CVENT INC Form 3 August 08, 2013

FORM 3

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

OMB APPROVAL

OMB Number:

3235-0104

Expires:

January 31, 2005

0.5

Estimated average burden hours per

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF **SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, response... 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 *

Â Samuelson Lawrence

(Last)

(First)

(Middle)

Statement

(Month/Day/Year)

08/08/2013

2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol

CVENT INC [CVT]

4. Relationship of Reporting Person(s) to Issuer

Director _X__ Officer

5. If Amendment, Date Original

Filed(Month/Day/Year)

8180 GREENSBORO DRIVE, SUITE 900

(Street)

(Check all applicable)

10% Owner Other (give title below) (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting

Secretary and General Counsel Person

Form filed by More than One

Reporting Person

MCLEAN, VAÂ 22102

(City) (State) (Zip)

1. Title of Security (Instr. 4)

Table I - Non-Derivative Securities Beneficially Owned

2. Amount of Securities

Beneficially Owned

(Instr. 4)

Ownership Form:

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Direct (D) or Indirect (I) (Instr. 5)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of

SEC 1473 (7-02)

information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and **Expiration Date** (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. Conversion or Exercise Price of

5. Ownership Form of Derivative Security:

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Expiration Exercisable Date

Title

Amount or Number of Derivative Security

Direct (D) or Indirect (I)

Shares

Edgar Filing: CVENT INC - Form 3

(Instr. 5)

Other

Employee Stock Options $\hat{A} \stackrel{(1)}{=} 06/17/2023 \stackrel{Common}{Stock} 37,500 12 D \hat{A}

Reporting Owners

Reporting Owner Name / Address

Director 10% Owner Officer

Samuelson Lawrence

8180 GREENSBORO DRIVE, SUITE 900 Secretary and General Counsel MCLEAN, VAÂ 22102

Signatures

/s/ Lawrence Samuelson 08/08/2013

**Signature of Date
Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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) 28,125 of the shares subject to this option will become exercisable on June 3, 2016 and 9,375 of the shares will become exercisable on June 3, 2017.

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.

Reporting Owners 2