

Global Event Management as a Service Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Event Management as a Service market size was valued at US\$ 5106.5 million in 2023. With growing demand in downstream market, the Event Management as a Service is forecast to a readjusted size of US\$ 10590 million by 2030 with a CAGR of 11.0% during review period.

The research report highlights the growth potential of the global Event Management as a Service market. Event Management as a Service are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Event Management as a Service. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Event Management as a Service market.

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.

Key Features:

The report on Event Management as a Service market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Event Management as a Service market. It may include historical data, market segmentation by Type (e.g., Facebook, Twitter), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Event Management as a Service market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Event Management as a Service market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Event Management as a Service industry. This include advancements in Event Management as a Service technology, Event Management as a Service new entrants, Event Management as a Service new investment, and other innovations that are shaping the future of Event Management as a Service.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Event Management as a Service market. It includes factors influencing customer ' purchasing decisions, preferences for Event Management as a Service product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Event Management as a Service market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Event Management as a Service market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Event Management as a Service market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Event Management as a Service industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Event Management as a Service market.

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.

Segmentation by type

Facebook

Twitter

LinkedIn

Other

Segmentation by application

Corporate Organizations

Public Organizations and NGOs

Individual Users

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Event Management as a Service Market Size 2019-2030
 - 2.1.2 Event Management as a Service Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Event Management as a Service Segment by Type
 - 2.2.1 Facebook
 - 2.2.2 Twitter
 - 2.2.3 LinkedIn
 - 2.2.4 Other
- 2.3 Event Management as a Service Market Size by Type
 - 2.3.1 Event Management as a Service Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Event Management as a Service Market Size Market Share by Type (2019-2024)
- 2.4 Event Management as a Service Segment by Application
 - 2.4.1 Corporate Organizations
 - 2.4.2 Public Organizations and NGOs
 - 2.4.3 Individual Users
- 2.5 Event Management as a Service Market Size by Application
 - 2.5.1 Event Management as a Service Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Event Management as a Service Market Size Market Share by Application (2019-2024)

3 EVENT MANAGEMENT AS A SERVICE MARKET SIZE BY PLAYER

3.1 Event Management as a Service Market Size Market Share by Players

3.1.1 Global Event Management as a Service Revenue by Players (2019-2024)

3.1.2 Global Event Management as a Service Revenue Market Share by Players (2019-2024)

3.2 Global Event Management as a Service Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 EVENT MANAGEMENT AS A SERVICE BY REGIONS

4.1 Event Management as a Service Market Size by Regions (2019-2024)

4.2 Americas Event Management as a Service Market Size Growth (2019-2024)

4.3 APAC Event Management as a Service Market Size Growth (2019-2024)

4.4 Europe Event Management as a Service Market Size Growth (2019-2024)

4.5 Middle East & Africa Event Management as a Service Market Size Growth (2019-2024)

5 AMERICAS

5.1 Americas Event Management as a Service Market Size by Country (2019-2024)

5.2 Americas Event Management as a Service Market Size by Type (2019-2024)

5.3 Americas Event Management as a Service Market Size by Application (2019-2024)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Event Management as a Service Market Size by Region (2019-2024)

6.2 APAC Event Management as a Service Market Size by Type (2019-2024)

6.3 APAC Event Management as a Service Market Size by Application (2019-2024)

6.4 China

- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Event Management as a Service by Country (2019-2024)
- 7.2 Europe Event Management as a Service Market Size by Type (2019-2024)
- 7.3 Europe Event Management as a Service Market Size by Application (2019-2024)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Event Management as a Service by Region (2019-2024)
- 8.2 Middle East & Africa Event Management as a Service Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Event Management as a Service Market Size by Application (2019-2024)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL EVENT MANAGEMENT AS A SERVICE MARKET FORECAST

- 10.1 Global Event Management as a Service Forecast by Regions (2025-2030)

- 10.1.1 Global Event Management as a Service Forecast by Regions (2025-2030)
- 10.1.2 Americas Event Management as a Service Forecast
- 10.1.3 APAC Event Management as a Service Forecast
- 10.1.4 Europe Event Management as a Service Forecast
- 10.1.5 Middle East & Africa Event Management as a Service Forecast
- 10.2 Americas Event Management as a Service Forecast by Country (2025-2030)
 - 10.2.1 United States Event Management as a Service Market Forecast
 - 10.2.2 Canada Event Management as a Service Market Forecast
 - 10.2.3 Mexico Event Management as a Service Market Forecast
 - 10.2.4 Brazil Event Management as a Service Market Forecast
- 10.3 APAC Event Management as a Service Forecast by Region (2025-2030)
 - 10.3.1 China Event Management as a Service Market Forecast
 - 10.3.2 Japan Event Management as a Service Market Forecast
 - 10.3.3 Korea Event Management as a Service Market Forecast
 - 10.3.4 Southeast Asia Event Management as a Service Market Forecast
 - 10.3.5 India Event Management as a Service Market Forecast
 - 10.3.6 Australia Event Management as a Service Market Forecast
- 10.4 Europe Event Management as a Service Forecast by Country (2025-2030)
 - 10.4.1 Germany Event Management as a Service Market Forecast
 - 10.4.2 France Event Management as a Service Market Forecast
 - 10.4.3 UK Event Management as a Service Market Forecast
 - 10.4.4 Italy Event Management as a Service Market Forecast
 - 10.4.5 Russia Event Management as a Service Market Forecast
- 10.5 Middle East & Africa Event Management as a Service Forecast by Region (2025-2030)
 - 10.5.1 Egypt Event Management as a Service Market Forecast
 - 10.5.2 South Africa Event Management as a Service Market Forecast
 - 10.5.3 Israel Event Management as a Service Market Forecast
 - 10.5.4 Turkey Event Management as a Service Market Forecast
 - 10.5.5 GCC Countries Event Management as a Service Market Forecast
- 10.6 Global Event Management as a Service Forecast by Type (2025-2030)
- 10.7 Global Event Management as a Service Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

- 11.1 Lanyon
 - 11.1.1 Lanyon Company Information
 - 11.1.2 Lanyon Event Management as a Service Product Offered
 - 11.1.3 Lanyon Event Management as a Service Revenue, Gross Margin and Market

Share (2019-2024)

11.1.4 Lanyon Main Business Overview

11.1.5 Lanyon Latest Developments

11.2 Cvent

11.2.1 Cvent Company Information

11.2.2 Cvent Event Management as a Service Product Offered

11.2.3 Cvent Event Management as a Service Revenue, Gross Margin and Market

Share (2019-2024)

11.2.4 Cvent Main Business Overview

11.2.5 Cvent Latest Developments

11.3 Etouches

11.3.1 Etouches Company Information

11.3.2 Etouches Event Management as a Service Product Offered

11.3.3 Etouches Event Management as a Service Revenue, Gross Margin and Market

Share (2019-2024)

11.3.4 Etouches Main Business Overview

11.3.5 Etouches Latest Developments

11.4 Eventbrite

11.4.1 Eventbrite Company Information

11.4.2 Eventbrite Event Management as a Service Product Offered

11.4.3 Eventbrite Event Management as a Service Revenue, Gross Margin and Market

Share (2019-2024)

11.4.4 Eventbrite Main Business Overview

11.4.5 Eventbrite Latest Developments

11.5 Eventzilla

11.5.1 Eventzilla Company Information

11.5.2 Eventzilla Event Management as a Service Product Offered

11.5.3 Eventzilla Event Management as a Service Revenue, Gross Margin and Market

Share (2019-2024)

11.5.4 Eventzilla Main Business Overview

11.5.5 Eventzilla Latest Developments

11.6 Regpack

11.6.1 Regpack Company Information

11.6.2 Regpack Event Management as a Service Product Offered

11.6.3 Regpack Event Management as a Service Revenue, Gross Margin and Market

Share (2019-2024)

11.6.4 Regpack Main Business Overview

11.6.5 Regpack Latest Developments

11.7 XING Events

- 11.7.1 XING Events Company Information
- 11.7.2 XING Events Event Management as a Service Product Offered
- 11.7.3 XING Events Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
- 11.7.4 XING Events Main Business Overview
- 11.7.5 XING Events Latest Developments
- 11.8 Bizzabo
 - 11.8.1 Bizzabo Company Information
 - 11.8.2 Bizzabo Event Management as a Service Product Offered
 - 11.8.3 Bizzabo Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.8.4 Bizzabo Main Business Overview
 - 11.8.5 Bizzabo Latest Developments
- 11.9 CadmiumCD
 - 11.9.1 CadmiumCD Company Information
 - 11.9.2 CadmiumCD Event Management as a Service Product Offered
 - 11.9.3 CadmiumCD Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.9.4 CadmiumCD Main Business Overview
 - 11.9.5 CadmiumCD Latest Developments
- 11.10 Certain
 - 11.10.1 Certain Company Information
 - 11.10.2 Certain Event Management as a Service Product Offered
 - 11.10.3 Certain Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.10.4 Certain Main Business Overview
 - 11.10.5 Certain Latest Developments
- 11.11 Dean Evans and Associates
 - 11.11.1 Dean Evans and Associates Company Information
 - 11.11.2 Dean Evans and Associates Event Management as a Service Product Offered
 - 11.11.3 Dean Evans and Associates Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.11.4 Dean Evans and Associates Main Business Overview
 - 11.11.5 Dean Evans and Associates Latest Developments
- 11.12 Profit Systems
 - 11.12.1 Profit Systems Company Information
 - 11.12.2 Profit Systems Event Management as a Service Product Offered
 - 11.12.3 Profit Systems Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)

- 11.12.4 Profit Systems Main Business Overview
- 11.12.5 Profit Systems Latest Developments
- 11.13 iRez Systems
 - 11.13.1 iRez Systems Company Information
 - 11.13.2 iRez Systems Event Management as a Service Product Offered
 - 11.13.3 iRez Systems Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.13.4 iRez Systems Main Business Overview
 - 11.13.5 iRez Systems Latest Developments
- 11.14 KweekWeek
 - 11.14.1 KweekWeek Company Information
 - 11.14.2 KweekWeek Event Management as a Service Product Offered
 - 11.14.3 KweekWeek Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.14.4 KweekWeek Main Business Overview
 - 11.14.5 KweekWeek Latest Developments
- 11.15 Lyyti
 - 11.15.1 Lyyti Company Information
 - 11.15.2 Lyyti Event Management as a Service Product Offered
 - 11.15.3 Lyyti Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.15.4 Lyyti Main Business Overview
 - 11.15.5 Lyyti Latest Developments
- 11.16 Member Solutions
 - 11.16.1 Member Solutions Company Information
 - 11.16.2 Member Solutions Event Management as a Service Product Offered
 - 11.16.3 Member Solutions Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.16.4 Member Solutions Main Business Overview
 - 11.16.5 Member Solutions Latest Developments
- 11.17 PlanetReg
 - 11.17.1 PlanetReg Company Information
 - 11.17.2 PlanetReg Event Management as a Service Product Offered
 - 11.17.3 PlanetReg Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.17.4 PlanetReg Main Business Overview
 - 11.17.5 PlanetReg Latest Developments
- 11.18 Planning Pod
 - 11.18.1 Planning Pod Company Information

- 11.18.2 Planning Pod Event Management as a Service Product Offered
- 11.18.3 Planning Pod Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
- 11.18.4 Planning Pod Main Business Overview
- 11.18.5 Planning Pod Latest Developments
- 11.19 RegPoint Solutions
 - 11.19.1 RegPoint Solutions Company Information
 - 11.19.2 RegPoint Solutions Event Management as a Service Product Offered
 - 11.19.3 RegPoint Solutions Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.19.4 RegPoint Solutions Main Business Overview
 - 11.19.5 RegPoint Solutions Latest Developments
- 11.20 ReServe Interactive
 - 11.20.1 ReServe Interactive Company Information
 - 11.20.2 ReServe Interactive Event Management as a Service Product Offered
 - 11.20.3 ReServe Interactive Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.20.4 ReServe Interactive Main Business Overview
 - 11.20.5 ReServe Interactive Latest Developments
- 11.21 Ungerboeck Systems International
 - 11.21.1 Ungerboeck Systems International Company Information
 - 11.21.2 Ungerboeck Systems International Event Management as a Service Product Offered
 - 11.21.3 Ungerboeck Systems International Event Management as a Service Revenue, Gross Margin and Market Share (2019-2024)
 - 11.21.4 Ungerboeck Systems International Main Business Overview
 - 11.21.5 Ungerboeck Systems International Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

List Of Figures

LIST OF FIGURES

I would like to order

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