of events was a huge challenge, as was the ability to attract enough registrants. With Cvent, costs are down, registrations are up, and attendee engagement has improved.”

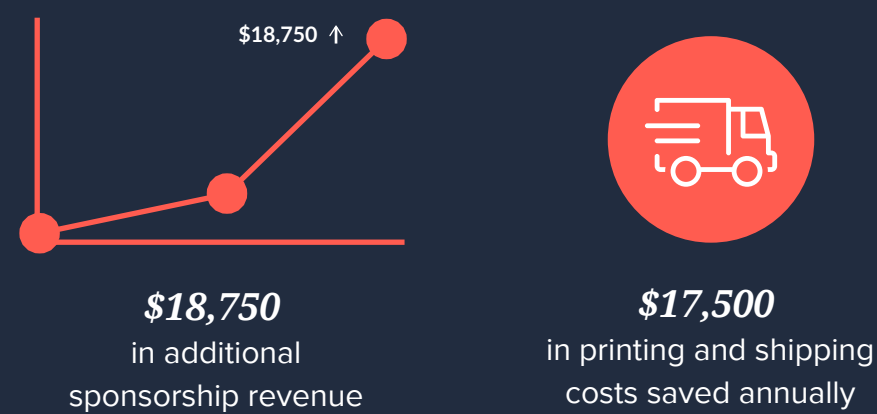
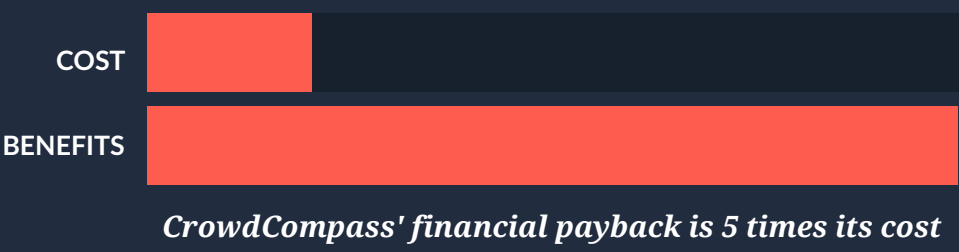
– MARKETING MANAGER, UTILITY COMPANY

WHAT BENEFITS OF ONARRIVAL 360 DID FORRESTER FIND?



## Higher Attendee Engagement

CrowdCompass Mobile Apps allows organizers to deliver a personalized event experience, increase attendee engagement, and deliver a strong ROI year-round.



“The Cvent Event Management Platform helps us at each stage of our events, including marketing our events, hosting online registration, streamlining the attendee check-in process, and engaging attendees during the event. Cvent is a big improvement over our legacy event management system.”

– SENIOR VICE PRESIDENT, WHOLESALE DISTRIBUTOR OF LIFE INSURANCE

DOWNLOAD THE FREE STUDY

To determine the potential ROI of companies using Cvent’s Event Management Platform, Forrester Consulting performed a Total Economic Impact (TEI) study of seven multi-year Cvent clients. Using the observed benefits, costs, and risks of adopting the platform, Forrester constructed a composite organization to form a succinct narration of Cvent’s impact on large organizations’ event spend and savings.