

# Cvent Mobile Event App Certification Practice Test (Sample)

## Study Guide



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**SAMPLE**

## **Questions**

- 1. What type of post-event content can be made available in the app?**
  - A. Only the event's summary report**
  - B. Session recordings, slides, and additional resources**
  - C. Event brochures and advertising materials**
  - D. Feedback forms from attendees**
- 2. Which of the following features is essential for managing speaker information in the mobile event app?**
  - A. Speaker Profiles**
  - B. Session Feedback**
  - C. Event Branding**
  - D. Attendee Comments**
- 3. What is the purpose of the CrowdPlanner app in relation to event management?**
  - A. To analyze attendee feedback**
  - B. To send out push notifications and configure beacons onsite**
  - C. To create event graphics**
  - D. To manage registrations**
- 4. What must a planner do to ensure that every one of their attendee profiles are set to public by default?**
  - A. Set default profile settings in AttendeeHub**
  - B. Turn on privacy settings**
  - C. Adjust settings in Event Settings > Privacy > Attendee Profile Settings**
  - D. Contact Cvent support for assistance**
- 5. Which two Content items can be linked to a "Defined Area" on your Floor Plan Map?**
  - A. Sessions and Organizations**
  - B. Exhibitors and Sponsors**
  - C. Sessions and Attendee Profiles**
  - D. Speakers and Tracks**

- 6. Which option is not typically found in the design section of an EventCenter account?**
- A. Email Customization**
  - B. Event Logo Upload**
  - C. Color Scheme Adjustment**
  - D. Financial Reporting**
- 7. With a basic SocialWall license, how many galleries can you create?**
- A. Five**
  - B. One**
  - C. Unlimited**
  - D. Three**
- 8. True or False: If an attendee's profile is set to private, they can still receive messages from attendees that are not in their Contacts.**
- A. True**
  - B. False**
  - C. Sometimes**
  - D. Only if allowed**
- 9. You have decided that your event is going to be very private. What type of event should you most likely create?**
- A. Public Event**
  - B. Featured Event**
  - C. Hidden Event**
  - D. Networking Event**
- 10. Which option is likely available for gamification features within the event app?**
- A. Leaderboard**
  - B. Interactive Maps**
  - C. Surveys**
  - D. Video Streaming**

## **Answers**

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1. B
2. A
3. B
4. C
5. A
6. D
7. B
8. A
9. C
10. A

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## **Explanations**

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**1. What type of post-event content can be made available in the app?**

- A. Only the event's summary report**
- B. Session recordings, slides, and additional resources**
- C. Event brochures and advertising materials**
- D. Feedback forms from attendees**

The response indicating that session recordings, slides, and additional resources can be made available in the app is accurate because it reflects the comprehensive nature of post-event content that enhances attendee engagement even after the event has concluded. Providing session recordings allows participants to revisit key discussions, ensuring that they can absorb the content at their own pace. Including slides further supports this learning, as attendees can look back at the visual aids that accompanied presentations, solidifying their understanding of the material. Additional resources, such as white papers, articles, or links to relevant websites, can offer further depth and context, catering to varying levels of interest and expanding on the topics discussed during the event. The other options fail to encompass the broad range of beneficial materials that can be shared post-event. For instance, while event summaries and feedback forms are valuable, they do not provide the same level of substantive content that enhances learning and engagement as recordings and slides do. Similarly, event brochures and advertising materials are typically promotional and not focused on educational content. The emphasis of post-event materials should be on reinforcing and expanding upon the knowledge shared during the event, which is best achieved through the inclusion of recordings, slides, and additional resources.

**2. Which of the following features is essential for managing speaker information in the mobile event app?**

- A. Speaker Profiles**
- B. Session Feedback**
- C. Event Branding**
- D. Attendee Comments**

The feature of Speaker Profiles is essential for managing speaker information in the mobile event app because it allows event organizers to provide detailed information about each speaker, including their biography, photo, and relevant credentials. This empowers attendees to understand who will be presenting at the event, enhancing their experience and allowing them to make informed decisions about which sessions to attend. Having comprehensive speaker profiles also helps to establish credibility and connect audiences with speakers' expertise. Additionally, this feature can facilitate networking opportunities, as attendees can learn more about the speakers and their respective backgrounds, fostering engagement during and after the event. While session feedback, event branding, and attendee comments serve important roles in enhancing the overall event experience, they do not directly focus on managing and presenting speaker information. Session feedback pertains to attendees assessing the quality of the sessions, event branding is about visual identity and marketing, and attendee comments involve interaction among participants rather than specifically detailing speaker-related content.

**3. What is the purpose of the CrowdPlanner app in relation to event management?**

**A. To analyze attendee feedback**

**B. To send out push notifications and configure beacons onsite**

**C. To create event graphics**

**D. To manage registrations**

The CrowdPlanner app is primarily designed to enhance onsite event management by facilitating communication and engagement through features such as sending out push notifications and configuring beacons. Push notifications allow event organizers to communicate timely information, updates, or promotions directly to attendees' mobile devices, creating immediate engagement and enhancing the attendee experience. The use of beacon technology enables organizers to provide location-based services, such as alerts and information about nearby sessions or exhibitors, further enriching the event experience. These functionalities position CrowdPlanner as a valuable tool for real-time interaction and logistics during the event, thereby optimizing on-ground operations and attendee satisfaction.

**4. What must a planner do to ensure that every one of their attendee profiles are set to public by default?**

**A. Set default profile settings in AttendeeHub**

**B. Turn on privacy settings**

**C. Adjust settings in Event Settings > Privacy > Attendee Profile Settings**

**D. Contact Cvent support for assistance**

To ensure that every attendee profile is set to public by default, a planner needs to adjust the settings specifically located in the Event Settings under the Privacy section. This setting, referred to as Attendee Profile Settings, allows planners to determine how attendee information is shared and viewed within the event app. By changing these settings to make profiles public by default, planners can facilitate networking and interaction among attendees, which is often a primary goal of events. This approach is particularly effective because it centralizes the management of privacy settings within the event's configuration, allowing for a streamlined process rather than altering each profile individually. This is essential for creating an inclusive environment where attendees can easily connect and engage with one another. The other options suggest alternative methods that do not specifically address the need to set the default visibility of attendee profiles to public. For instance, setting default profile settings in AttendeeHub is not sufficient on its own, as the explicit privacy settings in the Event Settings provide the required control. Turning on privacy settings would generally lead to a more restricted viewing experience rather than fostering an open environment, while contacting Cvent support may be unnecessary for making a straightforward adjustment that can be managed directly by the planner.

**5. Which two Content items can be linked to a "Defined Area" on your Floor Plan Map?**

- A. Sessions and Organizations**
- B. Exhibitors and Sponsors**
- C. Sessions and Attendee Profiles**
- D. Speakers and Tracks**

Linking content items to a "Defined Area" on your Floor Plan Map is crucial for organizing an event effectively. Sessions and Organizations are the correct answers because they both play significant roles in the layout and logistics of an event. Sessions are activities or presentations scheduled during the event that require specific locations. By linking them to defined areas on the Floor Plan Map, attendees can easily locate where these sessions are happening, which enhances their experience. Organizations, particularly if you're hosting a trade show or conference with multiple companies participating, refer to exhibitors or sponsors associated with specific areas. These organizations often have designated booths or spaces on the map, allowing attendees to navigate the event based on their interests and agendas. In contrast, the other options do not align as closely with the concept of a defined area on a Floor Plan Map. For example, while attendees profile information is valuable, it doesn't correspond to a physical space that attendees can visit. Similarly, speakers and tracks are related to the content of the sessions but are not locations or areas on the map themselves.

**6. Which option is not typically found in the design section of an EventCenter account?**

- A. Email Customization**
- B. Event Logo Upload**
- C. Color Scheme Adjustment**
- D. Financial Reporting**

The design section of an EventCenter account primarily focuses on customizing the visual and aesthetic elements of an event, which includes features that allow users to modify aspects like font style, layout, colors, and logos. For instance, email customization ensures that communications sent out to attendees align with the overall branding of the event. Similarly, the event logo upload enables organizers to personalize the app experience with their unique branding. Color scheme adjustments are also critical in this context, as they help in establishing the visual identity of the event and ensure a cohesive experience for attendees throughout the app. On the other hand, financial reporting is not a design element; it pertains to the analysis and management of the event's financial data. This aspect is typically housed in a different section of the EventCenter account, focusing instead on the financial health, budgeting, and revenue tracking of the event rather than on visual and design-related matters. Therefore, financial reporting stands apart from the design functionalities that enhance the user interface and attendee engagement.

**7. With a basic SocialWall license, how many galleries can you create?**

- A. Five**
- B. One**
- C. Unlimited**
- D. Three**

With a basic SocialWall license, you are permitted to create one gallery. This limitation is designed to provide users with essential features while encouraging upgrade options for those who require additional galleries. This single gallery allows event planners and organizers to showcase user-generated content effectively, such as social media posts, photos, and videos from event participants, enhancing audience engagement and interaction. Understanding this limit is crucial for planning events as it helps in strategizing how to utilize the gallery to maximize visibility and interaction. Users can showcase highlights from the event, promote brand engagement, and encourage attendance by displaying real-time content, but they need to work within the boundaries of that one gallery to achieve their social media goals.

**8. True or False: If an attendee's profile is set to private, they can still receive messages from attendees that are not in their Contacts.**

- A. True**
- B. False**
- C. Sometimes**
- D. Only if allowed**

When an attendee's profile is set to private, this setting primarily determines the visibility of that attendee's information and interactions within the app. Despite having a private profile, they can still receive messages from other attendees, including those not in their Contacts. The private profile setting restricts the visibility of the attendee's information to others, but it does not impede their ability to receive communications. This is essential for networking and engagement during events, as it enables attendees to connect and interact regardless of their privacy settings. Therefore, the answer indicates that communication can still occur, even if the individual's profile is not publicly accessible.

**9. You have decided that your event is going to be very private. What type of event should you most likely create?**

- A. Public Event**
- B. Featured Event**
- C. Hidden Event**
- D. Networking Event**

Creating a hidden event is the most appropriate choice for a private gathering. A hidden event ensures that the details and contents of the event are not visible to the general public or attendees who do not have specific permissions. This setting allows for a controlled environment where only invited participants can access information such as schedules, speaker details, and networking opportunities. In contexts where privacy is paramount, such as corporate retreats or exclusive gatherings, choosing this option allows organizers to maintain confidentiality while still facilitating communication and engagement among the selected attendees. Other event types, like public or featured events, do not provide this level of exclusivity and visibility control, while networking events emphasize connection rather than privacy.

**10. Which option is likely available for gamification features within the event app?**

- A. Leaderboard**
- B. Interactive Maps**
- C. Surveys**
- D. Video Streaming**

The option related to gamification features within the event app is a leaderboard. Leaderboards are a common gamification tool, as they foster competition among participants by displaying their scores or achievements relative to others. This feature encourages engagement and interaction, as attendees can see how they rank in various activities, such as participating in sessions, completing quizzes, or engaging with sponsors. In contrast, interactive maps, surveys, and video streaming do not inherently have gamification elements. While these features enhance the user experience, they do not provide a competitive or game-like aspect that stimulates participation in the same way that leaderboards do. Therefore, leaderboards stand out as the primary option associated with gamification features within the event app.