

# Global Event Management as a Service Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

The process of organizing an event for a target audience is known as event management. Event management software has a set of features that help organizers plan, execute, and monitor events. Cloud-based event management software is defined as event management as a service.

### Scope of the Report:

This report studies the Event Management as a Service market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Event Management as a Service market by product type and applications/end industries. The social networking site twitter dominated the market and accounted for the largest market share. Twitter has an increased customer reach which induces event organizers to update event-related information on the site. Twitter also helps in improving the marketing of events and allows event management professionals to stay up-to-date on the latest trends, technologies, and best practices of the event management industry. The corporate organizations segment dominated the global event management as a service market. This segment comprises corporations, media organizations, associations, event management agencies, trade shows, and educational institutes where professionals use events for product launches, conferences and seminars, company outings, dinners, and team building. The global Event Management as a Service market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023. The Asia-Pacific will occupy for more market share in following years, especially in

China, also fast growing India and Southeast Asia regions. North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Event Management as a Service.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Lanyon

Cvent

Etouches

Eventbrite

Eventzilla

Regpack

XING Events

Bizzabo

CadmiumCD

Certain

Dean Evans and Associates

Profit Systems

iRez Systems

KweekWeek

Lyyti

Member Solutions

PlanetReg

Planning Pod

RegPoint Solutions

ReServe Interactive

Ungerboeck Systems International

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Facebook

Twitter

LinkedIn

Other

Market Segment by Applications, can be divided into

Corporate Organizations

Public Organizations and NGOs

Individual Users

## Contents

### 1 EVENT MANAGEMENT AS A SERVICE MARKET OVERVIEW

1.1 Product Overview and Scope of Event Management as a Service

1.2 Classification of Event Management as a Service by Types

1.2.1 Global Event Management as a Service Revenue Comparison by Types (2017-2023)

1.2.2 Global Event Management as a Service Revenue Market Share by Types in 2017

1.2.3 Facebook

1.2.4 Twitter

1.2.5 LinkedIn

1.2.6 Other

1.3 Global Event Management as a Service Market by Application

1.3.1 Global Event Management as a Service Market Size and Market Share Comparison by Applications (2013-2023)

1.3.2 Corporate Organizations

1.3.3 Public Organizations and NGOs

1.3.4 Individual Users

1.4 Global Event Management as a Service Market by Regions

1.4.1 Global Event Management as a Service Market Size (Million USD) Comparison by Regions (2013-2023)

1.4.1 North America (USA, Canada and Mexico) Event Management as a Service Status and Prospect (2013-2023)

1.4.2 Europe (Germany, France, UK, Russia and Italy) Event Management as a Service Status and Prospect (2013-2023)

1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Event Management as a Service Status and Prospect (2013-2023)

1.4.4 South America (Brazil, Argentina, Colombia) Event Management as a Service Status and Prospect (2013-2023)

1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Event Management as a Service Status and Prospect (2013-2023)

1.5 Global Market Size of Event Management as a Service (2013-2023)

### 2 MANUFACTURERS PROFILES

2.1 Lanyon

2.1.1 Business Overview

- 2.1.2 Event Management as a Service Type and Applications
  - 2.1.2.1 Product A
  - 2.1.2.2 Product B
- 2.1.3 Lanyon Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 Cvent
  - 2.2.1 Business Overview
  - 2.2.2 Event Management as a Service Type and Applications
    - 2.2.2.1 Product A
    - 2.2.2.2 Product B
  - 2.2.3 Cvent Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 Etouches
  - 2.3.1 Business Overview
  - 2.3.2 Event Management as a Service Type and Applications
    - 2.3.2.1 Product A
    - 2.3.2.2 Product B
  - 2.3.3 Etouches Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 Eventbrite
  - 2.4.1 Business Overview
  - 2.4.2 Event Management as a Service Type and Applications
    - 2.4.2.1 Product A
    - 2.4.2.2 Product B
  - 2.4.3 Eventbrite Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Eventzilla
  - 2.5.1 Business Overview
  - 2.5.2 Event Management as a Service Type and Applications
    - 2.5.2.1 Product A
    - 2.5.2.2 Product B
  - 2.5.3 Eventzilla Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 Regpack
  - 2.6.1 Business Overview
  - 2.6.2 Event Management as a Service Type and Applications
    - 2.6.2.1 Product A
    - 2.6.2.2 Product B
  - 2.6.3 Regpack Event Management as a Service Revenue, Gross Margin and Market

Share (2016-2017)

## 2.7 XING Events

2.7.1 Business Overview

2.7.2 Event Management as a Service Type and Applications

2.7.2.1 Product A

2.7.2.2 Product B

2.7.3 XING Events Event Management as a Service Revenue, Gross Margin and

Market Share (2016-2017)

## 2.8 Bizzabo

2.8.1 Business Overview

2.8.2 Event Management as a Service Type and Applications

2.8.2.1 Product A

2.8.2.2 Product B

2.8.3 Bizzabo Event Management as a Service Revenue, Gross Margin and Market

Share (2016-2017)

## 2.9 CadmiumCD

2.9.1 Business Overview

2.9.2 Event Management as a Service Type and Applications

2.9.2.1 Product A

2.9.2.2 Product B

2.9.3 CadmiumCD Event Management as a Service Revenue, Gross Margin and

Market Share (2016-2017)

## 2.10 Certain

2.10.1 Business Overview

2.10.2 Event Management as a Service Type and Applications

2.10.2.1 Product A

2.10.2.2 Product B

2.10.3 Certain Event Management as a Service Revenue, Gross Margin and Market

Share (2016-2017)

## 2.11 Dean Evans and Associates

2.11.1 Business Overview

2.11.2 Event Management as a Service Type and Applications

2.11.2.1 Product A

2.11.2.2 Product B

2.11.3 Dean Evans and Associates Event Management as a Service Revenue, Gross

Margin and Market Share (2016-2017)

## 2.12 Profit Systems

2.12.1 Business Overview

2.12.2 Event Management as a Service Type and Applications

- 2.12.2.1 Product A
- 2.12.2.2 Product B
- 2.12.3 Profit Systems Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.13 iRez Systems
  - 2.13.1 Business Overview
  - 2.13.2 Event Management as a Service Type and Applications
    - 2.13.2.1 Product A
    - 2.13.2.2 Product B
  - 2.13.3 iRez Systems Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.14 KweekWeek
  - 2.14.1 Business Overview
  - 2.14.2 Event Management as a Service Type and Applications
    - 2.14.2.1 Product A
    - 2.14.2.2 Product B
  - 2.14.3 KweekWeek Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.15 Lyyti
  - 2.15.1 Business Overview
  - 2.15.2 Event Management as a Service Type and Applications
    - 2.15.2.1 Product A
    - 2.15.2.2 Product B
  - 2.15.3 Lyyti Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.16 Member Solutions
  - 2.16.1 Business Overview
  - 2.16.2 Event Management as a Service Type and Applications
    - 2.16.2.1 Product A
    - 2.16.2.2 Product B
  - 2.16.3 Member Solutions Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)
- 2.17 PlanetReg
  - 2.17.1 Business Overview
  - 2.17.2 Event Management as a Service Type and Applications
    - 2.17.2.1 Product A
    - 2.17.2.2 Product B
  - 2.17.3 PlanetReg Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)



## 2.18 Planning Pod

### 2.18.1 Business Overview

### 2.18.2 Event Management as a Service Type and Applications

#### 2.18.2.1 Product A

#### 2.18.2.2 Product B

### 2.18.3 Planning Pod Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

## 2.19 RegPoint Solutions

### 2.19.1 Business Overview

### 2.19.2 Event Management as a Service Type and Applications

#### 2.19.2.1 Product A

#### 2.19.2.2 Product B

### 2.19.3 RegPoint Solutions Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

## 2.20 ReServe Interactive

### 2.20.1 Business Overview

### 2.20.2 Event Management as a Service Type and Applications

#### 2.20.2.1 Product A

#### 2.20.2.2 Product B

### 2.20.3 ReServe Interactive Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

## 2.21 Ungerboeck Systems International

### 2.21.1 Business Overview

### 2.21.2 Event Management as a Service Type and Applications

#### 2.21.2.1 Product A

#### 2.21.2.2 Product B

### 2.21.3 Ungerboeck Systems International Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

## **3 GLOBAL EVENT MANAGEMENT AS A SERVICE MARKET COMPETITION, BY PLAYERS**

### 3.1 Global Event Management as a Service Revenue and Share by Players (2013-2018)

### 3.2 Market Concentration Rate

#### 3.2.1 Top 5 Event Management as a Service Players Market Share

#### 3.2.2 Top 10 Event Management as a Service Players Market Share

### 3.3 Market Competition Trend

## **4 GLOBAL EVENT MANAGEMENT AS A SERVICE MARKET SIZE BY REGIONS**

- 4.1 Global Event Management as a Service Revenue and Market Share by Regions
- 4.2 North America Event Management as a Service Revenue and Growth Rate (2013-2018)
- 4.3 Europe Event Management as a Service Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Event Management as a Service Revenue and Growth Rate (2013-2018)
- 4.5 South America Event Management as a Service Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Event Management as a Service Revenue and Growth Rate (2013-2018)

## **5 NORTH AMERICA EVENT MANAGEMENT AS A SERVICE REVENUE BY COUNTRIES**

- 5.1 North America Event Management as a Service Revenue by Countries (2013-2018)
- 5.2 USA Event Management as a Service Revenue and Growth Rate (2013-2018)
- 5.3 Canada Event Management as a Service Revenue and Growth Rate (2013-2018)
- 5.4 Mexico Event Management as a Service Revenue and Growth Rate (2013-2018)

## **6 EUROPE EVENT MANAGEMENT AS A SERVICE REVENUE BY COUNTRIES**

- 6.1 Europe Event Management as a Service Revenue by Countries (2013-2018)
- 6.2 Germany Event Management as a Service Revenue and Growth Rate (2013-2018)
- 6.3 UK Event Management as a Service Revenue and Growth Rate (2013-2018)
- 6.4 France Event Management as a Service Revenue and Growth Rate (2013-2018)
- 6.5 Russia Event Management as a Service Revenue and Growth Rate (2013-2018)
- 6.6 Italy Event Management as a Service Revenue and Growth Rate (2013-2018)

## **7 ASIA-PACIFIC EVENT MANAGEMENT AS A SERVICE REVENUE BY COUNTRIES**

- 7.1 Asia-Pacific Event Management as a Service Revenue by Countries (2013-2018)
- 7.2 China Event Management as a Service Revenue and Growth Rate (2013-2018)
- 7.3 Japan Event Management as a Service Revenue and Growth Rate (2013-2018)
- 7.4 Korea Event Management as a Service Revenue and Growth Rate (2013-2018)
- 7.5 India Event Management as a Service Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Event Management as a Service Revenue and Growth Rate

(2013-2018)

## **8 SOUTH AMERICA EVENT MANAGEMENT AS A SERVICE REVENUE BY COUNTRIES**

8.1 South America Event Management as a Service Revenue by Countries (2013-2018)

8.2 Brazil Event Management as a Service Revenue and Growth Rate (2013-2018)

8.3 Argentina Event Management as a Service Revenue and Growth Rate (2013-2018)

8.4 Colombia Event Management as a Service Revenue and Growth Rate (2013-2018)

## **9 MIDDLE EAST AND AFRICA REVENUE EVENT MANAGEMENT AS A SERVICE BY COUNTRIES**

9.1 Middle East and Africa Event Management as a Service Revenue by Countries (2013-2018)

9.2 Saudi Arabia Event Management as a Service Revenue and Growth Rate (2013-2018)

9.3 UAE Event Management as a Service Revenue and Growth Rate (2013-2018)

9.4 Egypt Event Management as a Service Revenue and Growth Rate (2013-2018)

9.5 Nigeria Event Management as a Service Revenue and Growth Rate (2013-2018)

9.6 South Africa Event Management as a Service Revenue and Growth Rate (2013-2018)

## **10 GLOBAL EVENT MANAGEMENT AS A SERVICE MARKET SEGMENT BY TYPE**

10.1 Global Event Management as a Service Revenue and Market Share by Type (2013-2018)

10.2 Global Event Management as a Service Market Forecast by Type (2018-2023)

10.3 Facebook Revenue Growth Rate (2013-2023)

10.4 Twitter Revenue Growth Rate (2013-2023)

10.5 LinkedIn Revenue Growth Rate (2013-2023)

10.6 Other Revenue Growth Rate (2013-2023)

## **11 GLOBAL EVENT MANAGEMENT AS A SERVICE MARKET SEGMENT BY APPLICATION**

11.1 Global Event Management as a Service Revenue Market Share by Application (2013-2018)

11.2 Event Management as a Service Market Forecast by Application (2018-2023)

11.3 Corporate Organizations Revenue Growth (2013-2018)

11.4 Public Organizations and NGOs Revenue Growth (2013-2018)

11.5 Individual Users Revenue Growth (2013-2018)

## **12 GLOBAL EVENT MANAGEMENT AS A SERVICE MARKET SIZE FORECAST (2018-2023)**

12.1 Global Event Management as a Service Market Size Forecast (2018-2023)

12.2 Global Event Management as a Service Market Forecast by Regions (2018-2023)

12.3 North America Event Management as a Service Revenue Market Forecast (2018-2023)

12.4 Europe Event Management as a Service Revenue Market Forecast (2018-2023)

12.5 Asia-Pacific Event Management as a Service Revenue Market Forecast (2018-2023)

12.6 South America Event Management as a Service Revenue Market Forecast (2018-2023)

12.7 Middle East and Africa Event Management as a Service Revenue Market Forecast (2018-2023)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Event Management as a Service Picture

Table Product Specifications of Event Management as a Service

Table Global Event Management as a Service and Revenue (Million USD) Market Split by Product Type

Figure Global Event Management as a Service Revenue Market Share by Types in 2017

Figure Facebook Picture

Figure Twitter Picture

Figure LinkedIn Picture

Figure Other Picture

Table Global Event Management as a Service Revenue (Million USD) by Application (2013-2023)

Figure Event Management as a Service Revenue Market Share by Applications in 2017

Figure Corporate Organizations Picture

Figure Public Organizations and NGOs Picture

Figure Individual Users Picture

Table Global Market Event Management as a Service Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Event Management as a Service Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Event Management as a Service Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Event Management as a Service Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Event Management as a Service Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Event Management as a Service Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Event Management as a Service Revenue (Million USD) and Growth Rate (2013-2023)

Table Lanyon Basic Information, Manufacturing Base and Competitors

Table Lanyon Event Management as a Service Type and Applications

Table Lanyon Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table Cvent Basic Information, Manufacturing Base and Competitors

Table Cvent Event Management as a Service Type and Applications  
Table Cvent Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table Etouches Basic Information, Manufacturing Base and Competitors  
Table Etouches Event Management as a Service Type and Applications  
Table Etouches Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table Eventbrite Basic Information, Manufacturing Base and Competitors  
Table Eventbrite Event Management as a Service Type and Applications  
Table Eventbrite Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table Eventzilla Basic Information, Manufacturing Base and Competitors  
Table Eventzilla Event Management as a Service Type and Applications  
Table Eventzilla Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table Regpack Basic Information, Manufacturing Base and Competitors  
Table Regpack Event Management as a Service Type and Applications  
Table Regpack Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table XING Events Basic Information, Manufacturing Base and Competitors  
Table XING Events Event Management as a Service Type and Applications  
Table XING Events Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table Bizzabo Basic Information, Manufacturing Base and Competitors  
Table Bizzabo Event Management as a Service Type and Applications  
Table Bizzabo Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table CadmiumCD Basic Information, Manufacturing Base and Competitors  
Table CadmiumCD Event Management as a Service Type and Applications  
Table CadmiumCD Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table Certain Basic Information, Manufacturing Base and Competitors  
Table Certain Event Management as a Service Type and Applications  
Table Certain Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)  
Table Dean Evans and Associates Basic Information, Manufacturing Base and Competitors  
Table Dean Evans and Associates Event Management as a Service Type and Applications

Table Dean Evans and Associates Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table Profit Systems Basic Information, Manufacturing Base and Competitors

Table Profit Systems Event Management as a Service Type and Applications

Table Profit Systems Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table iRez Systems Basic Information, Manufacturing Base and Competitors

Table iRez Systems Event Management as a Service Type and Applications

Table iRez Systems Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table KweekWeek Basic Information, Manufacturing Base and Competitors

Table KweekWeek Event Management as a Service Type and Applications

Table KweekWeek Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table Lyyti Basic Information, Manufacturing Base and Competitors

Table Lyyti Event Management as a Service Type and Applications

Table Lyyti Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table Member Solutions Basic Information, Manufacturing Base and Competitors

Table Member Solutions Event Management as a Service Type and Applications

Table Member Solutions Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table PlanetReg Basic Information, Manufacturing Base and Competitors

Table PlanetReg Event Management as a Service Type and Applications

Table PlanetReg Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table Planning Pod Basic Information, Manufacturing Base and Competitors

Table Planning Pod Event Management as a Service Type and Applications

Table Planning Pod Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table RegPoint Solutions Basic Information, Manufacturing Base and Competitors

Table RegPoint Solutions Event Management as a Service Type and Applications

Table RegPoint Solutions Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table ReServe Interactive Basic Information, Manufacturing Base and Competitors

Table ReServe Interactive Event Management as a Service Type and Applications

Table ReServe Interactive Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table Ungerboeck Systems International Basic Information, Manufacturing Base and

## Competitors

Table Ungerboeck Systems International Event Management as a Service Type and Applications

Table Ungerboeck Systems International Event Management as a Service Revenue, Gross Margin and Market Share (2016-2017)

Table Global Event Management as a Service Revenue (Million USD) by Players (2013-2018)

Table Global Event Management as a Service Revenue Share by Players (2013-2018)

Figure Global Event Management as a Service Revenue Share by Players in 2016

Figure Global Event Management as a Service Revenue Share by Players in 2017

Figure Global Top 5 Players Event Management as a Service Revenue Market Share in 2017

Figure Global Top 10 Players Event Management as a Service Revenue Market Share in 2017

Figure Global Event Management as a Service Revenue (Million USD) and Growth Rate (%) (2013-2018)

Table Global Event Management as a Service Revenue (Million USD) by Regions (2013-2018)

Table Global Event Management as a Service Revenue Market Share by Regions (2013-2018)

Figure Global Event Management as a Service Revenue Market Share by Regions (2013-2018)

Figure Global Event Management as a Service Revenue Market Share by Regions in 2017

Figure North America Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Europe Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure South America Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Event Management as a Service Revenue and Growth Rate (2013-2018)

Table North America Event Management as a Service Revenue by Countries (2013-2018)

Table North America Event Management as a Service Revenue Market Share by Countries (2013-2018)

Figure North America Event Management as a Service Revenue Market Share by Countries (2013-2018)



Figure North America Event Management as a Service Revenue Market Share by Countries in 2017

Figure USA Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Canada Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Mexico Event Management as a Service Revenue and Growth Rate (2013-2018)

Table Europe Event Management as a Service Revenue (Million USD) by Countries (2013-2018)

Figure Europe Event Management as a Service Revenue Market Share by Countries (2013-2018)

Figure Europe Event Management as a Service Revenue Market Share by Countries in 2017

Figure Germany Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure UK Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure France Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Russia Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Italy Event Management as a Service Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Event Management as a Service Revenue (Million USD) by Countries (2013-2018)

Figure Asia-Pacific Event Management as a Service Revenue Market Share by Countries (2013-2018)

Figure Asia-Pacific Event Management as a Service Revenue Market Share by Countries in 2017

Figure China Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Japan Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Korea Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure India Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Southeast Asia Event Management as a Service Revenue and Growth Rate (2013-2018)

Table South America Event Management as a Service Revenue by Countries (2013-2018)

Table South America Event Management as a Service Revenue Market Share by Countries (2013-2018)

Figure South America Event Management as a Service Revenue Market Share by Countries (2013-2018)

Figure South America Event Management as a Service Revenue Market Share by Countries in 2017

Figure Brazil Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Argentina Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Colombia Event Management as a Service Revenue and Growth Rate (2013-2018)

Table Middle East and Africa Event Management as a Service Revenue (Million USD) by Countries (2013-2018)

Table Middle East and Africa Event Management as a Service Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Event Management as a Service Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Event Management as a Service Revenue Market Share by Countries in 2017

Figure Saudi Arabia Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure UAE Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Egypt Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure Nigeria Event Management as a Service Revenue and Growth Rate (2013-2018)

Figure South Africa Event Management as a Service Revenue and Growth Rate (2013-2018)

Table Global Event Management as a Service Revenue (Million USD) by Type (2013-2018)

Table Global Event Management as a Service Revenue Share by Type (2013-2018)

Figure Global Event Management as a Service Revenue Share by Type (2013-2018)

Figure Global Event Management as a Service Revenue Share by Type in 2017

Table Global Event Management as a Service Revenue Forecast by Type (2018-2023)

Figure Global Event Management as a Service Market Share Forecast by Type (2018-2023)

Figure Global Facebook Revenue Growth Rate (2013-2018)

Figure Global Twitter Revenue Growth Rate (2013-2018)

Figure Global LinkedIn Revenue Growth Rate (2013-2018)

Figure Global Other Revenue Growth Rate (2013-2018)

Table Global Event Management as a Service Revenue by Application (2013-2018)

Table Global Event Management as a Service Revenue Share by Application (2013-2018)

Figure Global Event Management as a Service Revenue Share by Application (2013-2018)

Figure Global Event Management as a Service Revenue Share by Application in 2017

Table Global Event Management as a Service Revenue Forecast by Application (2018-2023)

Figure Global Event Management as a Service Market Share Forecast by Application (2018-2023)

Figure Global Corporate Organizations Revenue Growth Rate (2013-2018)

Figure Global Public Organizations and NGOs Revenue Growth Rate (2013-2018)

Figure Global Individual Users Revenue Growth Rate (2013-2018)

Figure Global Event Management as a Service Revenue (Million USD) and Growth Rate Forecast (2018 -2023)

Table Global Event Management as a Service Revenue (Million USD) Forecast by Regions (2018-2023)

Figure Global Event Management as a Service Revenue Market Share Forecast by Regions (2018-2023)

Figure North America Event Management as a Service Revenue Market Forecast (2018-2023)

Figure Europe Event Management as a Service Revenue Market Forecast (2018-2023)

Figure Asia-Pacific Event Management as a Service Revenue Market Forecast (2018-2023)

Figure South America Event Management as a Service Revenue Market Forecast (2018-2023)

Figure Middle East and Africa Event Management as a Service Revenue Market Forecast (2018-2023)

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