

# **Event Management Market Size, Share & Trends Analysis Report By Event Type (MICE, Weddings, Social, Sports, Music & Entertainment), By Service Type, By Delivery Mode, By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### Event Management Market Summary

The global event management market size was estimated at USD 1,160.4 billion in 2024 and is projected to reach USD 2,089.6 billion by 2033, growing at a CAGR of 6.7% from 2025 to 2033. The rising demand for corporate gatherings and experiential events is a key factor driving the expansion of the global event management industry.

As enterprises increasingly seek to enhance their brand visibility, engage employees, launch products, and foster partnerships, professional event services are being increasingly contracted to handle logistics, production, and attendee experience. The rising corporate demand for virtual and hybrid events is driving the growth of the event management industry. Many organizations are inclined to host events combining in-person and online participation to reach broader audiences, reduce travel/logistical costs, and maintain continuity during disruptions. For instance, in North America, 15% of events are expected to take place in a hybrid format in 2025, reflecting the growing preference for flexibility. Furthermore, corporations have been investing in professional event management software to automate processes such as registration, attendee engagement, and post-event analytics, thereby increasing efficiency.

One leading trend in the event management industry has been the integration of artificial intelligence, augmented reality (AR), virtual reality (VR), and data analytics into event planning, operation, and attendee engagement. AI tools are being used to

personalize experiences, predict attendance, manage content scheduling, automate customer interactions, and deliver real-time insights for improved decision-making.

For example, in 2024, Eventdex introduced an AI assistant across several modules of its platform (including the admin portal, badge printing, and matchmaking) to support event planners in resolving attendee queries and optimizing event flow. In addition, many event management software vendors are enhancing mobile and cloud-based platforms with predictive analytics and machine learning to offer tailored recommendations and improve engagement. Therefore, technological integration is one of the major drivers of the global event management industry.

### Global Event Management Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global event management market report based on event type, service type, delivery mode, and region:

#### Event Type Outlook (Revenue, USD Billion, 2021 - 2033)

MICE

Weddings

Social Events

Sports Events

Music and Entertainment Events

Art and Cultural Events

Political and Government Events

Festivals and Fairs

#### Service Type Outlook (Revenue, USD Billion, 2021 - 2033)

Event Planning & Coordination

Event Production & Technical Services

Event Marketing & Promotion

Venue Sourcing & Logistics Management

Registration, Ticketing & Attendee Management

Others

Delivery Mode Outlook (Revenue, USD Billion, 2021 - 2033)

In-person

Virtual

Hybrid

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

Japan

China

India

South Korea

Australia & New Zealand

Central & South America

Brazil

Middle East and Africa (MEA)

UAE

**This report can be delivered to the clients within 3 Business Days**

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