

CVENT INC  
Form 4  
June 16, 2014

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Insight Venture Partners VII, L.P.

(Last) (First) (Middle)

INSIGHT VENTURE ASSOCIATES VII, L.P., P.O. BOX 309 UGLAND HOUSE

(Street)

GRAND CAYMAN, E9 KY1-1104

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
CVENT INC [CVT]

3. Date of Earliest Transaction (Month/Day/Year)  
06/12/2014

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_\_\_ Form filed by One Reporting Person  
\_X\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$0.001 per share	06/12/2014		S		491,282	D	\$ 25.25
					4,195,365	D	(1) (5) (6)
Common Stock, par value \$0.001 per share	06/12/2014		S		216,272	D	\$ 25.25
					1,846,888	D	(2) (5) (6)
	06/12/2014		S		11,371	D	97,104
						D	(3) (5) (6)



Insight Venture Partners (Cayman) VII, L.P.  
 INSIGHT VENTURE ASSOCIATES VII, L.P. X  
 P.O. BOX 309 UGLAND HOUSE  
 GRAND CAYMAN, E9 KY1-1104

Insight Venture Partners VII (Co-Investors), L.P.  
 INSIGHT VENTURE ASSOCIATES VII, L.P. X  
 P.O. BOX 309 UGLAND HOUSE  
 GRAND CAYMAN, E9 KY1-1104

Insight Venture Partners (Delaware) VII, L.P.  
 680 FIFTH AVENUE X  
 8TH FLOOR  
 NEW YORK, NY 10019

Insight Venture Associates VII, L.P.  
 P.O. BOX 309 UGLAND HOUSE X  
 GRAND CAYMAN, E9 KY1-1104

Insight Venture Associates VII, Ltd.  
 INSIGHT VENTURE ASSOCIATES VII, L.P. X  
 P.O. BOX 309 UGLAND HOUSE  
 GRAND CAYMAN, E9 KY1-1104

Insight Holdings Group, LLC  
 680 FIFTH AVENUE X  
 8TH FLOOR  
 NEW YORK, NY 10019

## Signatures

INSIGHT VENTURE PARTNERS VII, L.P., By: Insight Venture Associates VII, L.P., its  
 general partner, By: Insight Venture Associates VII, Ltd., its general partner, By: /s/ Blair  
 Flicker

06/16/2014

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) See Exhibit 99.1.
- (2) See Exhibit 99.1.
- (3) See Exhibit 99.1.
- (4) See Exhibit 99.1.
- (5) See Exhibit 99.1.
- (6) See Exhibit 99.1.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
 Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays  
 a currently valid OMB number.