CVENT INC Form 3 August 08, 2013

FORM 3

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

OMB APPROVAL

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INITIAL STATEMENT OF 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 * Aggarwal Rajeev K.			2. Date of Event Requiring Statement (Month/Day/Year)		3. Issuer Name and Ticker or Trading Symbol CVENT INC [CVT]				
(Last)	(First)	(Middle)	08/08/2013		4. Relationship of Reporting Person(s) to Issuer		g	5. If Amendment, Date Original Filed(Month/Day/Year)	
8180 GREENSBORO DRIVE, SUITE 900					(Check all applicable)			(
MCLEAN,Â	(Street)	02			_X_ Director 10% Owner _X_ Officer Other (give title below) (specify below) Chief Executive Officer		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip)		Table I - N	- Non-Derivative Securities Beneficially Owned				
1.Title of Security (Instr. 4)				2. Amount of Securities Beneficially Owned (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	Owne	4. Nature of Indirect Beneficial Ownership (Instr. 5)	
Common Stock				2,338,707		D	Â		
Common Stock			1,250,000		I	Reggie and Dharini Aggarwal Irrevocable Trust (2011)			
Common Stock			1,433,407		I	Reggie Aggarwal Grantor Retained Annuity Trust (2011)			
Common Stock			212,125 <u>(1)</u>		D	Â			
Reminder: Report on a separate line for each class of securities benefic owned directly or indirectly.					ially	SEC 1473 (7-0	2)		
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

currently valid OMB control number.

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1. Title of Derivative Security (Instr. 4)

Expiration Date (Month/Day/Year)

2. Date Exercisable and 3. Title and Amount of Securities Underlying **Derivative Security** (Instr. 4)

Conversion or Exercise Price of Derivative Security

Ownership Form of Derivative Security:

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

Expiration Date Exercisable Date

Amount or Title Number of

Shares

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

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer

Other

Aggarwal Rajeev K.

8180 GREENSBORO DRIVE, SUITE 900 ÂX Chief Executive Officer Â MCLEAN, VAÂ 22102

Signatures

/s/ Rajeev K.

08/08/2013

Aggarwal

Date

**Signature of 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).

These shares were issued pursuant to an Employee Stock Option Agreement, which was exercised pursuant to an early exercise provision (1) in June 2012. The Company has a right of repurchase, which lapses with respect to 106,063 of these shares on February 1, 2014 and 106,062 of these shares on February 1, 2015.

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.

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