CVENT INC Form 4 October 19, 2015

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

Check this box

if no longer subject to Section 16. Form 4 or

Form 5 obligations may continue. See Instruction

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

OMB APPROVAL

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(Print or Type Responses)

PLACE, 7TH FLOOR

1(b).

(Last)

1. Name and Address of Reporting Person * Ludwig Brian

1765 GREENSBORO STATION

(First)

(Middle)

2. Issuer Name and Ticker or Trading Symbol

CVENT INC [CVT]

3. Date of Earliest Transaction

(Month/Day/Year) 10/15/2015

4. If Amendment, Date Original

Filed(Month/Day/Year)

3.

(Check all applicable)

5. Relationship of Reporting Person(s) to

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

below) SVP, Sales

6. Individual or Joint/Group Filing(Check

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

Person

Issuer

TYSONS CORNER, VA 22102

(City) (State) (Zip)

(Street)

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

1.Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) Execution Date, if (Instr. 3)

(Month/Day/Year)

4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

5. Amount of Securities Beneficially Owned Following

Form: Direct (D) or Indirect (I) (Instr. 4)

6. Ownership 7. Nature of Indirect Beneficial Ownership (Instr. 4)

Reported Transaction(s) (Instr. 3 and 4)

180,969

(A) or Code V Amount (D) Price

Α

Common Stock

10/15/2015

 $A^{(1)}$

6,476

\$0

D

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

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

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount of Number of Shares
Employee Stock Option (Right to Buy)	\$ 32.43	10/15/2015		A	15,973	(2)	10/15/2025	Employee Stock Option (Right to Buy)	15,973
Employee Stock Option (Right to Buy)	\$ 27.84					(3)	12/31/2024	Common Stock	46,189
Employee Stock Option (Right to Buy)	\$ 1.8					<u>(4)</u>	03/11/2021	Common Stock	119,44:

Reporting Owners

Reporting Owner Name / Address	Kelauonsnips					
	Director	10% Owner	Officer	Other		

Ludwig Brian

1765 GREENSBORO STATION PLACE 7TH FLOOR

SVP, Sales

TYSONS CORNER, VA 22102

Signatures

/s/ Lawrence Samuelson, Attorney-in-Fact

**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) On October 15, 2015, the reporting person received a grant of restricted stock units pursuant to the Company's 2013 Equity Incentive Plan. The restricted stock units will vest upon the following schedule: 50% on September 15, 2016 and 50% on September 15, 2017.
- (2) The options will become exercisable upon the following schedule: 50% will become exercisable on September 15, 2016 and 50% will become exercisable on September 15, 2017.

Reporting Owners 2

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- (3) The options will vest in four equal annual installments beginning on March 15, 2016.
- (4) All options are currently exercisable.

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