CVENT ACADEMY

Training Camp Workshop and Certification Catalog

CVENTCONNECT.COM

CVENT CONNECT® | JULY 8-11 LAS VEGAS

CVENT ACADEMY TRAINING CAMP

Cvent Academy Training Camp is a full day of classroom-style training in a hands-on experience taking place all-day Monday, July 8th. The Training Camp experience is a Cvent CONNECT exclusive! Each workshop costs $200.

THE TRAINING CAMP EXPERIENCE

Gain Practical Knowledge. Walk away from each workshop with real-world learning that will build your confidence as a stronger, more strategic Cvent user.

Learn from the Best. All Training Camp workshops will be led by Cvent experts, who have extensive knowledge of the Cvent platform.

Dive Directly into the Product. This hands-on learning experience means you'll be fully immersed by creating in your own account, giving you tangible results to take back home to your team.

Be Heard. Every Training Camp workshop is limited in capacity, which means you're guaranteed to get a great seat and the dedicated attention of Cvent's experts.

Limit Your Distractions. With no competing sessions on the agenda, your focus is 100% dedicated to learning.
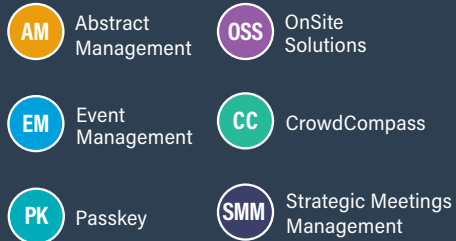
SCHEDULING YOUR WORKSHOPS

As a Training Camper, you can pick and choose from workshops taking place at Beginner, Intermediate, and Advance levels. You can choose up to three (3) sessions in your conference agenda, accounting for 7+ hours of training customized to your unique needs.

Requirements:

✓ You must be an active customer with an existing product login by the conference start date, July 8, 2019.

✓ You must provide your own laptop to follow along during the Training Camp workshops.

✓ Entry to a Training Camp workshop will be allowed only to those pre-registered and attendees will be checked-in based on this pre-registration.

✓ Those who do not meet the training session's requirements may be contacted to modify their registration or unregister for the Training Camp experience entirely.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
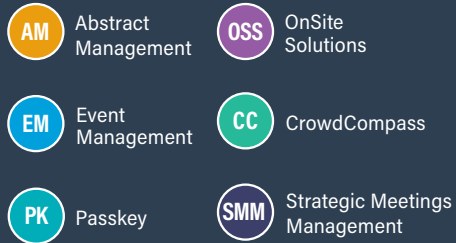
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

WORKSHOP CATALOG

MONDAY, JULY 8TH   9:00 AM - 11:30 AM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
EM **Event Creation Core Concepts I:** Introduction to Event Creation	Part one of our three-part workshop series for beginner users. New to Cvent or just need a refresher? Join this workshop for an introduction to the Cvent Event Management solution. This workshop will explain essential terminology and walk you through creating a basic event while navigating account settings.	• Laptop • Cvent Event Management login credentials	• Users who are looking to establish familiarity with Cvent Event Management solution and basic event creation.
EM **Intermediate Event Creation:** Building a Multi-Day Conference	Do you host events that occur across multiple days with different sessions and agenda items? If you know the event creation basics but are looking to learn how to setup more complex events, then this workshop is for you. Dive into how to configure a multi-day conference using some of Cvent's more advanced features to give attendees personalized registration experiences.	• Laptop • Cvent Event Management login credentials	• Users who completed Event Creation Core Concepts series and/or are familiar with setting up and configuring simple events.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
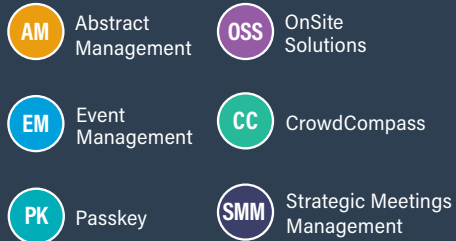
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   9:00 AM - 11:30 AM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
PK **Launching a Successful Housing Event in Passkey** (For Event Planners and CVBs)	This session will go beyond the basic elements and review critical steps to consider when launching a housing event in Passkey. Emphasis will be on specific event scenarios, workflow choices and will incorporate recent enhancements and best practices.	• Licensed Passkey user with active login credentials • Laptop	• Users from corporations, CVBs, and third party planners who are familiar with creating and managing events in Passkey.
CC **Mobile Event App Build Core Concepts:** Intro to CrowdCompass	In this workshop, explore the fundamentals of building a Mobile Event App. You will learn from mobile experts about the very first steps in building a successful Mobile Event App, the requirements for launching your Mobile Event App, how to implement best practices and market your Mobile Event App to achieve your adoption goals!	• Laptop • CrowdCompass EventCenter login credentials • Launched event or test event to use during the workshop	• Current user who has created fewer than 5 CrowdCompass events.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
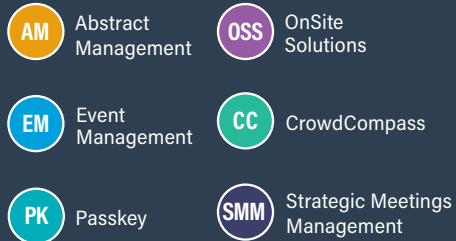
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   9:00 AM - 11:30 AM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
CC **Mobile Event App Advanced:** CrowdCompass Mobile Event App Global Implementation	In this workshop, Cvent's Enterprise Analysts will take you through best practices and strategies around how to roll out CrowdCompass on a large scale. You will learn how to put a Global Marketing Plan in place, create a Playbook for your organization, review tips around how to effectively scale your CrowdCompass usage and utilize the Onsite Toolkit.	• Laptop • CrowdCompass EventCenter login credentials	• Current user who has created 50+ events per year.
SMM **Strategic Meetings Management Advanced:** Using Data to Make Your Business Case	Data is just data until you relate it to the story you are telling to gain buy-in, manage processes, or track KPIs (key performance indicators). Here is your chance to find the compelling narrative in your account! In this workshop, we will evaluate the data you are collecting for your organization and provide best practices for how you can analyze and optimize your sourcing and budget data to tell your story.	• Laptop • Cvent Event Management login credentials preferably with Administrator access	• Power users with responsibilites for cross-functional reporting of business insights across the platform.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
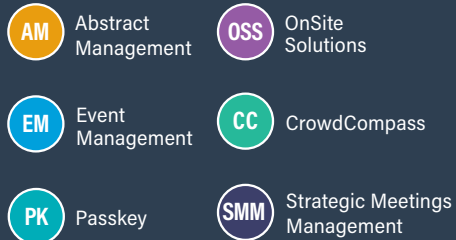
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   9:00 AM – 11:30 AM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
OSS **Enhancing the Attendee Experience:** An Introduction to OnArrival Solutions	Cvent's on-demand registration and event technologies will help you deliver efficient, engaging, and measurable onsite experiences, regardless of the size or complexity of your meeting. This session will introduce the Onsite Solutions product suite including OnArrival check-in, on-demand badge printing, attendance tracking, and LeadCapture.		• Users who plan mid-to-large sized events, meetings and conferences. • Those looking to streamline onsite registration, check-in, and/or badging process. • Users who have a need to track session attendance, and/or issue continued education credits. • Those looking to increase and measure attendee-to-exhibitor engagement.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
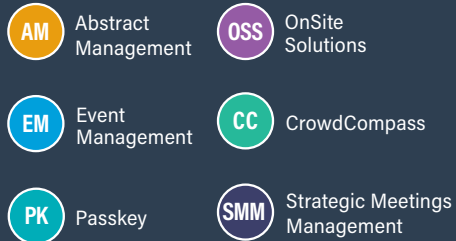
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   12:30 PM - 3:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
EM **Event Creation Core Concepts II:** Customizing Your Website & Registration Process	Part two of our three-part workshop series for beginner users. The shell of your event has been created; now it's time to configure your event website and build the registration process. Continue to set up your event by building what invitees will experience during registration – everything from designing the website look and feel to configuring contact fields and registration questions.	• Laptop • Cvent Event Management login credentials	• Users who completed Event Creation Core Concepts I or are familiar with setting up and configuring simple events.
EM **Invitee Management & Reporting Basics**	The event has launched and you are ready to take the next steps to managing it. In this workshop, you will take your event beyond the creation phase by managing your invitation list and tailoring communications. You will use commonly encountered scenarios to learn how to manage invitee records and begin to utilize reports to monitor your event.	• Laptop • Cvent Event Management login credentials • Launched event or test event to use for the workshop	• Users who completed Event Creation Core Concepts series or have previous experience building and launching a Cvent event registration site.

PRODUCT KEY:

AM	Abstract Management	**OSS**	OnSite Solutions
EM	Event Management	**CC**	CrowdCompass
PK	Passkey	**SMM**	Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
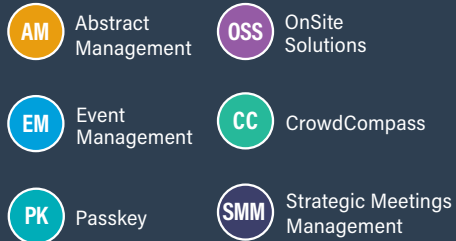
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   12:30 PM - 3:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
EM **Promoting Your Event:** Web & Email Marketing	This intermediate level course goes beyond the traditional promotion efforts and makes recommendations for taking your event promotion strategy to the next level. This workshop will cover everything from using social media and weblinks to building invitation lists and targeting attendees with tailored event emails.	• Laptop • Cvent Event Management login credentials • Launched event or test event to use for the workshop	• Intermediate users who completed Event Creation Core Concepts series or basic understanding of registration types, invitation lists and email creation.
EM **Advanced Event Creation:** Building a Complex Sponsorship Event	Wondering how to setup and manage a single event for your Sponsors, Exhibitors, and General Registrants alike? This workshop will give you best practice tips & tools for setting up and navigating a multi-level sponsorship event. You will walk away with a template inclusive of the more advanced features, functionality and work flow Cvent has to offer.	• Laptop • Cvent Event Management login credentials • Sponsorship event scenario to use for the workshop	• Users with advanced experience and deep understanding of the Event Management solution.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
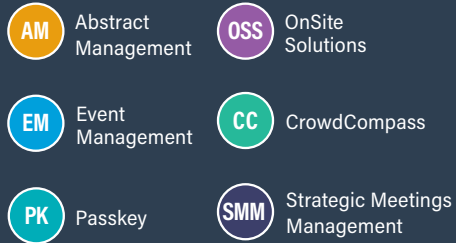
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   12:30 PM - 3:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
CC **Intermediate Mobile Event App:** CrowdCompass Configuration Best Practices	If you are looking to become your organization's mobile expert, join us for a workshop that will focus on utilizing CrowdCompass to the fullest. Our Mobile Experts will take you full circle as a CrowdCompass user and walk you through our most advanced features to help you increase adoption and engagement onsite! You will learn how to improve the attendee experience by leveraging audience engagement, advanced schedule configuration and more!	• Laptop • A CrowdCompass account • CrowdCompass EventCenter access and login credentials	• Current user who has created more than 5 CrowdCompass events.
SMM **Cvent & Change Management:** How to Introduce & Adopt New Functionality	New functionality is great... but getting your stakeholders to adopt the new functionality can be a challenge. We will discuss strategies around rolling out new functionality in Cvent and change management methodology that you can apply so that your stakeholders will be asking for the new functionality rather than pushing back.	• Cvent Event Management login credentials preferably with Administrator access	• Current administrator or governance committee member with strategic responsibilities for global communication plans and highlighting benefits of new functionality.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.

ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   12:30 PM - 3:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
EM **SMM** **Introduction to Strategic Meetings Management**	Upgrading your meetings management program from notebooks and spreadsheets to a comprehensive online solution seems overwhelming at first glance. Stakeholders will resist. Meeting requesters won't understand the need for it. Management may question its usefulness. We will use this time to break the big picture down to its components and show you how to adopt a strategic program in manageable pieces rather than trying to roll out the solution as a whole. There will be discussion around overcoming objections and change management. Convince your management, stakeholders and requesters that not only is a strategic program needed, but they won't be able to move into the future without it.	• Laptop • Current user with awareness of benefits of sourcing and budget • Cvent Event Management login credentials with access to Meetings Management Module	• Ideal audience has not started an SMM program with policy or technology. • Mature Event registration or sourcing clients looking to promote the business value of meetings and events internally through streamlined workflow and automation.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
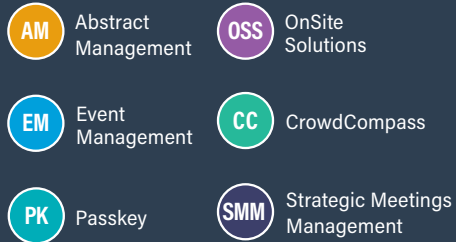
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   12:30 PM - 3:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
OSS **Event in a Box:** An Introduction to Our Self-Service OnArrival Platform	Cvent's Event-in-a-Box is the perfect complement to OnArrival, Cvent's attendee check-in solution, and provides all the equipment you need to quickly check attendees in and print name badges on- demand. Designed for smaller events under 500 attendees, it is a simple and convenient solution for sourcing hardware. This session is an introductory guide to understanding how Event-in-a-Box can enhance your smaller events. We will be reviewing how to set up your Cvent account to prepare for using the box onsite, the order process, and an in-depth live demonstration of how the hardware works!		• Users looking to better familiarize themselves with Cvent's self-service onsite hardware and software for events of up to 500 attendees. • Those looking to streamline onsite registration, check-in, and/or badging process.

PRODUCT KEY:

- **AM** Abstract Management
- **OSS** OnSite Solutions
- **EM** Event Management
- **CC** CrowdCompass
- **PK** Passkey
- **SMM** Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.

ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.
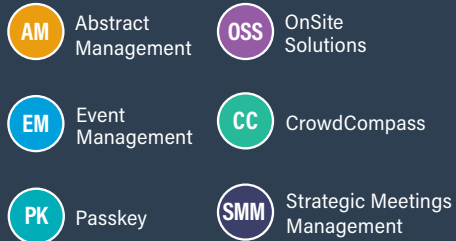
MONDAY, JULY 8TH   12:30 PM - 3:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
PK **Mastering Inventory Strategies in Passkey** (For Event Planners and CVBs)	This session will cover intermediate to advanced inventory management tasks in Passkey. Areas of focus will include subblock workflow managment and incorporating the new Public Block Request feature to support various event scenarios.	• Licensed Passkey user with active login credentials • Laptop	• Users from corporations, CVBs, and third party planners who are familiar with configuring and managing inventory in Passkey.

MONDAY, JULY 8TH   3:30 PM - 6:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
EM **Gathering Post Event Insights**	It's critical to connect with your attendees after the event. In this workshop, you'll learn the best ways to gather your attendee's feedback and ensure they are receiving the necessary credits and certificates. You'll explore Cvent's additional survey options and feel empowered to decide which solution makes the most sense for your event.	• Laptop • Cvent Event Management login credentials • Launched event or test event to use for the workshop	• Intermediate users who have completed Event Creation training previously.

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.

ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   3:30 PM - 6:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
EM **OSS** **CC** **The Platform Trifecta:** Combining Event Registration, OnArrival & CrowdCompass	This workshop is geared at making the most of Cvent's three core products: Event Registration, OnArrival and CrowdCompass. Learn the interdependencies between the solutions and take away best practices for seamless configuration and management.	• Laptop • Cvent Event Management login credentials • OnArrival license • CrowdCompass login credentials	• Users with an upcoming event where Event Management, OnArrival and CrowdCompass solutions are being utilized.
EM **Advanced Travel Features:** Hotel & Air Management	Managing travel accommodations is no easy task. Cvent's travel solutions bring order and ease to collecting and sharing hotel and flight details. Follow along in your account to configure your event to collect data, integrate with other travel platforms, and bring it all together with Cvent reports.	• Laptop • Cvent Event Management login credentials • Must have "Travel Module" feature available in Cvent account • Test event with travel enabled	• Users who have events where travel and hotel accommodations are offered.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
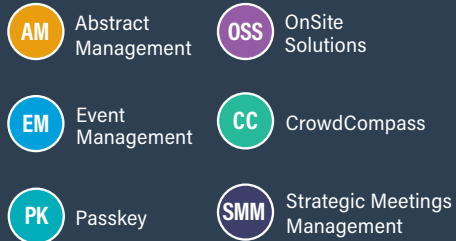
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   3:30 PM - 6:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
EM **Event Creation Core Concepts III:** Launching & Managing Your Event	Part three of our three-part workshop series for beginner users. It is time to send your event live! This workshop will take you through testing and launching your event, customizing and sending event emails, and the best ways to manage an active registration site.	• Laptop • Cvent Event Management login credentials	• Users who completed Event Creation Core Concepts I and II or are familiar with setting up and configuring simple events.
EM **Creating a Simple Ticketing Event with Cvent Express**	Need a streamlined registration but still want invitees to use tickets, free or paid? Learn how to build a one-page registration process with basic Cvent features using an Express Ticketing event. You'll leave this workshop with a customized website and simple registration form.	• Laptop • Cvent Event Management login credentials	• Users who are looking to create simple, one-page event registration sites.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.
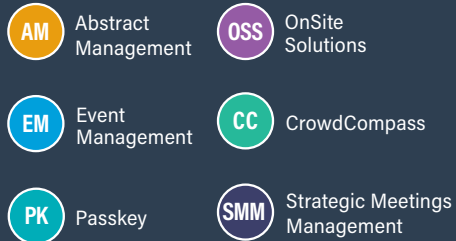
ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   3:30 PM - 6:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
OSS **Enhancing the Attendee Experience:** OnArrival 360's Advanced Solutions	Make your events more intelligent and take the guesswork out of session attendance and attendee attitudes. As ROI for events becomes even more critical, Cvent attendance tracking technology helps you understand the attendee journey, increase ROI, and attain better customer insights. This session introduces enhanced badge printing options and advanced attendee tracking systems.		• Users who plan large sized events and conferences (500+ attendees or more). • Users who have previously purchased OnArrival 360 services, an OnArrival license, or utilized Event-in-a-Box. • Those looking to gain better insight on the attendee journey onsite. • Those interested in learning more about enhanced badges with color printing and/or PVC card material.
PK **Utilizing Various Reservation Channels in Passkey** (For Event Planners and CVBs)	This session will look at the 4 reservation channels in Passkey: website, room list import, multiple room booking tool and call center page. Functionality and best practices for when and how to leverage these booking options will be discussed.	• Licensed Passkey user with active login credentials • Laptop	• Users from corporations, CVBs, and third party planners who are familiar with making reservations in Passkey through various methods.

PRODUCT KEY:

AM Abstract Management

OSS OnSite Solutions

EM Event Management

CC CrowdCompass

PK Passkey

SMM Strategic Meetings Management

BEGINNER

These sessions are intended for those who are new to Cvent and need a refresher on the Cvent platform. These sessions are designed to introduce participants to building their events and understanding Cvent basics.

INTERMEDIATE

Building beyond the basics, these sessions are for participants who are comfortable with the Cvent platform. Attendees are offered a deeper-dive into product functionality and capabilities.

ADVANCED

Intended for users who are well-versed in the Cvent platform, these sessions help users take their knowledge to the next level. Gain an in-depth view of the solution and product features you use every single day in the Cvent platform.

MONDAY, JULY 8TH   3:30 PM - 6:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR
SMM **Strategic Meetings Management Advanced:** Launching a Global Meetings Program	The complexity of a global rollout of a new software solution can be daunting. Do I launch it globally all at once? Roll it out by region? By division? How do I overcome objections? Handle change management? Do we have a C-level sponsor and a mandate, or do we have to convince the stakeholders to use the new software? We will discuss the different strategies using case studies to illustrate the pros and cons of different strategies. We will also discuss best practices around managing the support model across the globe after a successful launch of the program.	• Cvent Event Management login credentials with access to Meetings Management Module	• Current users with accounts that are global, in the process of expanding globally, or have plans to do so in the future. • Those with an enterprise license but not required.
PK **Getting the Most from Your Hotel's Passkey License** (For Event Planners)	Learn what to expect from a Passkey enabled hotel and gain hands-on experience with the tools that will be available to you through the hotel's license.	• Have not purchased your own Passkey license • Laptop	• Planners that use a hotel's Passkey license to manage housing for their events.

CVENT ACADEMY CERTIFICATIONS

Cvent Academy Event Professional Certifications is a 3-hour experience taking place Wednesday, July 10th that allows marketing professionals to walk away as a Cvent Certified user. We offer 3 different Event Professional Certification offerings based on your level of expertise and product knowledge. Register today to elevate your career by becoming a Cvent Certified user at CONNECT!

THE CONNECT CERTIFICATION EXPERIENCE

On-Site Experience. Immerse yourself in product knowledge, sharing, and training.
- Hold yourself accountable rather than trying to take an exam with typical workday distractions.

Exclusive Review. Valuable in-person interactions with Cvent experts.
- In-person review included in Certification session.
- Get questions answered in real-time.

Cost Benefit. Save money off online certification program costs.
- Up to 50% savings!

Conference Recognition. Showcase your success with special lanyard pins.
- Special exclusive experiences only for attendees participating in Certification sessions.

SCHEDULING YOUR SESSIONS

You can add a Cvent Academy Certification session to your registration to become a Cvent Certified user. You can pick which Certification session is best for you based on your product usage, level of expertise, and session recommendations. You can choose one (1) Certification session in your conference agenda.

Requirements:

✓ You must be an active Cvent customer with an existing product login corresponding to the Certification session requirements.

✓ You must own a laptop for the onsite review and to take the exam during the Certification sessions.

✓ Event Management Advanced Certification requires pre-requisites to be met. Those who do not meet requirements may be contacted to modify their registration or unregister for the session.

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR	PRICE
Event Management Certification	This session will review the features and resources available in the Event Management solution that are outlined in the Event Management Certification Prep Guide. It will focus on how to create, configure, and design an event, how to promote an event utilizing Cvent Emails, and how to use reporting features efficiently. After the review, you will complete a proctored exam to walk out as a Cvent Event Management Certified User! **Included upon registering:** • Detailed Prep Guide that outlines the exam materials to use to prepare and perfect your skills before taking the exam at Cvent CONNECT • On-site review with a Cvent expert during the session prior to taking the exam • Time dedicated to take the proctored Certification exam on your laptop	• Laptop • Cvent Event Management login credentials	• Active Cvent users familiar with creating, managing, and promoting an event in the Event Management solution.	$150.00 Full Price: $295.00
Event Management Advanced Certification	This session will review the advanced applications of key features in the Event Management solution that are outlined in the Event Management Advanced Certification Prep Guide. It will focus on how to effectively use Cvent best practices to manage information across multiple complex events in Cvent. The topics covered include how to configure dynamic registration processes, manage speakers and sessions effectively, configure travel accommodations, and utilize custom data tags and advanced rules. After the review, you will complete a proctored exam to walk out as a Cvent Event Management Advanced Certified User! **Included upon registering:** • Detailed Prep Guide that outlines the exam materials to use to prepare and perfect your skills before taking the exam at Cvent CONNECT • On-site review with a Cvent expert during the session prior to taking the exam • Time dedicated to take the proctored Certification exam on your laptop	• Laptop • Cvent Event Management login credentials • Holds an active Event Management Certification	• Active Cvent users with proficient experience creating, managing, and promoting multiple events in the Event Management solution.	$250.00 Full Price: $395.00

WEDNESDAY, JULY 10TH   1:00 PM - 4:00 PM

SESSION TITLE	SESSION DESCRIPTION	REQUIREMENTS	RECOMMENDED FOR	PRICE
**cvent	CERTIFIED MOBILE EVENT APP** **Mobile Event App Certification**	This session will review the features and resources available in CrowdCompass that are outlined in the Mobile Event App Certification Prep Guide. It will focus on how to create, configure, and manage an event using the CrowdCompass EventCenter, promote the mobile app and send email invitations to download the mobile app, and utilize review metrics to monitor adoption. After the review, you will complete the proctored exam to walk out as a Cvent Mobile Event App Certified User! **Included upon registering:** • Detailed Prep Guide that outlines the exam materials to use to prepare and perfect your skills before taking the exam at Cvent CONNECT • On-site review with a Cvent expert during the session prior to taking the exam • Time dedicated to take the proctored Certification exam on your laptop	• Laptop • CrowdCompass login credentials	• Active CrowdCompass users with proficient experience creating and managing an event using the CrowdCompass EventCenter.	$150.00 ~~Full Price: $295.00~~