



## Cvent Selected as Official Mobile Event App Provider for AuSAE's Conference and Exhibition: ACE 2018

Cvent to provide full mobile event app support via its CrowdCompass solution to increase attendee engagement and networking opportunities

Cvent, Inc., a market leader in meetings, events, and hospitality technology, today announced its official partnership with The Australasian Society of Association Executives (AuSAE). Cvent will provide full mobile event app support via its CrowdCompass solution for AuSAE's Conference and Exhibition: ACE 2018 to be held in Adelaide later this month. The custom mobile event app will help increase attendee engagement and offer additional networking opportunities onsite. "We are thrilled to be working with AuSAE to showcase the game-changing functionality of Cvent's technology and the difference it can make for Association events," said Jack Ukil, Cvent Australia Director of Sales. "Meetings and events offer the highest return on investment on marketing dollars spent, so it is imperative that attendees are fully engaged. Our CrowdCompass solution puts the power to connect in the palm of the delegates' hands and ensures that the interactions between delegates, and their engagement with the program, stay top of mind." Kerrie Green, General Manager at AuSAE said, "We searched far and wide for a mobile app partner that would provide our delegates a way to pre-plan their conference experience, connect with speakers, sponsors and their Association peers and access live information at the conference. "Cvent's mobile event app CrowdCompass was chosen as the official app for AuSAE's conference and exhibition, as we recognise that the engagement tools available through Cvent's platform can significantly increase the ROI for our attendees" concluded Ms. Green. Event technology is rapidly changing the way Associations are managing and executing their events: from session engagement to the way delegates meet and connect onsite. Large-scale conferences and exhibitions are an important part of the business model for many Associations, and technology can dramatically increase the value of these events for their members and the community at large. In addition to supplying the mobile event app technology for the AuSAE conference, Cvent is also providing its OnArrival software for seamless event check-in and onsite attendee management. More information, visit: [www.cvent.com.au](http://www.cvent.com.au) To attend ACE 2018, visit: [www.ausae.org.au/ace](http://www.ausae.org.au/ace) #ACE18 -ENDS- Notes to Editors: Cvent, Inc., is the official app partner and silver sponsor for The Australasian Society of Association Executives (AuSAE) Conference and Exhibition: ACE 2018. AuSAE is one of the leading and recognised associations in Australia and New Zealand. 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 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. To find out more about Cvent, visit: [www.cvent.com.au](http://www.cvent.com.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

### Contacts

Debbie Bradley  
+61 2 9212 7687  
[mailto:](mailto:debbie@zadroagency.com.au)