



Cvent Brings Global 'Event Evolution Model' to AIME

Benchmarking against more than 10,000 events, APAC event planners can compare and re-invent their events using Cvent's new analysis tool. Cvent, a market leader in meetings, events, and hospitality technology, will launch its Event Evolution Model at the Asia Pacific Incentives and Meetings Event (AIME) in Melbourne on 18 – 20 February 2019. This innovative tool offers event professionals an easy way to gauge the maturity of their organisation's events program. Based on an analysis of more than 10,000 events, the Event Evolution Model assesses the maturity of an event program by looking at four Centres of Performance:

- Event Strategy:** How to develop a purposeful, measurable, and data-informed meetings and events program that aligns with organisational goals.
- Event Execution:** How to execute a defined Event Strategy efficiently and effectively across the entirety of a meetings and events program.
- Attendee Experience:** How to deliver a seamless, personalised event experience to attendees, as well as the ability to capture attendee buying signals and feedback.
- Measurement & Optimisation:** How to translate event and attendee data points into provable value for the organisation and attendees, as well as to optimise an event program based on data-driven insights.

Event planners are invited to assess their event within the Event Evolution Model by answering a set number of questions which will gauge their program's current state. Based on the user's responses, an overall event program maturity score is determined and categorised as Emergent, Elevated, Evolved or Expert. Users receive a personalised roadmap with actionable recommendations for improving their current meetings and events practices to increase their overall program impact and embrace global best practice.

Speaking of Cvent's upcoming showcase at AIME in 2019, Jack Ukil, Director of Sales said, "After more than a decade of exhibiting, we're thrilled to be able to bring this new innovation and unique insight model to our Asia-Pacific audiences. We know event technology works best in combination with a personalised and human approach, which is why this year we're hosting an 'exchange hub' on our stand to foster collaboration in the industry." Attendees at AIME are invited to bring their Event Evolution Model benchmarking report to Cvent's Stand #C22 to receive a FREE one-on-one expert consultation and a personalised roadmap. To book an appointment, visit: <https://www.cvent.com/au/> Click [HERE](#) to explore the Event Evolution Model and assessment tool. -ENDS-

About Cvent, Inc. Cvent, Inc. is a leading meetings, events, and hospitality software company with more than 3,700 employees, 25,000 customers, and 300,000 users worldwide. The Cvent Event Cloud offers software solutions to event planners and marketers for online event registration, venue selection, event management and marketing, onsite solutions, and attendee engagement. Cvent's suite of products automate and simplify the planning process to maximise the impact of events. 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, or connect with us on Facebook, Twitter or LinkedIn.

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