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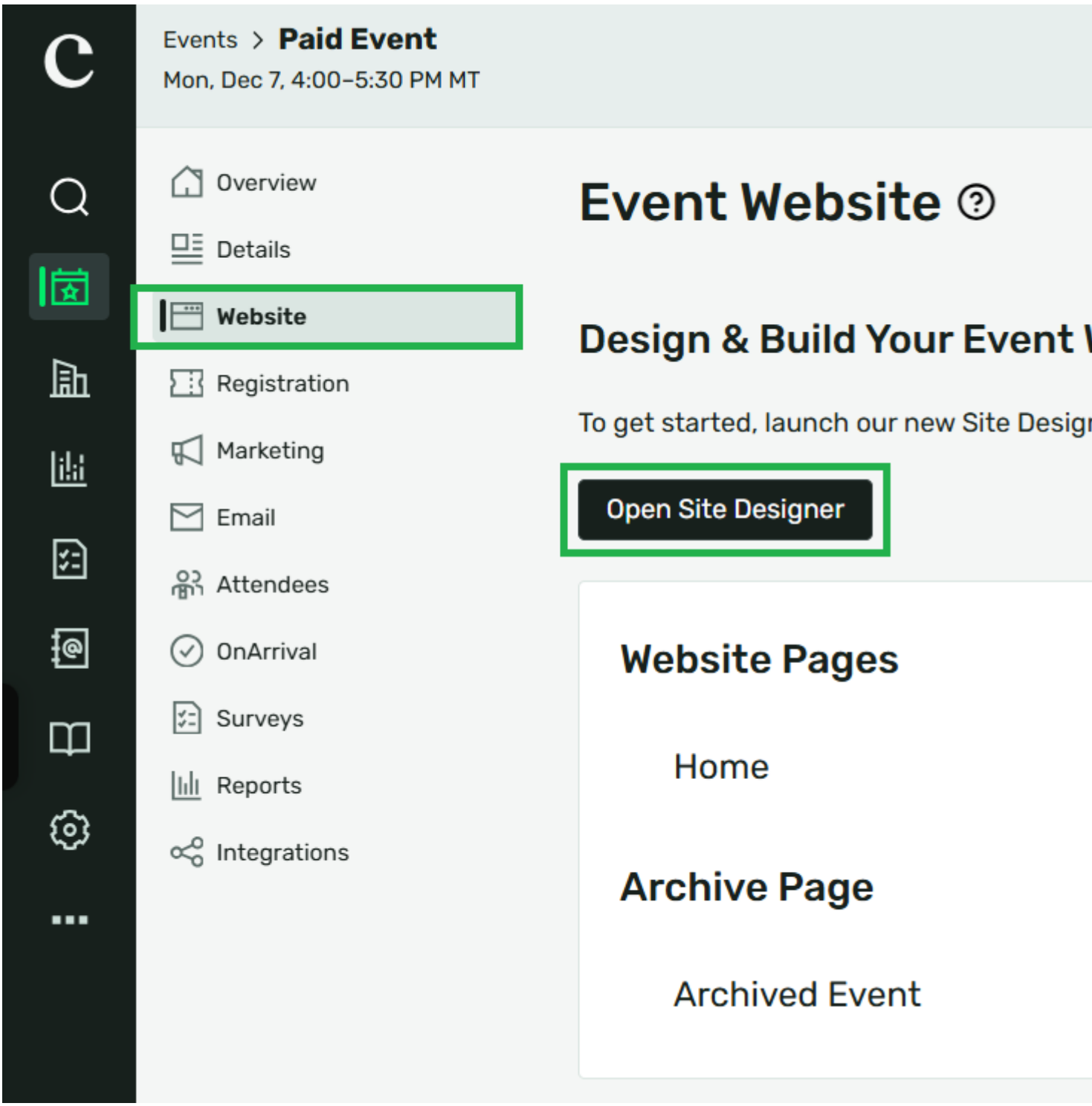
Send Cvent Guests to Salesforce [1]

October 10, 2026 by Melanie Jones [2]

When you launch a Cvent event (after approval), a Salesforce Campaign is automatically created. Once people (Primary Registrants) start registering for your event, they will also automatically be added to the associated Salesforce Campaign as a Campaign Member.

Interested in capturing data in Salesforce for the Guests of a Primary Registrant? You'll need to add new guests to the Address Book and require Guest's Email Address.

- Navigate to your event
- Expand **Website** in the left navigation, then select **Event Website**
- **Open the Site Designer** with the black button

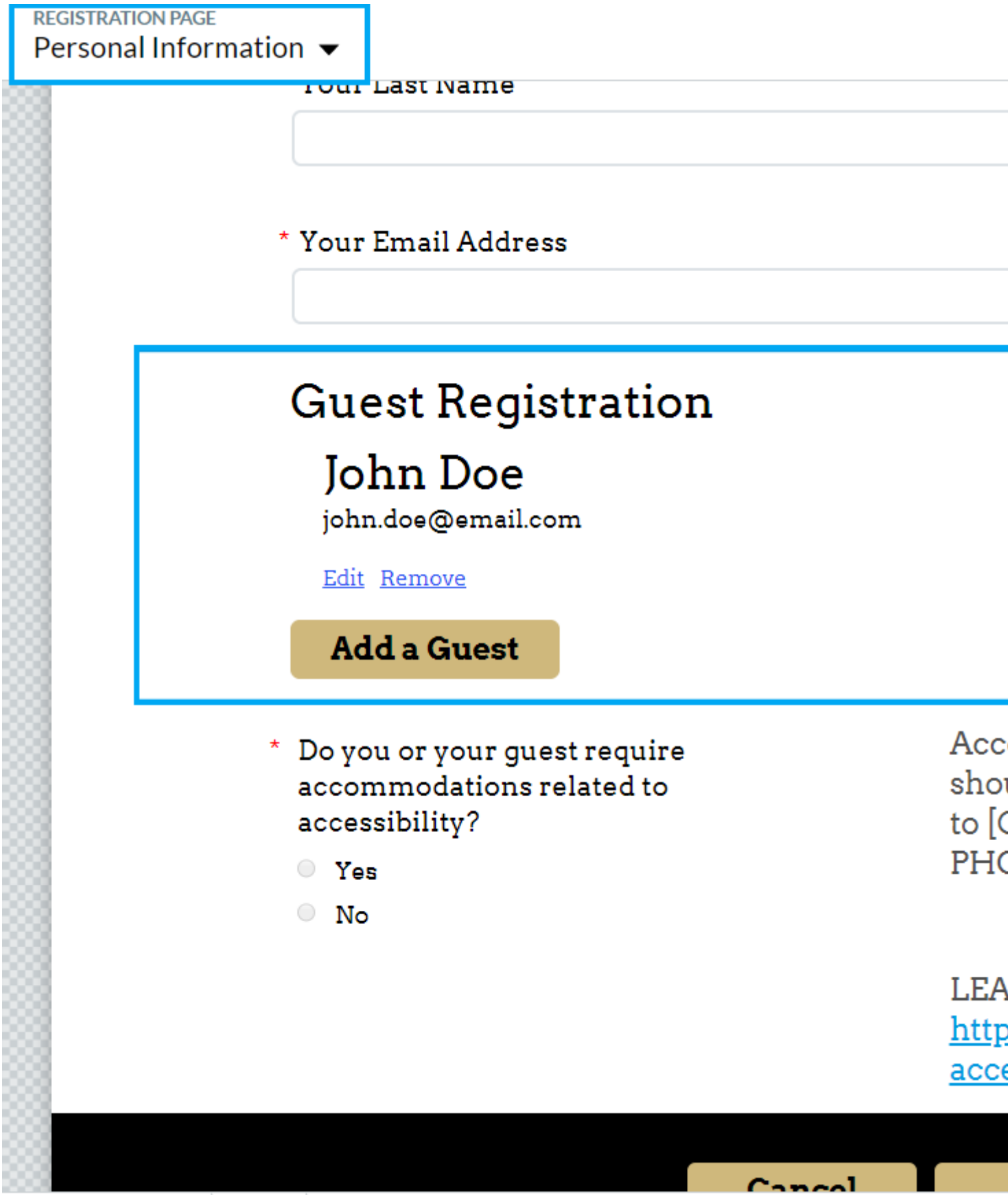


Add new guests to the Address Book

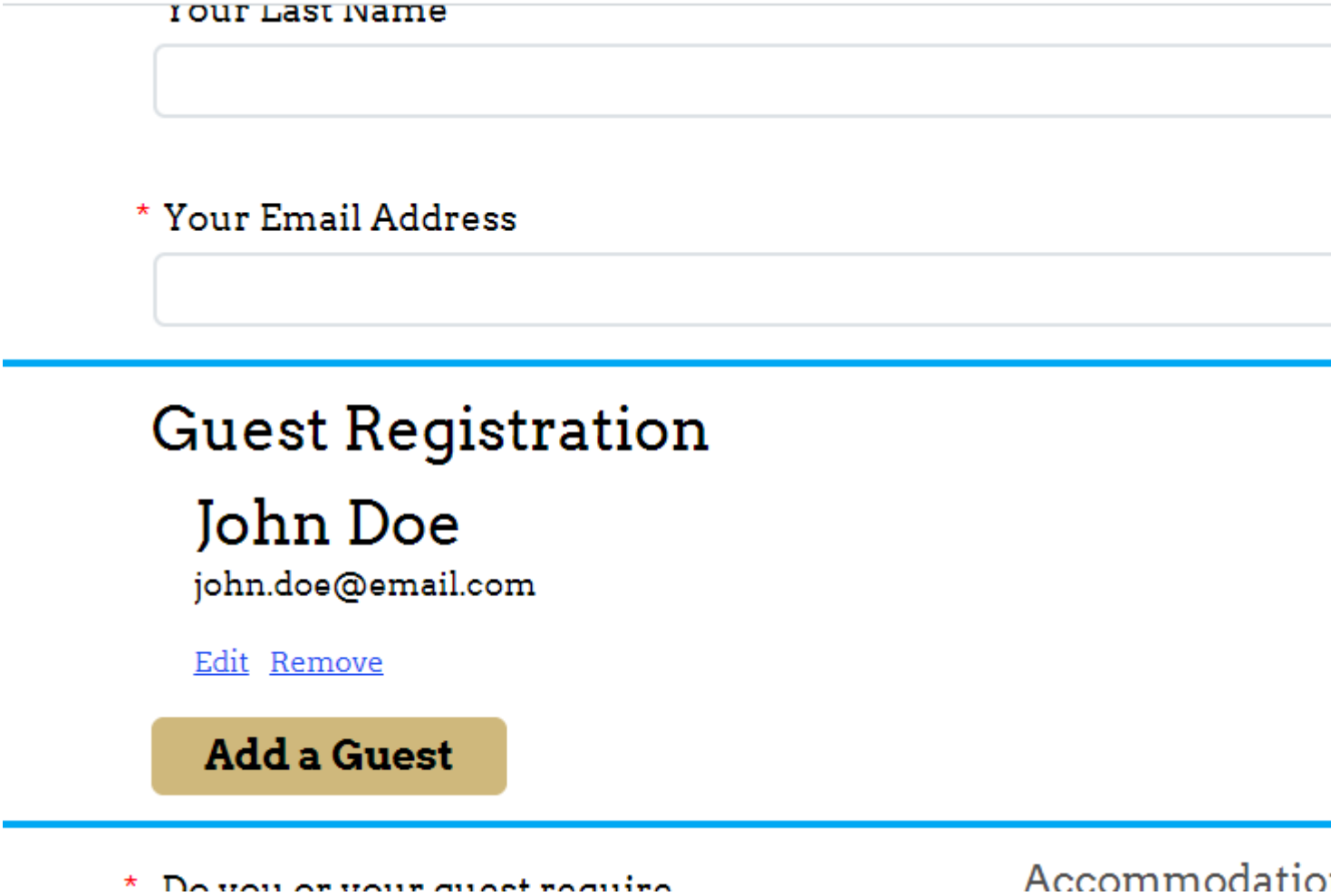
Add new guests to the: Address Book

- Navigate to the **Personal Information** page in the top-left corner
- Click on the **Guest Registration widget**.
    - *You may need to add this widget. If unavailable, ensure **Guests** are enabled in **Event Details** >> **Event Configuration***

- Scroll down on the panel that displays on the right until you get to **Address Book Settings**


REGISTRATION PAGE
Personal Information
Your Last Name
* Your Email Address
Guest Registration
John Doe
john.doe@email.com
Edit Remove
Add a Guest
* Do you or your guest require accommodations related to accessibility?
Yes
No
Cancel
Personal Information
Build
Guest Registration

- Further details will display in the right-panel.
- Enable the button for **Add new guests to the Address Book** so it's green.

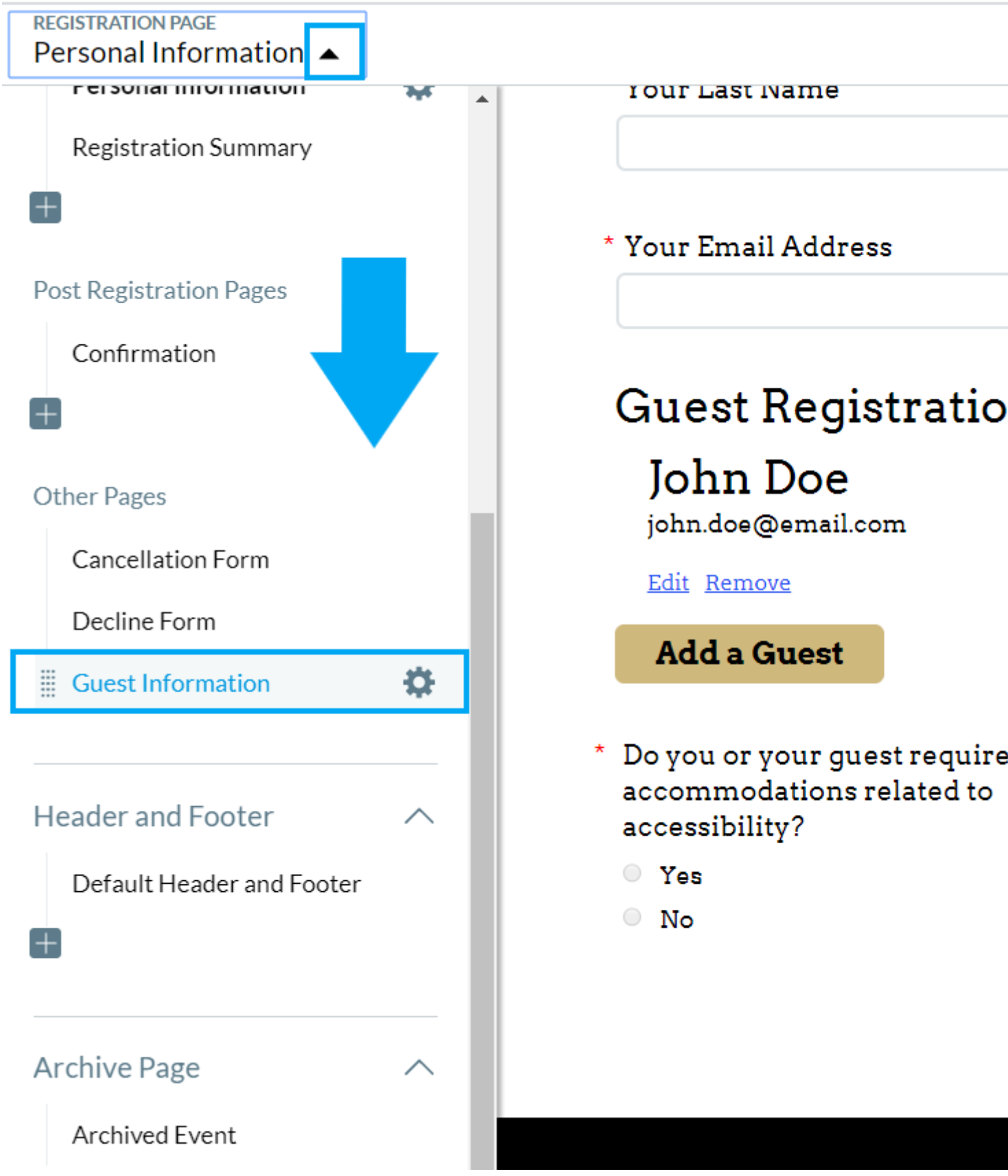


FYI

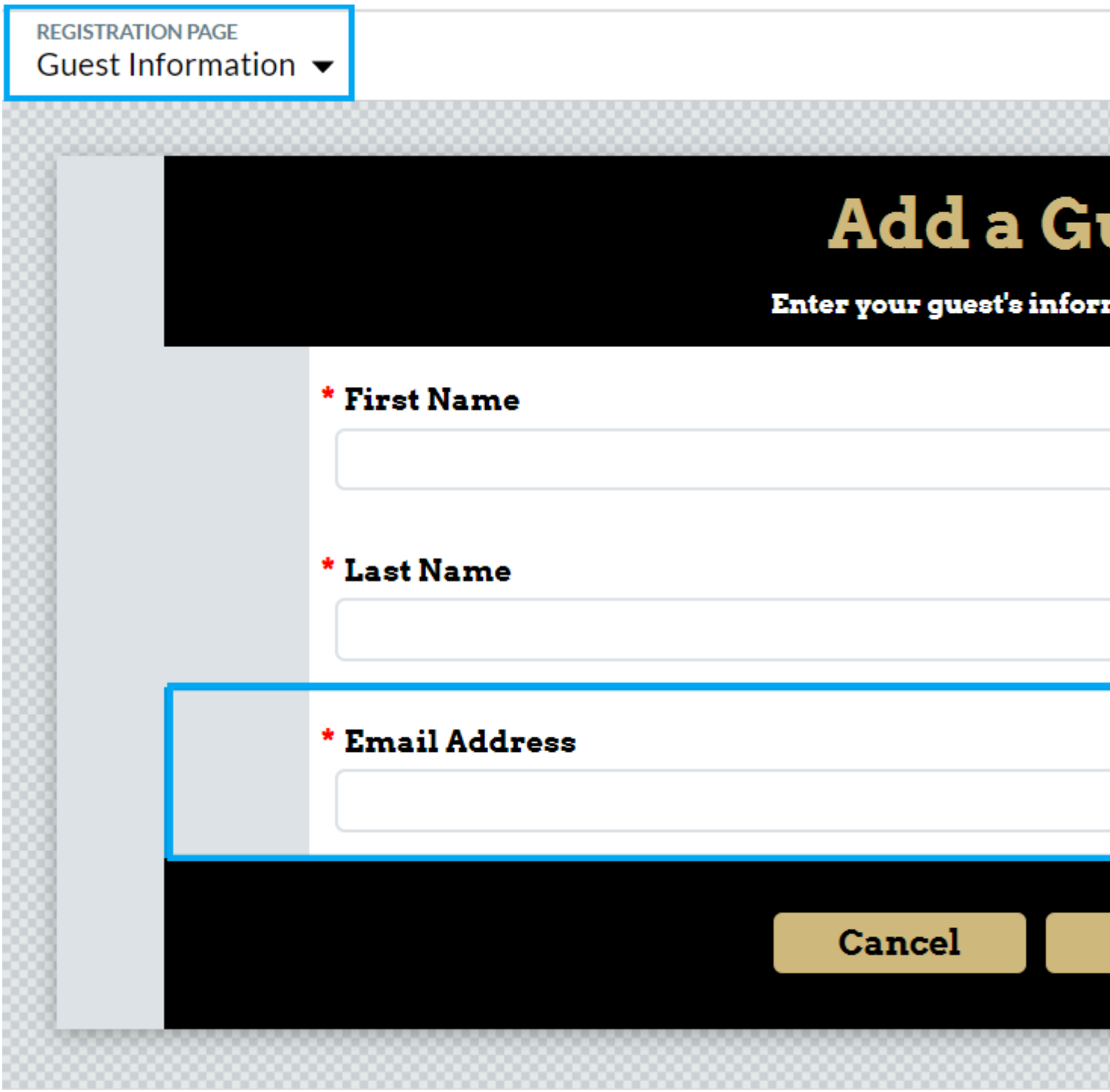
If this is NOT checked, guests who provide an Email Address and are already in the Cvent Address Book will be captured in Salesforce.

Make Guest Email Required

- While still in **Site Designer**, navigate to the **Guest Information page** by selecting the dropdown in the top left and scrolling.



- Select the **Email Address widget** on the **Guest Information** page.
  - *You may need to add the Email Address widget to this page.*
- The panel on the right provides a **Display As option**. Set it to **Required**.
- Don't forget to Save and Publish as you go.



If a guest's email address is not provided, that guest and his or her participation information will NOT be sent to Salesforce - and that's okay. It's completely your call if you want to collect guest email addresses or not. Guest information will always be available in Cvent, should you need it.

EMAIL: OPTIONAL

Most Cvent forms - like the CU Branded template - do not require an email address for guests to make registration easier for the primary attendee.

Related Content

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