Cvent Associate Product Consultant - Mock Product Video Assessment Practice

This document contains mock product video assessment scenarios tailored for the Associate Product Consultant role at Cvent. Each scenario includes a product video description, sample questions, and ideal answers to help you prepare effectively.

1. Cvent Event Registration Platform

Key Features:

- - Custom event registration pages
- - Automated confirmation emails and reminders
- - Real-time tracking of registrations
- - Integration with Zoom and Salesforce
- - Mobile app support

Sample Questions and Answers:

- Q: Summarize the product and its key benefits.

A: Cvent's Event Registration Platform helps event organizers streamline the attendee registration process. It allows easy creation of branded registration pages, automates confirmations and reminders, and offers real-time insights into registration metrics.

- Q: Who is the target audience for this product?

A: Corporate event planners, marketing teams, HR departments organizing internal events, and conference organizers.

- Q: What improvement would you suggest?

A: Add AI-powered attendee recommendations based on interests to enhance engagement.

- Q: How would you pitch this to a client using Excel?

A: Cvent automates everything Excel can't: live tracking, professional branding, and instant insights.

- Q: How does it stand out from Google Forms?

A: Cvent offers automation, analytics, branding, CRM integrations, and mobile support – not just form filling.

2. Cvent Mobile Event App

Key Features:

- - Interactive event agenda
- - Live Q&A and polls
- - Networking capabilities
- - Personalized schedules
- - Push notifications

Sample Questions and Answers:

- Q: What problem does this product solve?

A: It keeps attendees engaged and informed, eliminating the need for paper agendas and increasing interaction.

- Q: Suggest an enhancement.

A: Add gamification like points or badges for participation.

- Q: Explain to a non-technical client.

A: It's a smart companion app with schedules, session links, and networking tools all in one place.

3. Cvent OnArrival (Check-In App)

Key Features:

- - QR code scan check-in
- - Badge printing
- - Real-time arrival tracking
- - Offline functionality

Sample Questions and Answers:

- Q: Who benefits most from this product?

A: Large-scale event organizers looking to reduce wait time and manual errors.

- Q: How does it add value during the event?

A: It provides a seamless check-in experience and real-time attendance data.

- Q: Suggest a use case where it may struggle.

A: Remote areas with poor connectivity might face issues even in offline mode.

4. Event Feedback Tool

Key Features:

- - Automated surveys
- - Session-level feedback
- - Sentiment analysis dashboard
- - NPS tracking

Sample Questions and Answers:

- Q: Why is feedback important?

A: It helps improve future events and shows attendees their opinion is valued.

- Q: What's a limitation?

A: Low response rates reduce the effectiveness of insights.

- Q: How would you encourage adoption?

A: Show how feedback helps justify ROI and improve future planning.