



Cvent Accelerates Singapore Field Rollout Through Market Wavegen's Rapid Event Activation

Powered by SIRS™, Intelligent Database ABM™, and Mantech Mark™ Validation Workflows

Campaign Type: Event Registration + Field Marketing Enablement

ABOUT THE CLIENT

Cvent is a global event technology platform supporting enterprises with event marketing, attendee engagement, and field event execution. Their regional marketing teams rely on fast, reliable campaigns to support priority field rollouts and drive event performance. The campaign focused on supporting Cvent's Singapore rollout with strong execution speed and improved attendance outcomes.

AUDIENCE PROFILE

- Field marketing teams
- Event marketing leaders
- Regional demand teams
- Enterprise decision-makers



"Strong support for our Singapore rollout. We saw an 11% show rate and fast execution. It aligned perfectly with our field goals."

— Cvent



ABOUT THE CONTACT

The engagement was driven by Cvent's regional field marketing leadership responsible for IMEA rollout execution and event performance.

THE INITIATIVE / CHALLENGE

Core Questions

- How do we support a regional rollout with fast execution?
- How do we improve attendance from registrations?
- How do we ensure campaign delivery aligns with field priorities?

The Initiative

Cvent wanted to support their Singapore rollout with a fast, focused event activation campaign that could deliver registrations and improve show rates.

The Challenge

Cvent needed:

- Rapid execution within a tight rollout window
- Stronger conversion from registrations to shows
- Operational reliability across the campaign
- Tight alignment with field marketing goals

WHY MARKET WAVEGEN

Cvent selected Market Wavegen for its:

- Ability to execute event campaigns rapidly
- Experience supporting field marketing rollouts
- Structured delivery approach
- Strong coordination with regional teams

DECISION FACTORS

- Speed of execution
- Event-focused targeting
- Operational reliability
- Field alignment

OUR APPROACH

Campaign Type: Event Registration + Rapid Activation Program

Frameworks Used: SIRST™, Intelligent Database ABM™, Mantech Mark™ Event Workflows

EXECUTION SUMMARY

1 Campaign Alignment

- Launched a focused Singapore event campaign
- Aligned targeting to relevant regional audiences

2 Quality Enhancement

- Maintained clean and relevant attendee lists
- Ensured registrations matched event profile
- Structured outputs for field follow-up

3 Feedback Integration

- Reviewed performance during rollout
- Incorporated field feedback
- Refined execution approach

4 Timely Communication

- Maintained tight execution timelines
- Provided consistent coordination throughout delivery

PROCESS FLOW



KEY TACTICS

- Event-focused targeting
- Audience segmentation
- Rapid activation workflows
- Structured delivery cadence

CAMPAIGN RESULTS

Metric	Result
Registration-to-Show Rate	~11% attendance achieved
Execution Speed	Fast rollout delivery
Event Coverage	Singapore rollout supported successfully
Field Alignment	Campaign aligned to field priorities
Client Feedback	Very positive

IMPACT SUMMARY

- Cvent achieved strong execution for the Singapore rollout
- Attendance performance improved through structured activation
- Field teams received usable attendee lists
- Campaign delivery reinforced confidence in execution model

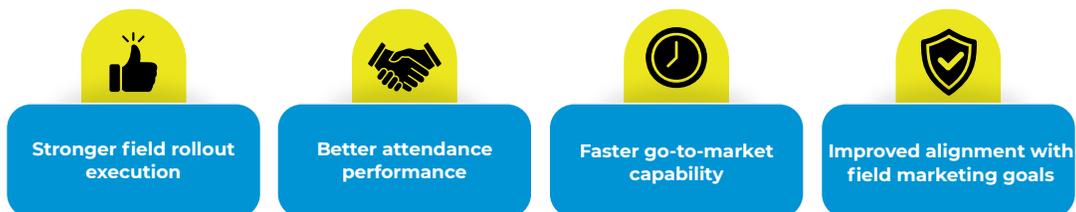
SUCCESS NOTES

- The client highlighted strong operational support
- Execution speed was recognized as a key strength
- Show rate performance met field expectations

“We had shows for SG from registrations. That leads to a show rate of ~11%.”

— Cvent

OUTCOME SUMMARY



ABOUT MARKET WAVEGEN

Market Wavegen supports B2B teams with event activation, signal-driven targeting, and structured campaign delivery.

Our approach blends speed, precision, and execution discipline to support high-impact field marketing programs.

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