

## **Tips & Tricks | 5 Event Planning Pitfalls to Avoid** <sup>[1]</sup>

November 30, 2017 by [Kate O'Connell](#) <sup>[2]</sup>

Event planning isn't always easy. Avoid murky event waters by using tried and true industry guidelines, outlined in a recent blog by Cvent, that will help ensure your next event is a success.

Highlights include:

- Attendee engagement approach
- Social media considerations
- The "wow" factor
- Event tech capabilities

You can read the full post [here](#) <sup>[3]</sup>.

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