



### **Wisconsin Bankers Association Recognized at 9<sup>th</sup> 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*

Madison, Wis. – August 5, 2021 – The Wisconsin Bankers Association (WBA) received top honors this week at the 2021 [Cvent Excellence Awards](#). Winners were announced during a live in-person ceremony in Las Vegas at CAESARS FORUM as part of [Cvent CONNECT](#), Cvent's annual customer conference. The event was also broadcast to a global virtual audience of meetings, events, and hospitality professionals. WBA won first place in the category of ROI Rockstar, highlighting 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.

"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."

"Our team at WBA takes a lot of pride in creating an outstanding event experience from beginning to end for our members," said WBA President and CEO Rose Oswald Poels. "We are honored to be recognized by Cvent for our use of technology in the conferences, trainings, and events we host."

The awards program, hosted by meetings, events, and hospitality technology provider [Cvent](#), 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/](http://www.cvent.com/excellence-awards/).

#### **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](https://www.cvent.com), or connect with us on [Facebook](#), [Twitter](#) or [LinkedIn](#).

#### **About the Wisconsin Bankers Association**

Founded in 1892, WBA is the state's largest financial industry trade association, representing more than 200 commercial banks and savings institutions, their branches, and over 21,000 employees. The Association represents banks of all sizes in Wisconsin, and nearly 98 percent of banks in the state are WBA members.

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