



## CVENT ANNOUNCES PARTNERSHIP WITH MEETINGS AND EVENTS AUSTRALIA

Cvent's mobile event app CrowdCompass was the official app for the Meetings and Events Australia's 2018 National Conference

Cvent, Inc., a market leader in meetings, events, and hospitality technology was the official app partner for Meetings and Events Australia's (MEA) 2018 Accelerate National Conference. The US-based company, which has offices across the globe including in Australia and Asia, provided full mobile event app support via its CrowdCompass solution for MEA's National Conference this year. Cvent's mobile event app software, CrowdCompass, is one of the industry's largest providers with 12.6 million total app downloads. "This partnership is valuable for Cvent as it has helped us showcase industry-leading mobile event app solutions to MEA's many esteemed members. After a rigorous selection process, MEA's choice of Cvent's CrowdCompass event mobile app speaks to the solution's deep and diverse capabilities," said Cvent Australia Director of Sales, Jack Ukil. "The fact that our points of differentiation stood out so strongly to MEA – especially the app's attendee engagement capabilities – was truly gratifying and we are excited to have offered MEA attendees an enhanced onsite experience at the National Conference." In addition to supplying MEA's mobile event app for their 2018 National Conference, Cvent also supplied exhibitors with its LeadCapture technology which allowed them to scan and rate leads in real time. "In today's digital-first world, great events demand technology that can accommodate all aspects of the event management lifecycle and can effectively engage attendees. We are thrilled to have brought Cvent's event technology to the MEA National Conference and look forward to expanding our presence in the Australia and Asia marketplace," said Ukil. -ENDS- Notes to Editors: Cvent, Inc. is a leading cloud-based enterprise event management company with more than 25,000 customers, 300,000 users, and 3,000 employees worldwide. Cvent offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, email marketing, and web surveys. Cvent provides hoteliers with an integrated platform, enabling properties to increase group business demand through targeted advertising and improve conversion through proprietary demand management and business intelligence solutions. Cvent solutions optimize 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://www.cvent.com), or connect with us on Facebook, Twitter or LinkedIn. To find out more about Cvent, visit: <http://www.cvent.com/au/> Connect with Cvent on social media via: Facebook: /Cvent Twitter: /Cvent YouTube: /CventVideo For more information about the MEA, visit: [meetingsevents.com.au](http://meetingsevents.com.au) For media enquiries please contact: Susan Darwiche, PR Director | [susan@zadroagency.com.au](mailto:susan@zadroagency.com.au) +61 414 706 704 Debbie Bradley, Group Account Director, Zadro | [debbie@zadroagency.com.au](mailto:debbie@zadroagency.com.au) +61 2 9212 7867 | +61 420 761 189

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