

# **Global Event Marketing Service Market Size Study, by Service (Event Planning and Management, Event Promotion and Publicity, Event Sponsorship and Partnerships, Others), by Event Type (Trade Shows, Product Launches, Exhibitions and Conferences, Promotional Events, Others), by End User (Corporate, Trade Associations, Educational Institutions, Entertainment, Others), and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Event Marketing Service Market is valued at approximately USD 480.52 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.33% over the forecast period 2024-2032. Event marketing services encompass professional services that assist businesses in planning, organizing, and promoting events to achieve specific marketing objectives. Typically offered by event management organizations or marketing firms specializing in event promotion, these services cover a wide range of event types including conferences, trade shows, product launches, corporate celebrations, and marketing campaigns.

The Global Event Marketing Service Market is driven escalating importance of live experiences in marketing strategies has significantly increased the demand for event marketing services. Companies recognize the unique opportunities events present for enhancing brand awareness, fostering consumer engagement, generating leads, and nurturing relationships. Moreover, rise of experiential marketing, which focuses on providing engaging and memorable experiences to customers, complements the growth of event marketing services. These events offer a platform to deliver personalized,

interactive, and multisensory experiences that leave a lasting impression on attendees. Moreover, adoption of digital and hybrid events and technological advancements in event management solutions are anticipated to create lucrative opportunities for the market. However, security concerns and high cost of event management services is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Event Marketing Service Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, Europe is expected to dominate the event marketing service market share during the forecast period from 2024 to 2032. This region benefits from industry-specific expertise, contacts, and marketing strategies tailored to successfully promote and manage events in sectors such as finance, technology, healthcare, fashion, and the automotive industry. Furthermore, the market in Asia Pacific is anticipated to develop at the fastest rate over the forecast period 2024-2032.

Major market players included in this report are:

Bassett Events

Planit Inc

Hello Destination Management, LLC

Maritz Holdings LLC

VIVA Creative

PRA Events, Inc

CWT Global B.V.

The Freeman Company, LLC

Cvent Holding Corp.

Jack Morton Worldwide Inc

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

*Global Event Marketing Service Market Size Study, by Service (Event Planning and Management, Event Promotion a...*

**By Service:**

Event Planning and Management

Event Promotion and Publicity

Event Sponsorship and Partnerships

Others

**By Event Type:**

Trade Shows

Product Launches

Exhibitions and Conferences

Promotional Events

Others

**By End User:**

Corporate

Trade Associations

Educational Institutions

Entertainment

Others

**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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