

Global Event Management as a Service Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Event Management as a Service market size was valued at USD 5371.1 million in 2023 and is forecast to a readjusted size of USD 10560 million by 2030 with a CAGR of 10.1% during review period.

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.

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 Global Info Research report includes an overview of the development of the Event Management as a Service industry chain, the market status of Corporate Organizations (Facebook, Twitter), Public Organizations and NGOs (Facebook, Twitter), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Event Management as a Service.

Regionally, the report analyzes the Event Management as a Service markets in key regions. North America and Europe are experiencing steady growth, driven by

government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Event Management as a Service market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Event Management as a Service market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Event Management as a Service industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Facebook, Twitter).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Event Management as a Service market.

Regional Analysis: The report involves examining the Event Management as a Service market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Event Management as a Service market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Event Management as a Service:

Company Analysis: Report covers individual Event Management as a Service players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Event Management as a Service. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Corporate Organizations, Public Organizations and NGOs).

Technology Analysis: Report covers specific technologies relevant to Event Management as a Service. It assesses the current state, advancements, and potential future developments in Event Management as a Service areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Event Management as a Service market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Event Management as a Service market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Facebook

Twitter

LinkedIn

Other

Market segment by Application

Corporate Organizations

Public Organizations and NGOs

Individual Users

Market segment by players, 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, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Event Management as a Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Event Management as a Service, with revenue, gross margin and global market share of Event Management as a Service from 2019 to 2024.

Chapter 3, the Event Management as a Service competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Event Management as a Service market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Event Management as a Service.

Chapter 13, to describe Event Management as a Service research findings and conclusion.

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