

Global Event Management as a Service (EMaaS) Market Size study, by Service Type (Attendees Management & Engagement, Communication & Logistics, Event Catering, Location Rental, Virtual/Hybrid Event Enabler), by Organization Size (Large Enterprises, Small & Medium Enterprises), by Event Type (Association Events, Corporate Events, Non-Profit Events), by End-use (Corporate, Education, Entertainment, Sports) and Regional Forecasts 2022-2032

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Abstracts

Global Event Management as a Service (EMaaS) Market is valued approximately at USD 4.88 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 9.87% over the forecast period 2024-2032. Event Management as a Service (EMaaS) includes the provision of a comprehensive suite of event-related services through a cloud-hosted platform, enabling clients to plan, execute, and analyze events effectively. EMaaS includes event registration, ticketing, logistics management, analytics, and marketing tools delivered on-demand to businesses and event organizers. EMaaS solutions are designed for various stakeholders in the event management ecosystem, including corporate event planners, marketing agencies, non-profit organizations, government bodies, and independent event coordinators. These services are tailored to meet the needs of both virtual and physical events, providing the flexibility to handle end-to-end event management tasks efficiently. Rising demand for streamlined event planning and management processes due to the global expansion of the corporate sector is driving the growth of the Event Management as a Service

market. Additionally, the increasing popularity of virtual and hybrid events, accelerated by global health concerns, has propelled the demand for remote event management solutions. Integration with social media and marketing automation tools also promotes market expansion. Concerns over data security and privacy and the rising reliance on internet connectivity impede the growth of the market. Technological advancements in analytics and artificial intelligence (AI) for predictive analysis, personalized event experiences, and enhanced customer engagement strategies are expected to create opportunities for market growth.

The Event Management as a Service market encompasses various services catering to different aspects of event management. Attendees management & engagement services are critical for organizing participant information, streamlining registration processes, and enhancing the overall participatory experience. Communication & logistics services ensure effective information exchange between organizers, attendees, sponsors, and vendors, along with managing event logistics smoothly. Event catering services provide tailored food and beverages, crucial for guest satisfaction. Location rental involves sourcing and securing venues aligned with the event's objectives and audience size. Virtual/Hybrid event enablers offer technological tools for running online and combined events, catering to the growing demand for virtual/hybrid event capabilities.

The key regions considered for the Global Ferroelectric Materials Market study include Asia Pacific, North America, Europe, Latin America, and Middle East and Africa. The North America region demonstrates significant traction in the EMaaS market due to its robust entertainment industry and corporate event culture, utilizing advanced technologies to enhance event experiences. The region invests in large-scale events and digital transformation, while the Asia Pacific region is projected to registered fastest growth, driven by rapid industrialization and digitalization, sees high demand for advanced event management solutions.

Major market players included in this report are:

Attendify, Inc.

Aventri, Inc.

Bizzabo, Inc.

Boomset, Inc.

Certain, Inc.

Cvent OnArrival, Inc.

Cvent Social Tables, Inc.

Cvent, Inc.

DoubleDutch, Inc.

Eventbrite, Inc.

Eventcube, Ltd.

EventsAIR Pty Ltd.

Eventzilla, Inc.

GEVME, Inc.

InEvent, Inc.

The detailed segments and sub-segment of the market are explained below:

By Service Type:

Attendees Management & Engagement

Communication & Logistics

Event Catering

Location Rental

Virtual/Hybrid Event Enabler

By Organization Size:

Large Enterprises

Small & Medium Enterprises

By Event Type:

Association Events

Corporate Events

Non-Profit Events

By End-use:

Corporate

Education

Entertainment

Sports

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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