



Cvent Mobile Event App Certification

Prep Guide

CVENT MOBILE EVENT APP CERTIFICATION

A Certified Cvent Mobile Event App Certificate holder should be able to:

- Create and manage an event using the CrowdCompass EventCenter.
- Be familiar with features included in a standard CrowdCompass mobile app.
- Translate event goals and requirements into their CrowdCompass mobile app.
- Effectively use Cvent features and resources to maximize app adoption.

Requirements – All Mobile Event App Certificate candidates should:

- Be familiar with creating and managing events using the EventCenter.
- Build and publish at least one event.
- Review the recommended training, materials, and activities.

The Exam

The exam will consist of multiple-choice questions which are designed to test your knowledge of Cvent features and your ability to apply them to related scenarios.

Preparation

To successfully achieve your certification, we recommend experience using the CrowdCompass EventCenter and self-study of the exam objectives listed in this guide. In addition to this preparation guide, [join a virtual certification study group](#) for an in-depth review and dedicated time to get your questions answered by a Cvent expert.

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OBJECTIVES & RESOURCES

A Certified Cvent Mobile Event App Certificate holder should be able to:

1. Navigate the EventCenter
2. Create an Event
3. Configure Event Details and Settings
4. Add the required graphics and design your event
5. Add event content
6. Use interactive features to increase engagement
7. Market the mobile app effectively to attendees
8. Send email invitations to download the mobile app
9. Review metrics to monitor adoption
10. Implement Best Practices

1. Navigate the CrowdCompass EventCenter

- Navigate the EventCenter and describe the key functions of the Event Creation, Content Management System, and the Knowledge Center.
- Navigate the sections of an event and describe the key functions of the Design, Content, Interactive Features, Attendees, Marketing, and Metrics Sections.
- Describe the benefits using the CrowdCompass mobile app for your event.
- Locate the Knowledge Center & Support Team and determine how it can be used.

Recommended Resources:

[Mobile App Creation \(Webinar\)](#)

[Mobile App Engagement \(Webinar\)](#)

[Knowledge Center](#)

2. Create an Event

- Successfully enter in all Event Details.
- Identify the different Security options for the app and determine which should be used.
- Define the purpose of the Event Checklist and using the Project Timeline.
- Given a scenario, determine the Event Settings that should be used.
- Knowledge of the requirements for publishing an event.
- Preview the event as you're building.

Recommended Resources:

[Getting Started](#)

[Creating an Event](#)

[Using the Project Timeline](#)

[Configuring Event Settings](#)

[Setting Up the Activity Feed](#)

[Previewing Your Event](#)

[Publishing Your Event](#)

[FAQs on Publishing an Event](#)

3. Configure Event Settings

- Define terminology: Hidden Event, Password Protected Event, Invite-Only, In- App Sharing Only.
- Describe use cases for allowing attendee sign-up vs. having an Invite-Only event.
- Given a scenario, determine what security settings should be used.
- Compare Full Sharing, In-App Sharing Only, and No Sharing.
- Given a scenario, determine how to configure your event security.

Recommended Resources:

[Configuring Event Settings](#)

[Setting up the Activity Feed](#)

[FAQs on the Activity Feed](#)

4. Designing Your Event

- Identify all graphics that need to be added and where they appear in the app.
- Explain how to select themes and navigation icons and customize the colors within the app.
- Use banners for sponsorship opportunities.
- Customize emails from the EventCenter.
- Given a scenario, determine how the navigation icon should be set up.
- Determine the scenario when a Deep Link would be used.

Recommended Resources:

[Mobile App Creation Training](#)

[Designing Your Event](#)

[Customizing Nav Icons](#)

[FAQs on Nav Icons](#)

[Attaching PDFs](#)

[Creating Deep Links](#)

[Customizing Emails](#)

5. Adding Content to the EventCenter

- Describe the three different ways of adding data to the mobile app.
- Based on a scenario, describe the easiest way to add content.
- Describe the different content sections and what information should be added in each.
- Identify how to highlight Sponsors in the app.
- Understand how to add floor plans and link sessions and organizations to the map.
- Describe the relationship between the content sections and the Navigation Icons.
- Determine when tags and tracks should be used.

Recommended Resources:

[Importing Content](#)

[Cvent Integration](#)

[Sessions | Speakers](#)

[Organizations and Sponsorship Levels](#)

[Maps | Geo Locations](#)

[Creating and Updating Pages](#)

[Tags and Tracks](#)

6. Using Interactive Features

- Create Push Notifications.
- Create Surveys and determine how to attach to content or navigation icons.
- Understand the benefit of Live Polling and Live Q&A for onsite attendee response.
- Determine the purpose of using gamification in the app.
- Knowledge of the different premium features offered and when they would be used.
- Describe how certain features may enhance attendee engagement onsite.

Recommended Resources:

[Notifications](#)

[Surveys](#)

[Polling & Live Q&A](#)
[Setting Up the Game & FAQs on the Game](#)
[SocialWall](#)
[Click](#)
[Beacons & FAQs on Beacons](#)

7. Promote the Mobile App

- Determine where the Marketing resources can be found.
- Know the recommendations around app promotion timelines.
- Identify when each marketing link should be used and how it functions.
- Identify the Best Practice Tips for increasing app adoption during the event.

Recommended Resources:

[Onsite Mobile App Adoption Training](#)
[Marketing Map](#)
[Marketing Checklist](#)

8. Inviting Attendees

- Determine the different ways attendees can be added to the Invited Attendees Section.
- Describe the difference between Invited and Confirmed Attendees.
- Understand the benefit of adding Groups to your event.
- Explain how to send email invitations to Attendees and the benefits of our emails.
- Describe the Login process.
- Compare the Appointments and Schedules sections.
- Use Managing Posts and Managing the Game sections to moderate attendees during your event.

Recommended Resources:

[Inviting Attendees](#)
[Logging In](#)
[Hiding Attendees & Creating Groups](#)
[Importing Schedules](#)
[Using Appointments](#)

[Managing the Game](#)
[Managing Posts](#)

9. Reviewing Metrics

- Determine what the different Dashboard metrics track.
- Describe the differences between the engagement sections.
- Understand how to pull a full report of metrics.
- Describe why some metrics may be helpful in planning for next year's event.
- Knowledge of how to report on metrics to Sponsors and other stakeholders.

Recommended Resources:

[Viewing Metrics](#)
[FAQs on Metrics](#)
[Reading JSON Files](#)

10. Implementing Best Practices & Taking Your App to the Next Level

- Adding graphics to content and creating custom graphics to fully customize the app.
- Letting Speakers or Sponsors/Exhibitors edit their own profile in the app.
- Uploading PDFs.
- Incorporating Social Media.
- Customizing Attendee Experience.

Recommended Resources:

[Making Events Flashier](#)
[Attaching PDFs](#)
[Incorporating Social Media](#)
[Creating Groups & Limiting Access to Content](#)
[Letting VIPs Edit Content](#)

STUDY GUIDE



Not sure where to start? Use these tips to begin studying!

Review the Recommended Training

Becoming familiar with the materials in this guide will set you up for success. There are live training classes, videos, guides, and articles full of information. Set some time aside to look over the highlighted resources and make sure you are up-to-date.

Attend a Virtual Certification Study Group

[Join a free virtual certification study group](#) for an in-depth review of the content covered on the exam and dedicated time to get your questions answered by a Cvent expert!

Get Hands-On!

We encourage you to try things out. As long as the administrators of your account agree, you are free to create a test event to use while you practice for your exam – just don't activate it.

Ask Yourself

Read over each objective like it's a question on the exam and ask yourself if you know the answer. You may even want to take notes related to each item.

For example, to determine if you are prepared for the objective...

"Describe the purpose of each of the standard email templates."

...you may want to ask yourself:

"What are the standard email templates and what is the purpose of each?"

If you aren't sure, refer to the recommended resources in that section.

Practice with Sample Questions

The sample questions on the following pages are designed to be similar to questions you will see on the exam, helping you become familiar with how the questions will appear.

These questions are intended only to serve as an example and are not a comprehensive review of all possible material—but reviewing them can help you prepare!

SAMPLE QUESTIONS

The questions below are designed to be similar to questions you will see on the exam, helping you become familiar with how the questions will appear. These questions are intended only to serve as an example and are not a comprehensive review of all possible material.

1. In this area of the EventCenter, you can edit the password for the event as well as apply the Invite-Only functionality.

- a. Event Settings > Event Details
- b. Event Settings > Social Sharing
- c. Event Settings > Event Privacy
- d. Attendees

2. What information is needed to preview your event in the AttendeeHub app?

- a. Email and Password
- b. Cvent Account name, Username, and Password
- c. Username and Password
- d. Event Short Name, Email, and Password

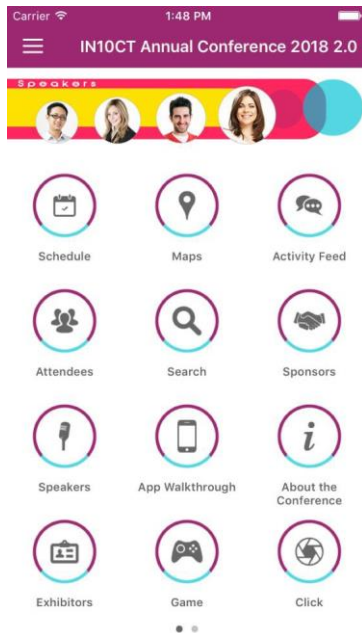
3. Your event is an internal-only event and you don't want it to be searchable by the event name. You'd also like for attendees to have to be registered in order to login and see a list of attendees. What privacy settings would you use in this scenario?

- a. Event Password + Invite Only
- b. Hidden Event + Invite Only
- c. Open Event + Invite Only
- d. Hidden Event + Allow attendee sign up

4. You have about 50 sponsors with 4 different levels of sponsorship. What steps would you follow to add the sponsors to the mobile app in the most effective way?

- a. Organizations > Advanced > Sponsorship Settings > Add/Create Levels > Import > Download the Excel Template > Add the level in the column marked "Sponsorship Level" > Import Template to the EventCenter
- b. Organizations > Import > Download the Excel Template > Add the level in the column marked "Sponsorship Level" > Import Template to the EventCenter
- c. Organizations > Advanced > Sponsorship Settings > Add/Create Levels > Back to the Organizations list > Add an Organization > Select the Sponsor Level from the Dropdown
- d. Organizations > Add an Organization > Select the Sponsor Level from the Dropdown

5. See sample image below. You want to adjust the color of the maroon header bar.



Where should you go to edit this?

- Design > Navigation Icons
- Design > Custom Colors
- Design > Splash Screens
- Design > Home Page Settings

6. Which Navigation Icon structure would you use?

	Top-Level Menu	Filtered List	Detail Page	Web URL
Creating a Social Media icon with multiple URLs under one icon				
Linking directly to a website				
Pulling in a list of Speakers with a tag				
Link to a page with Wi-Fi Information				

7. What is a Deep Link?

- A URL that will take attendees to a website outside of your mobile app.
- A marketing term for including your app download URL in an email.
- An internal link that will take attendees to a different area of your app.
- A link behind a navigation icon that will open a different app or take attendees to stores to download that app.

8. After reviewing feedback from last year's event, noticed that a few people on your team mentioned the following:

"We wanted to send information to specific registration paths but sending a push notification would have notified everyone."

Keeping this in mind, which of the following actions should you take to minimize this concern next year?

- a. Send a push notification to each attendee one-off.
- b. Create emails in another system and use those to communicate to attendees.
- c. Create a page for updates and post information for specific attendee types there.
- d. Use groups to segment push notifications to certain groups of attendees.

9. Which of the following statements are TRUE in regards to the Live Polling & Live Q&A features.

- I. Live Polls have the ability to display results live during the session.**
- II. Live Q&A can be applied to an organization or a speaker profile.**
- III. You would use Live Polling to create multiple questions for attendee feedback on the event.**
- IV. Live Q&A will not work unless you give someone moderator access.**

- a. I Only
- b. I and II Only
- c. I and IV Only
- d. All of the Above

10. Which of the following metrics sections would show you how much your attendees are networking, including messaging, sharing contact info, scheduling appointments, etc.:

- a. Dashboard
- b. Engagement: Attendees
- c. Users by Device
- d. Sponsor Views

11. What is the most efficient way to create an icon that lists out multiple pages with event information?

- a. Create a top-level menu icon and add each page as a content item underneath.
- b. Create each page in the Pages section with the tag "Event Info". Add a navigation icon as a filtered list to pull in all pages with that tag.
- c. Create one FAQ's page and list out all of the information for the attendees and create a navigation icon that links to that page.
- d. None of the Above.

12. You uploaded a floor plan to the mobile app, but when you preview, everything is showing up black. What would be the reason for this?

- a. The map was uploaded in the wrong size
- b. A JPG or PNG file was not used
- c. The map has a transparent background
- d. The map cannot be black and white

SAMPLE QUESTION ANSWERS

1. C – Event Settings > Event Privacy.

In the Event Settings section of the event under Privacy, you can apply a password, change your security settings, and adjust the attendee sign up options.

Related Objective: Define terminology: Hidden Event, Password Protected Event, Invite-Only, In-App Sharing Only.

2. A – Email and Password

After downloading the AttendeeHub app, you will need to first login with your Email and Password you use to access the EventCenter before you will be able to preview your event.

Related Objective: Preview the event as you're building.

3. B – Hidden Event + Invite Only

Based on the security needs, you would enable a hidden event so that the event can only be found by searching the password in the search bar. Attendees will not be able to sign up for the event and must be loaded on the backend in order to login to the app.

Related Objective: Given a scenario, determine the Event Settings that should be used.

4. A - Organizations > Advanced > Sponsorship Settings > Add/Create Levels > Import > Download the Excel Template > Add the level in the column marked "Sponsorship Level" > Import Template to the EventCenter

With 50 sponsors, importing your list of sponsors and organizations will be the most time-efficient option. In order to import the sponsorship levels, you do need to create them first in the EventCenter under the Advanced option.

Related Objective: Based on the scenario, describe the easiest way to add content & Highlight sponsors in the mobile app.

5. B – Design > Custom Colors

To adjust the header bar color, you will go to Design > Custom Colors.

Related Objective: Explain how to select themes and navigation icons and customize the colors within the app.

6.

	Top-Level Menu	Filtered List	Detail Page	Web URL
Creating a Social Media icon with multiple URLs under one icon	X			
Linking directly to a website				X
Pulling in a list of Speakers with a tag "Keynote Speaker"		X		
Link to a Page with Wi-Fi Information			X	

Related Objective: Given a scenario, determine how the navigation icon should be set up.

7. D - A link behind a navigation icon that will open a different app or take attendees to stores to download that app.

The Uber app is our only Deep Link icon that is a default icon. It will open up the Uber app on the attendees' device or take them to the app store to download if they do not have it yet. This is used for convenience to create a seamless transition between your event and the rest of the content on their phone.

Related Objective: Determine the scenario when a Deep Link would be used.

8. D – Use groups to segment push notifications to certain groups of attendees

Groups can be used to hide content and segment messages through the push notifications functionality. Sending out a push notification to a certain group can keep you from spamming attendees with messages that are not relevant to them.

Related Objective: Customizing Attendee Experience.

9. C – I and IV Only

Live Q&A would need to be enabled on a session and then someone on the attendee list must be given moderator access. Live Polling will display live results from attendee responses during the session but is only created one question at a time. For feedback on the event, you would want to use the Survey functionality.

Related Objective: How to utilize Live Polling and Live Q&A for onsite attendee response.

10. B – Engagement: Attendees

Discover how much attendees are networking, including messaging each other, sharing contact info, scheduling appointments, posting to social feeds, viewing photos, or rating and checking in to sessions. You'll also see the top social platforms they use to share or

login.

Related Objective: Describe the differences between the engagement sections.

11. B – Create each page in the Pages section with the tag “Event Info”. Add a navigation icon as a filtered list to pull in all pages with that tag.

Creating pages with event information will allow your attendees to choose what information they’re looking for from a list of pages. Using tags will help pull the information out into one icon.

Related Objective: Determine when tags and tracks should be used.

12. C – The map has a transparent background

When uploading a graphic with a transparent background to the mobile app, the background will automatically default to black. If uploading a floor plan that has black outlines on a transparent background, the entire map will appear black in the mobile app. Request the map with a white background to avoid this.

Related Objective: Understand how to add floor plans and mapping sessions and organizations.