



Guru Gobind Singh Indraprastha University
“A State University established by the Govt. Of NCT Delhi”
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2024/PN/ 850

11th January 2024

Sub. Internship cum Placement Opportunity in Event Operations (Marketing) for BBA, B.Com or MBA students of 2023 passed out batch from GGSIP University in the company "Cvent India"

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Internship cum Placement Opportunity in Event Operations (Marketing) for BBA, B.Com or MBA students of 2023 passed out batch from GGSIP University in the company "Cvent India" for your reference and circulation to students to apply on given link by **12th January 2024, 5:00 PM.**

Registration Link – <https://forms.gle/n1ZmWiE2ivgNtMASA>

Name of Company – Cvent India

Position – Intern, Event Operations in Marketing division.

Details are as below:

- **Eligibility** : BBA/B.Com/MBA
- **Pass out year** : 2023
- **Role Type** : Internship (6 Months)
- **Stipend** : INR 20,000 per month
- **No. of Positions** : Multiple
- **Shift** : Hybrid (12:00 – 9:00 PM), 2 days
- **Work Location** : Gurugram, Haryana
- **Start Date** : Immediate

Benefits : Air-conditioned cabs provided (pick & drop) + Free one time meal in office

Hiring Process: -

- Group Discussion
- Interview rounds : 1

Note: This role would be initially for 6 months. Post which, it would either be extended or can lead to conversion as full time (CTC – 5 LPA to 6 LPA) basis their performance during that period and as per business need.

Please find attached JD for more information.

LAST DATE FOR REGISTRATION IS 12th January 2024, 5:00 PM.

(Dr. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIP University



Intern, Event Operations

Cvent is a leading meetings, events, and hospitality technology provider with more than 4800 employees and ~22,000 customers worldwide, including 53% of the Fortune 500. Founded in 1999, Cvent delivers a comprehensive event marketing and management platform for marketers and event professionals and offers software solutions to hotels, special event venues and destinations to help them grow their group/MICE and corporate travel business. Our technology brings millions of people together at events around the world. In short, we're transforming the meetings and events industry through innovative technology that powers the human connection.

The DNA of Cvent is our people, and our culture has an emphasis on fostering intrapreneurship – a system that encourages Cventers to think and act like individual entrepreneurs and empowers them to act, embrace risk, and make decisions as if they had founded the company themselves. At Cvent, we value the diverse perspectives that everyone brings. Whether working with a team of colleagues or with clients, we ensure that we foster a culture that celebrates differences and builds on shared connections.

Job Description:

This position will support sales and marketing operations globally related to tradeshows- Total 200+ tradeshows in a year. This is a fast-paced, timeline-driven and highly demanding role that requires a self-starter with excellent motivation, collaboration, good research skills and attention to detail; a strong drive to learn about critical marketing-related skills will be necessary. Candidate should be a fast learner who can absorb information about Cvent's products, industry, company and processes to accelerate quickly in this role.

Work Hours: 12 PM – 9 PM

What You will be doing:

- Gather and update Prospect and Customer information (through secondary research) to build or maintain marketing database.
- Help company's strategic objective of evaluating and expanding the MICE market space by researching relevant events to attend and doing an in-depth analysis on the same.
- Execute and support the Tradeshow campaigns.
- Coordinating with Sales and Cross Functions to ensure follow ups on Leads Generated
- Structure and disaggregate research requests, and suggest optimal research strategy
- Conduct effective data searches across a wide variety of web sources
- Work in coordination with all the Tradeshow stakeholders.

What you will need for this position:

- Full Time Graduate/Post Graduate in any stream
- Minimum 1-year work experience is desired; however, freshers with requisite skills may also apply
- Applicant should have a strong academic background
- Applicant should have Internet Research Acumen
- Applicant should have knowledge on list management
- Applicant should have excellent spoken and written English
- Ability to liaise with cross-functional teams like sales and sales operations



- Good interpersonal skills and high attention to detail
- Positive attitude and out of the box thinker
- Proficient with MS Office, particularly Excel