

Announcing: Premagic's Cvent Integration – Turn Every Attendee Into an Event Promoter

The Challenge

You've set up your event on Cvent. Registrations are trickling in. But how do you turn that trickle into a flood? Traditional marketing can only take you so far. The most powerful driver of event registrations has always been word-of-mouth – attendees sharing with their networks. The problem? Most attendees don't actively promote your event, even if they're excited about it. They need a nudge. They need something shareable. They need it to be effortless.

The Solution: Premagic + Cvent

We're excited to announce our native integration with Cvent, the world's leading event management platform. This integration transforms your registered attendees into active event promoters – driving referrals and boosting registrations through personalized, shareable content.

What You Can Do With This Integration

1. Embed the Poster Widget on Your Cvent Registration Page

Add Premagic's poster creation widget directly to your Cvent registration flow. The moment someone registers, they can create and share a personalized event poster – while their excitement is at its peak.

- Seamless embedding with no coding required
- Matches your event branding
- Works on desktop and mobile
- Captures the attendee at the perfect moment to share **Result:** Every registration becomes a potential referral opportunity.

2. Auto-Generate Personalized Posters from Attendee Data

Here's where the magic happens: **because we sync all attendee information from Cvent, we can automatically create pre-filled posters for every registrant.** Each poster is personalized with:

- Attendee's name

- Company and job title
- Profile photo (imported from Cvent)
- Custom messaging and event details No manual work. No design skills needed. Every attendee gets a professional, share-ready poster instantly.

3. Launch Campaigns to Drive Sharing and Referrals

Don't wait for attendees to share on their own. **Proactively send poster campaigns** to nudge them into action:

- Email campaigns with their personalized poster attached
- Reminder sequences leading up to the event
- "Share with your network" CTAs with one-click social sharing
- Track which attendees are driving the most referrals

Result: Turn passive registrants into active promoters who drive new registrations for your event.

4. Complete Attendee Sync from Cvent

The integration automatically imports your full attendee roster, including:

- Full name and contact information
- Company and job title
- Registration type/category
- Profile photos (for poster personalization)
- Social media profiles (LinkedIn, Facebook, X)
- Custom event questions and responses This data powers everything – from personalized posters to targeted campaigns.

5. Bi-Directional Data Flow

Premagic syncs valuable data back to your Cvent records:

- **Personal Gallery URLs** – For post-event photo access
- **Poster Sharing Links** – Track engagement per attendee
- **Registration IDs** – Seamless cross-platform tracking

6. AI-Powered Photo Distribution

After the event, the same integration powers personalized photo delivery:

- Attendee profile photos enable instant facial recognition
 - Event photos are automatically tagged and distributed
 - Every attendee gets their own photo gallery
 - Drive post-event engagement and social sharing
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The Referral Flywheel

Here's how it works in practice:

1. **Register** – Attendee signs up on Cvent
 2. **Create** – Poster widget appears; attendee creates personalized poster
 3. **Share** – Attendee shares to LinkedIn, Twitter, WhatsApp, email
 4. **Discover** – Their network sees the poster with event details
 5. **Register** – New attendees sign up through shared links
 6. **Repeat** – Every new registrant becomes another promoter **Each registration multiplies your reach.**
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How It Works

1. **Connect** – Link your Cvent account to Premagic
 2. **Embed** – Add the poster widget to your Cvent registration page
 3. **Sync** – Import all attendees automatically
 4. **Campaign** – Send personalized poster campaigns to drive sharing
 5. **Track** – Monitor referrals and registration growth
 6. **Deliver** – After the event, distribute photos using the same attendee data
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Who Is This For?

- **Corporate Event Planners** who need to hit registration targets for conferences and summits
 - **Event Marketing Teams** looking to amplify reach without increasing ad spend
 - **Enterprise Organizations** running large-scale events on Cvent who want organic growth
 - **Event Agencies** managing client events and delivering measurable registration results
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The Bottom Line

Your attendees are your best marketers. They just need the right tools. With Premagic's Cvent integration, you can:

- **Capture the moment** – Embed poster creation in the registration flow
- **Personalize at scale** – Auto-generate posters from Cvent attendee data
- **Activate your audience** – Send campaigns that nudge attendees to share
- **Drive registrations** – Turn every attendee into a referral engine **Stop relying only on ads. Start leveraging your attendees.**

Ready to turn registrations into referrals? Contact us to enable the Cvent integration for your account.

Key Capabilities

Feature	Description
Poster Widget Embedding	Add shareable poster creation to your Cvent registration page
Pre-filled Posters	Auto-generate personalized posters from synced attendee data
Campaign Distribution	Send poster campaigns to drive sharing and referrals
Attendee Sync	Full roster import including names, companies, titles, and profile photos
Profile Photo Import	Use Cvent profile pictures for poster personalization and facial recognition
Custom Field Mapping	Sync event questions and registration data for targeting
Bi-directional Sync	Push gallery and poster links back to Cvent records
AI Photo Distribution	Post-event photo delivery powered by synced attendee data