

## **Cvent | Weblinks** <sup>[1]</sup>

December 2, 2021 by [Melanie Jones](#) <sup>[2]</sup>

Each Cvent event has a unique URL or Weblink that will become live when the event is launched. At eComm, we typically use the Summary weblink to invite folks to register for the event - included in a Marketing Cloud message.

While the initial invitation must be sent from Marketing Cloud, post-registration messages are sent through Cvent. These include registration confirmations, Know Before You Go and feedback messages that are transactional in nature.

# SENDING EVENT EM

## MARKETING CLOUD

1



### PRE-EVENT EMAILS

Invitation  
Reminder  
Invitation

## CVENT

2



### POST-REGISTRATION EMAILS

Registration  
Confirmation  
Modification  
Confirmation  
Know Before  
You Go

## CVENT

3



### DECLINED REGISTRATI EMAILS

Cancellation  
Confirmation  
Regret

- Flex
- Express

Once you've opened your event:

- Expand the **Marketing** tab on the left navigation
- Under Marketing, click **Weblinks**

- A new page will appear with the unique weblinks for your event
  - You can create more links to your event with the blue **Create Link** button in the top right

The screenshot shows the Cvent Events interface. At the top, there is a navigation bar with the Cvent logo, 'EVENTS', and links for 'All Events' and 'Calendar'. Below this is a breadcrumb trail: 'Mel testing new experience'. A left-hand navigation menu lists various event management categories: General, Planning, Website, Registration, Marketing, Weblinks, SocialWall, Code Snippets, Language Management, Email, Attendees, OnArrival, and Surveys. The 'Marketing' and 'Weblinks' items are highlighted with a green border. The main content area is titled 'Weblinks' and contains the text: 'You can use the following URLs to link registrants reference ID to the URLs.' Below this is a section titled 'Standard Links' with the text: 'Each page's URL is listed below.' A table follows, listing standard links for 'Registration' and 'Summary'. The 'Registration' link is 'https://cvent.me/av7x2v' and the 'Summary' link is 'https://cvent.me/XnEZ9'. Both the table and the 'Weblinks' menu item are highlighted with a green border.

## Related Articles

- [Welcome to the New Experience!](#) <sup>[3]</sup>
- [Contact Cvent Help & Support](#) <sup>[4]</sup>

- [Access Event Templates](#) [5]
- [Visibility | Share Event with Other Users](#) [6]
- [Manage Registrants \(modify, cancel, etc.\)](#) [7]
- [Event Approval & Launch](#) [8]

**Display Title:**

Cvent | Weblinks

**Send email when Published:**

No

---

**Source URL:** <https://www.cu.edu/blog/ecommm-wiki/cvent-weblinks>

**Links**

[1] <https://www.cu.edu/blog/ecommm-wiki/cvent-weblinks>

[2] <https://www.cu.edu/blog/ecommm-wiki/author/39>

[3] <https://www.cu.edu/blog/ecommm-wiki/cvent-welcome-new-user-experience>

[4] <https://www.cu.edu/blog/ecommm-wiki/cvent-support-and-resources>

[5] <https://www.cu.edu/blog/ecommm-wiki/cu-branded-event-templates>

[6] <https://www.cu.edu/blog/ecommm-wiki/cvent-share-your-event-other-users>

[7] <https://www.cu.edu/blog/ecommm-wiki/cvent-registrant-management>

[8] <https://www.cu.edu/blog/ecommm-wiki/cvent-event-approval-launch>