

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

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