



Cvent Drives Event Registrations in Sydney Through Market Wavegen's Rapid Campaign Execution

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, effective campaigns to drive registrations for priority field events.

The campaign focused on driving registrations for Cvent's Sydney event within a short execution window.

AUDIENCE PROFILE

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



"The campaign delivered solid registrations for our Sydney event. Despite a short timeline, execution was swift though there's room to grow on show rates."

— Cvent



ABOUT THE CONTACT

The engagement was driven by Cvent's regional field marketing team responsible for event pipeline and regional execution.

THE INITIATIVE / CHALLENGE

Core Questions

- How do we drive registrations in a short timeline?
- How do we maximize turnout for a regional event?
- How do we execute fast without compromising targeting quality?

The Initiative

Cvent wanted to drive registrations for their Sydney event within a compressed timeline using a focused event promotion campaign.

The Challenge

Cvent needed:

- Fast execution to meet event timelines
- Strong registration volume in a limited window
- Quality attendee targeting
- Better conversion from registration to show-up

WHY MARKET WAVEGEN

- Cvent selected Market Wavegen for its:
- Ability to execute campaigns rapidly
 - Experience with event registration programs
 - Structured delivery approach
 - Strong coordination with field teams

DECISION FACTORS

- Speed of execution
- Event-focused targeting
- Operational reliability
- Regional delivery capability

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 event registration campaign
- Aligned targeting to Sydney-based 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 early performance and adjusted targeting
- Incorporated field team inputs during execution
- Refined audience segments for better relevance

4 Timely Communication

- Maintained tight execution timelines
- Provided consistent updates during the campaign

PROCESS FLOW



KEY TACTICS

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

CAMPAIGN RESULTS

Metric	Result
Registration Volume	Solid registrations delivered
Execution Speed	Campaign launched and delivered quickly
Event Coverage	Sydney region targeted successfully
Show Rate	~5% attendance rate recorded
Client Feedback	Positive with improvement opportunities noted

IMPACT SUMMARY

- Cvent achieved strong registration momentum within a short timeline
- Field teams received a usable attendee list for follow-up
- Campaign execution proved reliable under time pressure
- Clear learnings were identified to improve future show rates

SUCCESS NOTES

- The client acknowledged swift campaign execution
- Registrations were delivered on time for the event
- Post-event feedback helped refine future event strategy

“We got shows for Sydney from registrations out of our registrations (~5% show rate).”

— Cvent

OUTCOME SUMMARY



Stronger event execution capability



Faster go-to-market for regional events



Improved operational confidence



Clear path to improve attendance rates

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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