

◆ The Value of Implementing ◆ Cvent Across Your Educational Institution

Cvent delivers best-in-class event technology with the know-how, innovation, and award-winning support to help your educational institution reach its most important goals. From increasing endowments and engaging alumni to improving student outreach and building the university's reputation, your event program – and the technology that powers it – should support these objectives.

The Cvent Event Marketing and Management Platform provides all the tools your departments and schools need to manage the entire event lifecycle, from planning to evaluating impact. With Cvent, you can centralize your event tech, drive attendance, decrease costs, improve efficiency, and realize higher event ROI.

CONSOLIDATED EVENT TECHNOLOGY – AND DATA

Working with a single partner with deep expertise on the industry, your institution, and your events is critical for long-term success. With Cvent, bring all your event needs under one roof to eliminate the use of disparate systems across departments and schools.

By consolidating your event technology and having all data in a single system, you'll have deeper insights and can increase the value and impact of all your meetings and events.



IMPROVED EASE OF PURCHASE

Standardizing on Cvent results in major gains for each of your departments and schools. With set and agreed-upon pricing terms and conditions, your teams can forgo negotiations and ongoing involvement of your Procurement and Legal teams.

A dedicated Cvent team will further expedite the purchase and implementation processes, so that your event organizers can get up and running on Cvent as quickly as possible.

VALUABLE TIME AND COST SAVINGS

Implementing Cvent across your institution will help you realize cost savings. Each department or school will receive discounted pricing on the Cvent solutions that are most important to you, such as [Registration](#), [Attendee Hub](#), and [OnArrival](#).

Automating and streamlining many of your event processes with technology will enable your teams to be more productive. These efficiency gains are hard cost savings for your institution and your teams will be able to spend more time on higher value activities.

GREATER VISIBILITY ACROSS DEPARTMENTS

With multiple groups running meetings and events, it can be difficult to get a holistic picture of your institution's event performance and impact. Each group may have different technologies and processes, so key data remains separated.

Consolidating your event tech means you can accurately measure key metrics like total event spend, costs, and revenue, and can easily identify areas for improvement. You'll have insight across the institution, but can still limit visibility and access for individual users and departments, and can report on them separately as needed.

INTEGRATION WITH CRITICAL SYSTEMS

By storing event and attendee data in a single system, you'll have a complete and reliable view of the events across your institution.

You can also integrate Cvent with virtually any other software or internal system for seamless data integration, greater event impact, and increased revenue. We offer several out-of-the-box integrations, API and Webhooks options, or custom integrations using your development experts or ours.

SECURITY AT ALL LEVELS

Cvent prioritizes security at all levels, protecting the confidentiality, integrity, and availability of our information systems and customer data. We're compliant or align with global industry security standards and data privacy regulations, including:

- SOC 1 Type II
- SOC 2 Type II
- ISO 27001:2013
- ISO 27701:2019
- Payment Card Industry Data Security Standard (PCI DSS)
- Cloud Security Alliance (CSA) STAR Level 1
- E.U. General Data Protection Regulation (GDPR)
- European Commission approved Standard Contractual Clauses

OVER 950 EDUCATIONAL INSTITUTIONS USE CVENT



Cornell University



Dartmouth



PennState



MICHIGAN STATE
UNIVERSITY



University of Colorado at Boulder



TEXAS
The University of Texas at Austin



Washington
University in St. Louis



GEORGETOWN
UNIVERSITY



USC University of
Southern California



Duke
UNIVERSITY

cvent®

Cvent is the global meeting, event, travel, and hospitality technology leader.

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

[Learn More](#)

