



## Cvent Expands its Exclusive For Dummies® Series with Strategic Meetings Management For Dummies® and Event Marketing Strategy For Dummies®

New books, produced in partnership with acclaimed Wiley brand, offer comprehensive guides for meeting planners, travel managers, and marketers looking to drive efficiency and ROI for their internal and external event programs

Sept 12, 2019 – Cvent today announced the availability of two new Special Edition For Dummies® guides, Strategic Meetings Management (SMM) For Dummies and Event Marketing Strategy For Dummies. SMM For Dummies outlines how organisations can successfully implement an SMM program – allowing them to reduce costs, regulate and centralise all meetings processes, reduce litigation risks, and improve service to customers – and explains how to scale the program globally and measure its effectiveness. Event Marketing Strategy For Dummies addresses how to deliver more impactful events, drive leads, and generate revenue through intelligent event strategy, targeted promotion, and data capture. The guides expand on Cvent’s successful For Dummies® series which includes Event Management Technology For Dummies and Growing Your Hospitality Group Business For Dummies. “Strategic meetings management and event marketing are two key areas that, when executed properly, can make event programs world-class and drive significant ROI,” said Patrick Smith, chief marketing officer at Cvent. “However, many organisations struggle to implement successful SMM and event marketing programs because they don’t know where to start. By leveraging the easy-to-consume For Dummies® format, we developed clear and concise guides that will help readers better understand the importance of SMM and event marketing and offer unique insights on how to utilise technology to maximise the value of their event programs. We know these guides will be valuable resources that event professionals and marketers will reference time and time again across their organisations.” “We’re proud to partner with Cvent once again and expand on their already comprehensive For Dummies series,” said Michael Friedberg, senior marketing manager, Wiley. “Offering Special Editions like these allows us the opportunity to offer in-demand topics to our global audience and further empower our customers to reach their unique goals, helping them turn ‘I can’t’ into ‘I can.’” In conjunction with the release of Strategic Meetings Management and Event Marketing Strategy For Dummies, Cvent also is offering two educational webinars that will dive more deeply into the key topics covered in the books. The Strategic Meetings Management webinar covers key topics such as understanding the value of an SMM program, how to create an effective meetings policy, and how to track and measure your program’s success. The Event Marketing Strategy webinar will help attendees understand what event marketing means, what an integrated marketing program looks like, and which event types are best suited to enhance each phase of the buyer and customer journeys. Download Strategic Meetings Management For Dummies here. Download Event Marketing Strategy For Dummies here. -ENDS- About Cvent Cvent is a leading meetings, events, and hospitality software company with more than 4,000 employees, 27,000 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. For more information, please visit [Cvent.com](http://Cvent.com), or connect with us on Facebook, Twitter or LinkedIn. Media 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

### Contacts

Debbie Bradley  
+61 2 9212 7867  
mailto:

Yvette Schlegelmilch  
+61 2 9212 7867  
mailto: