

CVENT INC  
Form 4  
December 01, 2016

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**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 \*  
BANSAL SANJU K

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/29/2016

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

C/O CVENT INC, 1765 GREENSBORO STATION PLACE, 7TH FLOOR

(Street)

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

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

TYSONS CORNER, VA 22102

(City) (State) (Zip)

**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	11/29/2016		J <sup>(1)</sup>		222,222	D	\$ 36	2,206,014	D	
Common Stock	11/29/2016		D		2,206,014	D	<u>(2)</u>	0	D	
Common Stock	11/29/2016		D		45,000	D	<u>(2)</u>	0	I	See Footnote <u>(3)</u>
Common Stock	11/29/2016		D		272,522	D	<u>(2)</u>	0	I	See Footnote <u>(4)</u>



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of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16b-3 promulgated thereunder.

- (3) The shares were held directly by The Bansal Foundation, for which the Reporting Person serves as trustee.
- (4) The shares were held directly by Sanjeev K. Bansal Grantor Retained Annuity Trust, for which the Reporting Person serves as trustee.

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.