



## **Trade Show Report**

### **Cvent Connect – San Antonio, TX**

**June 8 – 11, 2025**

#### **Montana Representation:**

- Western Montana's Glacier Country – Debbie Picard
- Explore Whitefish – Lillian Bassett
- Discover Kalispell – Ben Gould
- Destination Missoula – Emily Rolston

#### **Overview:**

- More than 3,500 delegates attended Cvent Connect, including an expo floor with over 200 exhibiting companies. The first two days were full of breakout sessions to choose from, spanning product training, community discussions, tech demos and masterclasses.
  - I attended Cvent Hospitality Cloud Product Roadmap
  - Navigating Event Strategies with Data-Driven Insights from the Cvent Source
  - Build Confidence as a Negotiator
  - Family Feud: When Travel and Meetings Converge
  - Partnering for Perfection: How Planners Leverage CVBs' Expert Destination Knowledge for Improved Event Success.
- Cvent Connect serves as both a training ground and a matchmaking hub. The planners work on tech issues and build relationships with venues, destinations and partners.
- Western Montana's Glacier Country, Destination Missoula, Discover Kalispell and Explore Whitefish purchased two booth spaces for the expo and shared in approximately 18 appointments with meeting and event planners from the U.S. and Canada.
- Visitation to the booth was good. However, pre-scheduling appointments was not easy, and many planners declined to meet with us. We will have to see what ROI comes from the follow-ups. I would not suggest this show for next year until we evaluate the ROI.