



## Cvent announces partnership with Australian Marketing Institute

Global event management technology provider partners with Australia's largest professional body for marketers highlighting the significant role event technology plays within an organisation's marketing technology stack

Cvent, a market-leading meetings, events, and hospitality technology provider, today announced its partnership with the Australian Marketing Institute (AMI), one of the country's largest professional body for marketers. To kick off the partnership, Cvent has been named as the Event Technology Partner for AMI's annual Marketing Excellence Gala event, taking place on 16 October. AMI will use Cvent's comprehensive event management platform including its online registration, on-demand badging, onsite check-in, and attendee management solutions for their Marketing Excellence Gala. In using Cvent's technology, AMI looks to elevate the attendee experience and help their marketing community understand the benefits of integrating event technology like Cvent with their marketing technology (MarTech) stack. Event technology helps digitise every aspect of live event data, giving marketers a more holistic view of important attendee information to help them identify new business opportunities and drive results. Commenting on the partnership, Jack Ukil, Director of Sales, Cvent Australia, said, "We are thrilled to be working with AMI to help further educate marketers in the region on how they can benefit from incorporating event technology with their MarTech stack. Cvent can help marketers deliver more impactful attendee experiences, while also offering them a more data-driven view of the overall impact of their marketing efforts. "Live events are one of the most influential marketing channels; but showing the impact of those events and demonstrating ROI is incredibly difficult when event data lives in its own silo. By integrating event technology into their current marketing technology, marketers can ensure that all their data is processed and analysed in one place. Event and attendee data can flow seamlessly into other critical business systems, ensuring crucial event data doesn't fall through the cracks," concluded Ukil. Andrew Thornton, Vice-Chair of the Board of Directors at AMI said, "We aim to help our members advance in their careers by ensuring they have access to the best technology and insights. In doing so, they can use the latest trends to effectively engage their audiences and evaluate the success of their events and marketing campaigns. "One of the main issues that marketers face when it comes to evaluating event impact is a dearth of knowledge of what actually happened at the event. We hope that this partnership with Cvent will help our members get a better understanding of the possibilities of event tech so that they can streamline the planning and evaluation of their events," concluded Thornton. For more information on Cvent, visit: [www.cvent.com.au](http://www.cvent.com.au) -ENDS- About Cvent Cvent is a leading meetings, events, and hospitality management technology provider with more than 4,200 employees, 27,000 customers, and 300,000 users worldwide. The Cvent Event Cloud offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, email marketing, and web surveys. The Cvent Hospitality Cloud partners with hotels and venues to help them drive group and corporate travel business. Hotels use the Cvent Hospitality Cloud's digital marketing tools and software solutions to win business through Cvent's sourcing platforms and to service their customers directly, efficiently and profitably – helping them grow and own their business. Cvent solutions optimise the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events. For more information, please visit [Cvent.com](http://Cvent.com), or connect with us on Facebook, Twitter or LinkedIn. Images: Jack Ukil, Director of Sales, Cvent Australia Andrew Thornton, Vice-Chair of the Board of Directors at AMI Notes to Editors: Interviews are available upon request To find out more about Cvent, visit: [www.cvent.com.au](http://www.cvent.com.au) Connect with Cvent on social media via: Facebook: [/Cvent](https://www.facebook.com/Cvent) Twitter: [/Cvent](https://twitter.com/Cvent) YouTube: [/CventVideo](https://www.youtube.com/CventVideo) For more information about AMI, visit: <https://ami.org.au/> For media enquiries please contact: Debbie Bradley, Group Account Director, Zadro | [debbie@zadroagency.com.au](mailto:debbie@zadroagency.com.au) +61 2 9212 7867 | +61 420 761 189 Yvette Schlegelmilch, Account Manager, Zadro | [yvette@zadroagency.com.au](mailto:yvette@zadroagency.com.au) +61 2 9212 7867

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