**(Company Name) Wins (Award Name) at 9th Annual Cvent Excellence Awards**

*Recognition highlights company’s top performance in utilizing Cvent’s event marketing and management platform to deliver impactful event experiences and drive positive business results*

**(City) – August (Date), 2021** – (Company Name) received top honors this week at the 2021 [Cvent Excellence Awards](https://bit.ly/354KmeL). Winners were announced during a live in-person ceremony in Las Vegas at CAESARS FORUM as part of [Cvent CONNECT](https://bit.ly/3v75A6o), Cvent’s annual customer conference. The event was also broadcast to a global virtual audience of meetings, events, and hospitality professionals. The company was [named/awarded] (Award Name – select yours from list below), highlighting (Award Description – select from below).

* **Virtual Virtuoso: Best Virtual Events Program**
* Description: …its effective use of Cvent technology to drive virtual attendance, deliver compelling content, and enable valuable attendee interactions. Nominees in this category have accelerated their total events program with best-in-class virtual events.
* **Hybrid Hotshot: Best Hybrid Event Experience**
* Description: …its effective use of Cvent technology to capitalize on the power of combined in-person and virtual experiences, from delivering a safe onsite experience and unique networking opportunities, to offering measurable ROI for sponsors and exhibitors. Nominees in this category know how to use the power of hybrid events to engage attendees and leave them feeling connected and inspired.
* **Ace of Safe Spaces: Best Safe In-Person Experiences**
* Description: …its effective use of Cvent technology to source and manage in-person experiences for hybrid and in-person events, all while keeping attendee safety top of mind. Nominees in this category use the Cvent platform to source safe venues, create an event space with social distancing in mind, manage room blocks efficiently, and ensure a flawless onsite experience.
* **SMMP Sensation: Strategic Meetings Management Program of the Year**
* Description: …its effective use of Cvent technology to implement a successful Strategic Meetings Management Program (SMMP) through effective crisis management, and the ability to quickly pivot their events to virtual. Nominees in this category mastered the effective management of their entire event program while expanding their impact and driving their businesses forward during challenging times.
* **ROI Rockstar: Best Return on Event**
* Description: ….its effective use of Cvent technology to drive revenue growth and maintain business momentum using creative tactics during challenging times. Nominees in this category are realizing measurable ROI, whether for virtual, hybrid, or in-person events, and are setting and exceeding goals, automating event communications, and maximizing attendance and engagement.
* **Event Marketing Mastermind: Best Event Marketing Strategy**
* Description: …its effective use of Cvent technology to develop a strategic marketing strategy that supports their entire event program, from hosted events to trade shows. Nominees in this category have mastered event promotion by leveraging creative new tactics and multi-channel marketing efforts that are integrated within their organization’s marketing mix to drive measurable results.
* **The Rookie: Cvent Rookie of the Year**
* Description: ...its effective use and quick adoption of Cvent technology to transform their event planning process and maximize the impact of their event program. Nominees in this category have shown impressive early results at their organizations in their ability to manage, market, and host successful virtual, hybrid, and in-person events.
* **Power of the Platform: Outstanding Achievement Across the Cvent Platform**
* Description: …its effective use of Cvent’s full suite of event marketing and management solutions to deliver organizational impact across their virtual, hybrid, and/or in-person events. Nominees in this category have embraced the power and flexibility of the entire Cvent platform to meet and exceed their organization's unique goals.
* **Pivotal Partner: Cvent Partner of the Year**
* Description: …its effective use of Cvent technology to deliver unparalleled event experiences for their clients, despite the challenges faced during the global pandemic. Cvent Partners nominated in this category have demonstrated their ability to create impactful virtual and/or in-person experiences, improve inefficiencies, and demonstrate clear return on investment for their clients.
* **Cvent Superstar: Cvent Advocate of the Year**
* Description: …their effective use of Cvent technology to drive success within their organization. This “people’s choice” award is voted on by members of the Cvent Community and recognizes a Cvent super user who understands the value of Cvent’s end-to-end event marketing and management platform. Nominees in this category are passionate about event technology and are recognized as thought leaders and industry experts by their peers.

“The Cvent Excellence Awards have always been about celebrating our customers, and it’s an honor to share the global Cvent CONNECT stage with them to recognize their successes,” said Cvent CMO, Patrick Smith. “These award-winning organizations, event professionals, and marketers have embraced technology as a critical part of their roles and will help pave the way to a future where we believe events are more engaging and more impactful than ever before.”

**(Quote from Company)**

The awards program, hosted by meetings, events, and hospitality technology provider [Cvent](https://bit.ly/3v3HKsd), is now in its ninth year and recognizes industry leaders from a diverse set of organizations who use Cvent technology in new and inspiring ways to deliver best-in-class in-person, virtual, and hybrid events. Winners were selected from hundreds of submissions and embody the best in their respective industries.

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**About the Cvent Excellence Awards**

Since 2013, Cvent has been celebrating their customers through an awards program at their annual user conference, Cvent CONNECT. The organizations and teams recognized have established themselves as thought-leaders within the meetings and events space. Winners are recognized in front of thousands of industry professionals each year during Cvent CONNECT, and their work is highlighted throughout the year through case studies and thought leadership content. To learn more, please visit [www.cvent.com/excellence-awards/](https://bit.ly/354KmeL).

**About Cvent**

Cvent is a leading meetings, events, and hospitality technology provider with nearly 4,000 employees and more than 200,000 users worldwide. Founded in 1999, the company delivers a comprehensive event marketing and management platform and offers a global marketplace where event professionals collaborate with venues to create engaging, impactful experiences. Cvent is headquartered in McLean, Virginia, just outside of Washington D.C., and has additional offices in London, Frankfurt, Dubai, Melbourne, New Delhi, and Singapore among others, to support its growing global customer base. The comprehensive Cvent event marketing and management platform offers software solutions to event organizers and marketers for online event registration, venue selection, event marketing and management, virtual and onsite solutions, and attendee engagement. Cvent’s suite of products automate and simplify the entire event management process and maximize the impact of in-person, virtual, and hybrid events.  Hotels and venues use Cvent’s supplier and venue solutions to win more group and corporate travel business through Cvent’s sourcing platforms. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage millions of meetings and events. For more information, please visit [Cvent.com](http://www.cvent.com/), or connect with us on [Facebook](https://www.facebook.com/Cvent/), [Twitter](https://twitter.com/cvent) or [LinkedIn](https://www.linkedin.com/company/cvent).

**About (Company Name)**

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