

Global Event Management Software Market Size study & Forecast, by Component (Software, Services) By Deployment Mode (Cloud, On-premises) By Organization Size (Small and Medium-sized Enterprises, Large Enterprises) By End User (Event Organizers and Planners, Corporate, Government, Education, Other End Users) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G65E52B8D886EN.html>

Date: April 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G65E52B8D886EN

Abstracts

Global Event Management Software Market is valued approximately USD 8.04 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 14.9% over the forecast period 2023-2030. Event Management Software is a type of software designed to facilitate the planning, organization, and execution of events. It provides tools and features to manage various aspects of events, such as conferences, trade shows, seminars, workshops, weddings, and parties. The Event Management Software market is expanding because of factors such as increasing spending on social media marketing and rising number of social events. It allows users to plan every aspect of an event, including setting dates, creating schedules, and defining goals and objectives. Event Management Software streamlines the entire event planning and execution process, improving efficiency, reducing manual tasks, and enhancing the overall attendee experience. As a result, the demand of Event Management Software has progressively increased in the international market during the forecast period 2023-2030.

Social media provides a platform for EMS companies to engage with their audience in real-time. By sharing relevant content, participating in discussions, and responding to inquiries, EMS companies can build relationships with potential customers and establish

themselves as industry experts. This engagement can help to nurture leads and encourage conversions. According to the Statista, global social media advertising spending accounts USD 132.77 billion in 2020 and projected to reach up to USD 255.77 billion by the year 2028. Furthermore, social media platforms offer robust analytics and insights that EMS companies can use to track the performance of their marketing efforts, understand their audience demographics and behaviors, and optimize their campaigns for better results. Another important factor drives the Event Management Software market is increasing number of events. Event Management Software offers scalability, allowing event organizers to handle multiple events simultaneously. As the number of events grows, organizers require software that can scale along with their needs, accommodating more attendees, managing larger venues, and handling increased data volume. The scalability of EMS becomes a critical factor in meeting the demand generated by a growing number of social events. In addition, as per Statista, the global event industry market accounts USD 887 billion in 2020 and projected to reach up to USD 2194 billion by the year 2028. Moreover, rising adoption of AI and ML in event management and growing number of SMEs is anticipated to create a lucrative growth opportunity for the market over the forecast period. However, complexities in integrating event management software with business systems and high initial cost associated with event management software is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Event Management Software Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the rising integration of cutting-edge technologies, such as cloud hosting, data analytics, and mobile applications in the region. Integration of predictive analytics within EMS allows event planners to forecast attendance, identify potential challenges or opportunities, and optimize event planning processes. By analyzing historical data and external factors, such as market trends or seasonal variations, EMS can help organizers anticipate attendee needs and preferences, enabling them to proactively address issues and enhance the overall event experience. The region's dominant performance is anticipated to propel the overall demand of Event Management Software. Furthermore, Asia Pacific is expected to grow fastest during the forecast period, owing to factors such as rising number of populations in the region.

Major market player included in this report are:

Cvent, Inc

Aventri, Inc

Eventbrite, Inc

Ungerboeck Technologies, Inc

Hopin Limited

XING Events GmbH

Bizzabo Inc

Certain Events Inc

RainFocus Inc

ACTIVE Network, LLC

Recent Developments in the Market:

In June 2023, Crisis24, a leading worldwide risk management organisation and a GardaWorld company, has upgraded its world-class mass notification capability, which is now integrated into TopoONE by Crisis24, the company's critical event management platform for security operations centres (GSOC). This reliable mass notification tool, built inside TopoONE, provides easy access to different communication channels, allowing for speedy escalation and response. With integrated communications, security operations centres will have more flexibility and resources to effectively coordinate urgent responses.

Global Event Management Software Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive

Landscape, Growth factors, and Trends

Segments Covered - Component, Deployment Mode, Organization Size, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component

Software

Services

By Deployment Mode

Cloud

On-premises

By Organization Size

Small and Medium-sized Enterprises

Large Enterprises

By End User

Event Organizers and Planners

Corporate

Government

Education

Other End Users

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

Rest of Middle East & Africa

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