



Cvent announces availability of its Event Management Technology For Dummies® book produced in partnership with acclaimed Wiley brand

New book is a comprehensive guide for planning and managing great events using event technology to drive efficiency and ROI

Cvent, Inc., a market leader in meetings, events, and hospitality technology, today announced the publication of Event Management Technology For Dummies. The guide, produced in partnership with the For Dummies® brand, outlines how organisations can successfully plan and run great events using event management technology. “Event management technology gives event professionals and marketers the tools they need to plan, execute, and report on their events, and it’s a gamechanger because it empowers organisations to maximize the impact of their event programs. Even though the use of event management technology is growing rapidly around the world, many organisations still rely on manual processes to market and run their events,” said Patrick Smith, Chief Marketing Officer at Cvent. “We developed a clear and concise guide on how to successfully manage events of all sizes by leveraging technology at every stage of the event lifecycle. We expect that this guide will become a valuable resource that organisations can reference to deliver bigger, better, and more profitable events.” “As the world’s leading reference brand, we always strive to help customers solve problems and get up to speed on topics that may seem difficult or intimidating; help them turn ‘I can’t’ into ‘I can,’” said Michael Friedberg, Senior Marketing Manager, Wiley. “Offering Special Editions like Event Management Technology For Dummies from Cvent, gives us the opportunity to bring new in-demand topics to our audience and further empower our customers to reach their goals.” In conjunction with the release of Event Management Technology For Dummies, Cvent also is offering an educational webinar series that will dive more deeply into the key topics covered in the book. The series covers key topics such as creating a comprehensive events strategy, streamlining event planning processes, driving attendance, engaging attendees, and proving an event’s return on investment. [Download Event Management Technology For Dummies here.](#)

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