MARKET RESEARCH

EVENT MANAGEMENT SAAS

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August, 2019

EXECUTIVE SUMMARY

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INTRODUCTION

Globalization has created many business opportunities for different markets, such as expansion of horizons, international and national-level conferences, as well as trade shows (among others) by establishing direct channels of communication.

This increase in the number of events has created a multi-billion dollar industry, rapidly evolving, owing to the mobile and digital revolution.

The report will detail the Event Management SaaS industry, its market, competitors as well as any other relevant information which will enable X to seamlessly navigate in this SaaS segment and its competitors.

INDUSTRY OVERVIEW

The Event Management Software is a tool which enhances the workflow of event organizers via maintaining records of large data volumes and supporting organizers in planning, coordination, sourcing and data and information analysis.

All of these actions are assisted by the Event Management Software, in order to ensure well-organized and successful events. Other benefits of the software include reduced work overload, easy data management, improved quality of data, attendee convenience, and an enhanced customer base are thought to spur the market's growth.

Based on **400** event management software providers of all shapes and sizes, this 2016 Capterra survey provides valuable insights which X can use to their advantage:

- **Event planners** and **managers** spend an **average** of **$1,163 monthly** on event management software.
- Unfortunately, event software **satisfaction** is **low**, with 22% of respondents being dissatisfied or very dissatisfied with their current software.
- The most common reason (39%) people were dissatisfied with their event software was that it **lacked certain features**. For instance, 22% of respondents said their event management software **lacked room block management capabilities.**
- The three most-desired event software features were **RFID integration**, **event gamification**, and the ability to **manage event sponsorships**.

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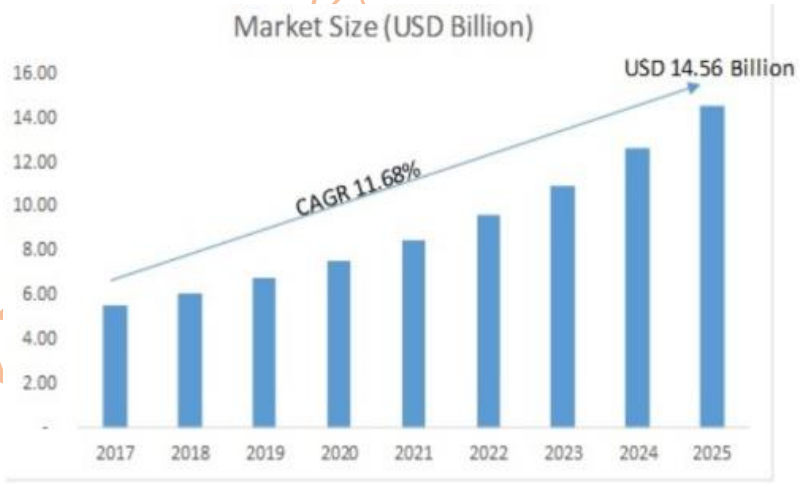
- 48% of respondents actually spent less money on event management software than they expected to. Only 19% spent more than they expected.

REGIONAL ANALYSIS

A recent article published by the online news provider WRCBtv, explains that the **Asia-Pacific** remains **a major market** for Event Management Software, mainly due to the influx of meetings held by associations and corporate entities in **developing countries,** such as **China**, **India,** and **Indonesia**.

Past **summits** in **Hong Kong** and **Macao**, are among the more notable contributors for the past and anticipated growth of the Event Management Software in these regions. In **India**, the total number of events rose from 4,317 to 5,076 between 2014 and 2015. This market was expected to experience a CAGR (Compound Annual Growth Rate) of 17.68% in the following years. The organized event sector in India was valued at INR 10,792 crore (US $ 1,567,807,800).

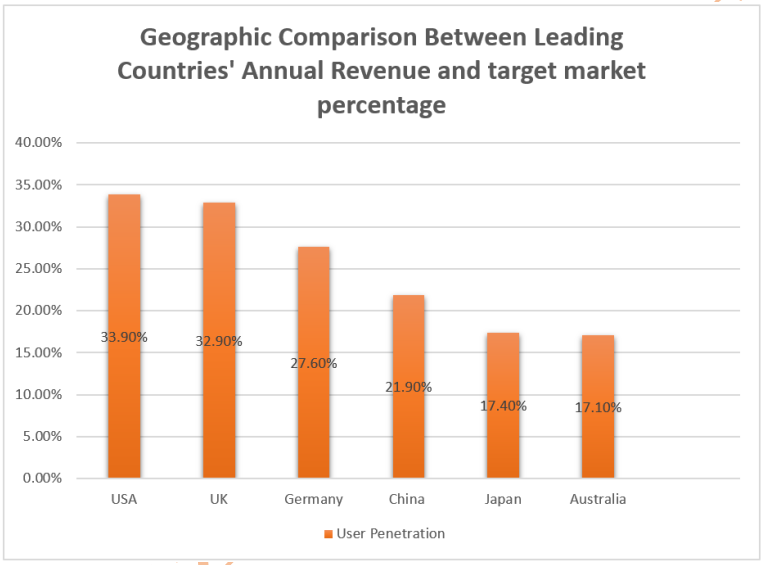
Market Research Future's report projects, that the **global event management software market,** will be **valued** at **$14.56 billion by 2025**.



According to the computer software company – EventBookings's article, the global EMS (Event Management Software) industry **in 2015 had an estimated worth of US $5.8 billion**, and current estimates are that it will **continue its rapid growth at a CAGR of 11.6% between 2018 and 2022** (these claims can be also seen in the graph showcased

above). The article also identifies the countries in 2018 which generated the most annual revenue from the EMS industry:

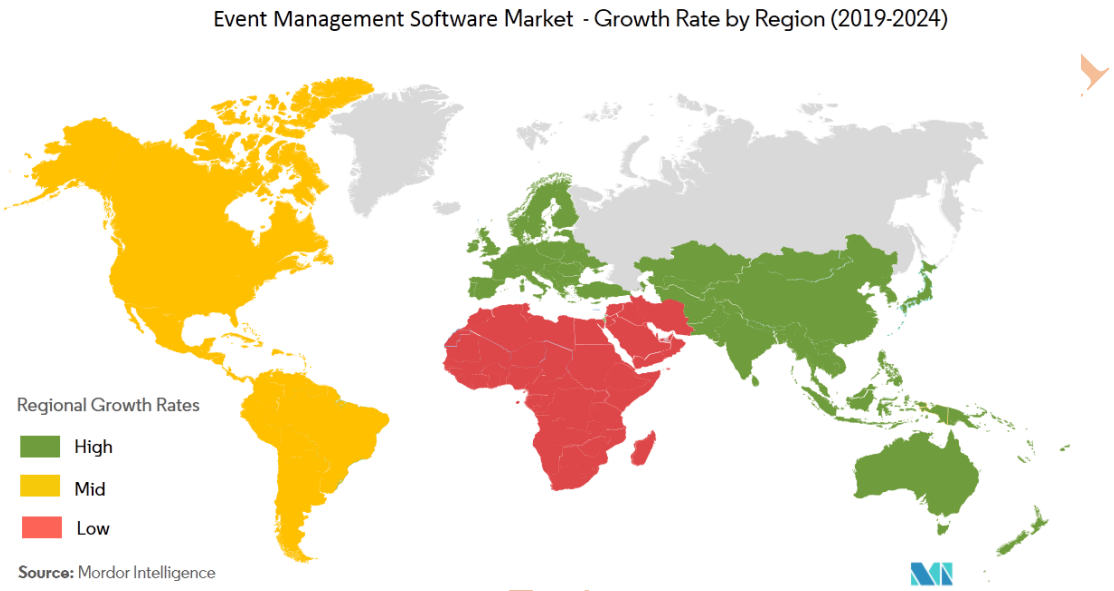
- The USA with $28 million in revenue.
- China with $7 million.
- The United Kingdom with $3.7 million.
- Germany (one of the fast-growing EMS industry countries) has earned $3 million in 2018.
- Japan's annual revenue made by the EMS industry is $2 million.



The graph above is showcasing the **percentage of user penetration** in the countries with the largest revenues made in the EMS segment. It can be seen that the **USA** has the **largest adoption** of **EMS solutions**, with 33.9%, **followed** by the **UK** 32.9 and **Germany** 27.6%.

The expectations for **Australia**'s EMS industry for 2023, includes **annual revenue over 2.7%, reaching over $6.25 million** with a consistent demand of event management services and high expenditure of participants between 2-17 and 2018.

Estimation made in a report published by the Market Research company – Mordor Intelligence, suggests that Europe and the APAC region are the regions with the highest expected growth rates until 2024. Following are the Americas, and the region with the slowest growth rate in the EMS industry are Africa and the Middle Eastmea. This is graphically showcased in the image provided below:



SEGMENTATION ANALYSIS

Data on the news provider's website – GlobeNewswire, segments the EMS market in three categories: **software type**, **deployment,** and **application**.

In terms of the software type, the market is segmented into:

- Event registration software,
- Event marketing software,
- Venue sourcing,
- Mobile event app, and analytics software.

The **event registration segment** has the potential to reach a total valuation of nearly **$5 billion** by the end of 2022. Its use by event planners is expected to bolster its demand in the forthcoming years.

The **analytics software** is thought to be the **fastest growing segment**, showcasing a CAGR of 17.33%. This type of software is employed for its data-gathering capabilities, recognitions of growth patterns and revenue estimators from potential clients. The **demand** for this software **by event organizing companies in the US** is anticipated to be this segment's main driving factor.

When referring to the types of **deployment of the EMS**, the **on-cloud** segment is forecasted to generate earnings close to $10.24 billion by 2022 at a 14.75% CAGR. The main contributors to this estimations are the **low installation costs**, **encrypted security,** and **wide area network access**. This segment is expected to **completely outperform** the **on-premise segment,** due to the longer periods of time necessary for its installation.

TRENDS

A factor driving the demand for EMS solutions, according to the research company technavio's report, is the growing adoption of **chatbots**. **Event organizers** are adopting artificial-intelligence enabled **chatbots** as assistants to **answer questions**, **generate feedback**, **stimulate engagement**, and **deliver customizable notifications**.

The online technology magazine TechMag, in their article point to a couple of the top trends in the global event management software (EMS) market:

- Due to the **musical events** and **stand-up comedy shows** in the **APAC** and the **MEA** regions, the EMS market is expected to experience significant growth.
- Aside from traditional events and conferences, the growth of the EMS market is expected to be driven by **new product launches from the Telecom industry** in the **western** parts of **Europe**.

It can be deducted that the **increase** of number of **events, meetings, conferences and festivals**, which require proper management and tracking, are one of the **main drivers** for the **growth** of this market/industry.

PR Newswire' report points to a **large number** of small and medium-sized enterprises (**SMEs**) in China, Japan, Singapore, Malaysia and Australia, and their inclination to adopt **cloud-based EMS technologies** as one of the main drivers for the growth of EMS in this region. In this region, the **corporate industry** plethora of occasions, such as meetings, conferences, exhibitions, product launches, roadshows, buyer-seller meets, press

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conferences, board meetings, executive retreats, award ceremonies, VIP events, and trade shows are the **end-user segment which is expected to witness the largest market share**.

On the other hand, according to Market Research Future's report, warns that **APAC** region's **growth may be slowed down** due to **the lack of knowledge** and technicality about the benefits of the event management software, and the **heavy reliance** on the **traditional methods** of **event planning**.

According to Market Research Future's report, the **increasing number** of **event management applications** for **mobile phones** are expected to **drive the growth** of the EMS market, as they offer easily-manageable features and analysis tools which can be used to estimate the ROI (return of investments) from organizing an industry event.

A report published by SpendEdge – a market intelligence providing company, alludes at a couple of trends occurring in the event management software landscape:

- A plethora of buyers are **switching to cloud-based** implementation **model**, due to its low costs for setup. Suppliers are collaborating with allied service providers (cloud-hosting services) in order to gain control over the cost of facilitating services for buyers. This is likely to lead to a reduction of the cost of the event management software.
- The event management software landscape is recording an **increase in developer wages**, mainly due to the shortage of a skilled workforce and an increase in the minimum wage standard across other countries. This eventually leads to larger expenses for developers (from a supplier's perspective), which translates to increased prices of the finalized product/solution (from a buyer's perspective).

Another technavio report alludes that the emergence of **virtual reality** in the event management industry is **reducing the cost** for the companies organizing these events. They also enable the service providers to organize bigger events, without the restrictions of space.

Furthermore, the **gamification** of events, keeps the attendees engaged and excited to form a bond with the brand. This way of promoting the brand is deemed highly effective in forming lasting relationships with a brand. Social media, technology, and wireless communication are also a major influence on the implementation of gamification in the

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global market. Engaging the event attendees with **live pools** via **mobile apps** or **virtual reality problem-solving games**, are gaining even more popularity among **corporate seminars** and **exhibitions**.

Citing information from Eventbrite's blog, which can also be interpreted as trends:

- 87% of event creators plan to use **augmented reality** (AR) in 2018. 88% plan to use **virtual reality** (VR).
- 96% of event creators plan to **live-stream video**. Viewers spend 8 times longer with live video feeds than with a recorded video, and 67% of the viewers are more likely to purchase a ticket to an event after watching a live-feed video.
- Lastly, 83% of the event creators are using an **event app**.

The data presented in the following paragraphs are taken down from Finance Online's article on EMS. Although the following information cannot be categorized as industry trends, these are issues which should be avoided in order to provide the customers with the highest value possible:

- **Simplistic, not simple, UI** – Software solutions strive to simplify their features and processes to ease onboarding and user adoption. But in the process, they compromise customization that enables users to use the tools according to their workflows.
- **Cost-effectiveness** - Great event management solutions may come at a hefty price and powerful features. But if the users only have a small event, the ROI may be compromised and the software proves costly. As a general rule, the cost of software should only be a minimal part of the users' total operational expense.
- **Lack of support** – After-sales support is crucial to maintaining a satisfied clientele.
- **Integration problems** - Event management software solutions that cannot integrate with key business systems compromise flexibility.
- **Overlapping functionalities** - End-to-end event management solutions are great at covering entire event stages, but the issue is, they may be performing processes that other systems are already doing.

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ASSOCIATIONS

This segment of the document will detail some of the Event Planning and Management Associations which can be used to propel X goal for more networking, potential clients, knowledge and larger incomes.

Social Tables, an Event Software providing company, according to their article, there are about 17 associations which can help businesses advance and reach higher levels. Only the more relevant ones will be extracted.

It is also important to find associations which are the best fit for X, and in order to do so, there are the general guidelines:

- Making sure that there is a local chapter.
- Look into the benefits that come with the association membership.
- Cost of the membership.
- Understand the opportunities for leadership.
- Learning whether the association has a national or an international presence.

These are the Event Planning/Management industry associations which X can benefit from:

- MPI (Meeting Professionals International) - MPI is the largest meeting and event planning association in the world, with a focus on high-level education and business best practices.

  MPI offers different levels of membership, allowing members to adjust their involvement based on their time and preference. The association offers access to an extensive network of professionals, whilst also providing relevant educational resources.

- ILEA (The International Live Events Association) – apart from the networking and invaluable resources, the association provides access to the ILEA Career Center, exclusive events, as well as the chance to enter ILEA Esprit Awards.

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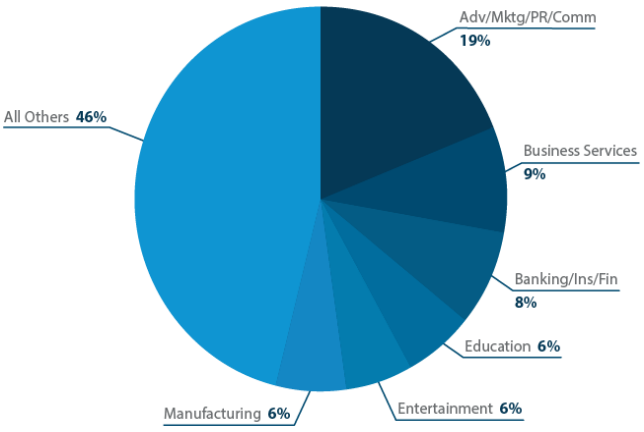
- ESPA (Event Service Professionals Association) – the organization provides year-round educational opportunities, certification eligibility, professional resources updated monthly, as well as networking opportunities.
- CEMA – (Corporate Event Marketing Association) – mostly used by corporate event marketers, this associations provides monthly CEMA Study Tours – events to connect with other professionals, while also providing an exclusive newsletter, job board, and member directory.
- IACC (International Association of Conference Centers) – members of the association have access to exclusive events and digital content, entrance to their competition, as well as data reports comparing property performances with local competitors.
- ICCA (International Congress and Convention Association) - networking, education, and self-promotion opportunities are the driving force behind this association.

Additionally, Social Tables also provides listing of top 20 Event Planning Conferences in 2020, which could provide some interesting insights for X. These are international conferences and can be browsed on Social Tables' website.

TARGET MARKET

A couple of sources were used in the efforts to narrow down X's target market. The initial source for information is a 2016 survey, followed up by a LinkedIn Sales Navigator analysis. Also, these are some of the insights from Capterra's 2016 survey conducted on **400 event management businesses** of all shapes and sizes, which can be used to narrow down X's target market:

- Event Management Software, in largest part, is **used by** the following **three industries**: **Advertising/Marketing/Public Relations** and **Communication** (19%), **Business Services** (9%) and **Banking/Insurance/Financial Services** industries (8%).



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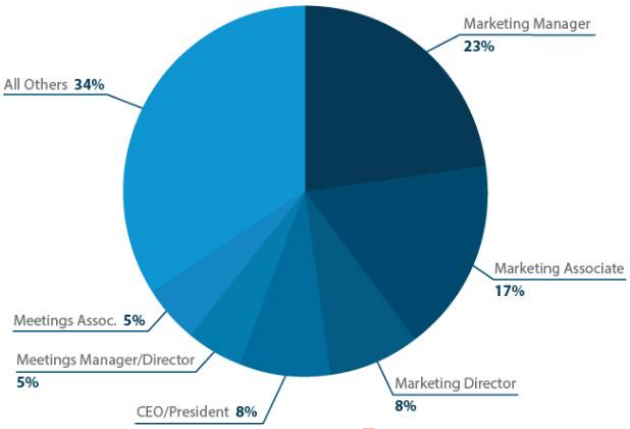
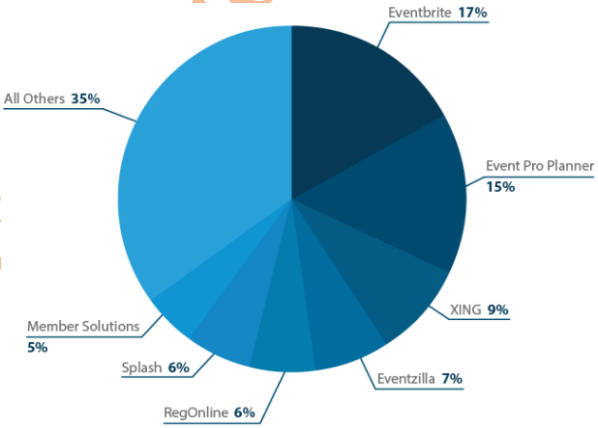
- In regards to the people which use event management software, the survey concluded that the **Marketing Managers** (23%), **Marketing Associates** (17%) as well as the **Marketing Directors/CEO/President** (8%) are the top three employee types which are most likely to use this type of software.



- The survey also deducted that **the top three event management software** most widely used, are **Eventbrite** (17%), **Event Pro Planer** (15%) and **XING** (9%). This knowledge can also be used in the competition chapters, as these are the companies which X will have to challenge.



- Delving deeper into the preferences of the event management software users, the survey identified that the **two most used features** were the "**Meeting Management**" and "**Attendee Management**".

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- On the other hand, the features which users desired the most but weren't included in the EMS they were using, were "**Room Block Management**", "**Sponsor Management**" as well as "**RFID/Bluetooth/Beacon Integration"** features.

POTENTIAL CLIENTS

The following analysis is an estimation of the potential market for X. The analysis which will be conducted through **LinkedIn's** tool – **Sales Navigator**, will attempt to accurately point out the industries wherein the greatest potential for X lies. There are two categories of targeted companies, which can benefit from the EMS solution, such as:

- Small Event Management Companies
- Marketing Department in Corporations that have a need for an Event Management Software

➢ To start the analysis, the Industry closest to Event Management which LinkedIn provides is the **Events Services**. Once the Company Headcount is set to small companies, **1 to 10 employees**, the total results count **78,250 companies** on a global level.

The **two main regions** containing the **smallest event services companies** are **Europe** (20,211 companies), as well as **North America** (17,043 companies).

➢ The other way to narrow down X's target market is to analyze the **number of people** who have **event-related responsibilities in their workplaces**. The main assumption is that the employees in companies which are on event-related positions, are the ones which work with events (or in the event organizing/planning landscape) and might have the highest need/demand for EMS solutions.

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The way to research these employees is to look into workers with the **keyword "event"** in their title. This method produced a **global result** of 435,890 employees.

The **top 3 industries** in which these employees are distributed (aside from the Event Services industry, since of course that's the industry where the most event-related workers will be employed) are the **Hospitality** with 35,113 event-related workers, **Marketing and Advertising** (28,844 workers) and the **Entertainment** industry, employing 26,055 event-related workers.

- From the research and the data presented in the pages above, it can be deduced that **Marketing Managers** or the **employees** in the **marketing sector** are the people with the highest potential of using for EMS products. To that end, relying on LinkedIn one more, the number of the potential market was researched.
- Globally, there are 5,123,617 employees in marketing positions. If a filter for larger companies, with more than 500 employees is applied, then the top industries are:
  - Marketing and Advertising (242,906) – 2,720 companies
  - Information Technology and Services (65,702) – 9,625 companies
  - Financial Services (58,918) - 6,792 companies
  - Telecommunications (54,075) – 4,527 companies
  - Consumer Goods (53,968) - 3,182 companies
  - Retail (48,428) - 7,479 companies

TARGET MARKET INDUSTRIES INSIGHTS

Through the use of LinkedIn' Sales Navigator, 3 of the industries showcasing the traits of X's ideal client market were identified (primary industries): **Event Services**, **Marketing,** and **Advertising,** as well as the **Financial Services** industry.

In this segment of the research, details regarding each industry will be presented, as to deepen the understanding of each industry and better approach each one.

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EVENTS SERVICES

The intelligence platform which helps events run better – Event, has an article showcasing 100 facts regarding the Event Industry. Some of the more relevant will be included in the following spaces. In addition to the industry facts, an image depicting the largest challenges event planners are facing will be also provided.

- **Corporate Events** - The priority of attendees attending corporate events in 2018 is networking (82%), learning (71%) and entertainment (38%). Self-improvement is important to 37% and time out of the office is appealing to 16%
- **Event Marketing** - Event planners listed social media as the most effective tool for event marketing (74%), followed by email marketing (66%), their website (60%) and event registration site (26%)
- **Event Apps** - 46% of event planners use event apps in their events. 26% are considering using an event app and 28% are not using them.
- **Event Management Software**
    - 40% of event planners use event management software
    - The most important consideration in event management software is support (79%), followed by the features (78%) and analytics (69%). Value for money is listed by 67% of event planners and for 58% it is important that they are not limited in terms of the number of events or attendees.
    - 74% of event planners use different event technology providers rather than an all-in-one solution.

Similar industry statistics are also provided by the Bizzabo blog. The company surveyed over **1,000 senior marketers** to learn how they think about live event strategy. Here are some of the more relevant bits of information regarding the event technology and event marketing the survey uncovered:

- Over performing businesses, are twice more likely to use event software that integrates with other core business platforms.
- Businesses that do use event software are 24% more likely to prove event ROI compared to those that do not use event software.

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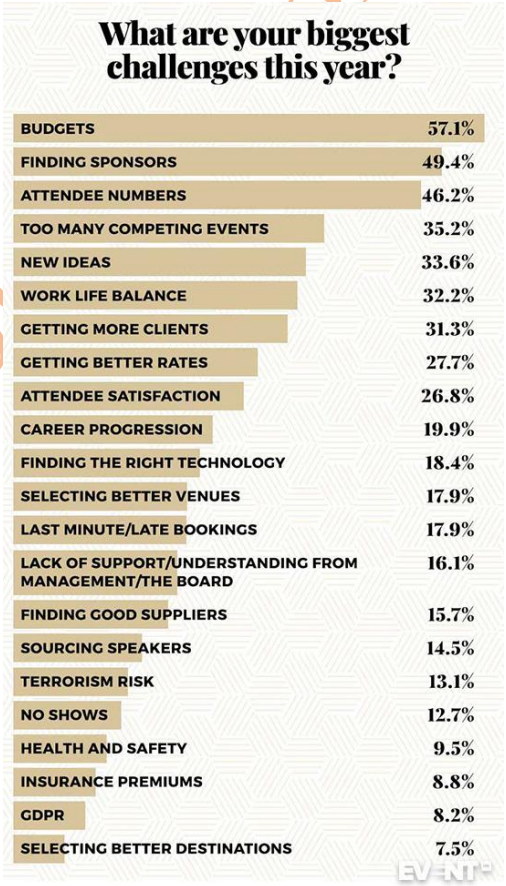
- 62% of marketers who use email marketing to promote their events use event management software.
- Those who organize more than 50 events a year are more likely to use event management software
- Event technology can help increase event attendance by 20%, increase productivity by 27%, and decrease costs by 20-30%
- Only 31.6% of event organizers use technology regularly to encourage engagement at events.
- 44% of event marketers would like new event technology that provides analytics (booth visits, length of stay, etc.) in order to improve the exhibitor and attendee experience.

Here are some of the biggest challenges (pain points) for the event planners, taken from a research with **2,400 contacts** and **over 1,000 respondents**.



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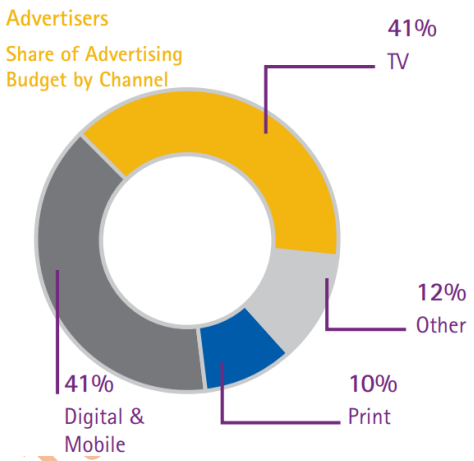
Noteworthy are the first couple of concerns for the workers in the Event Services landscape. These top issues are the Budgets (37.1% of respondents), Finding Sponsors (49.4%) and Attendee numbers (46.2%).

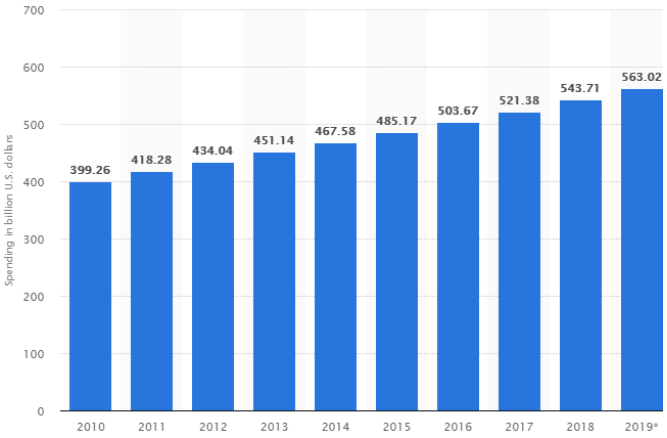
MARKETING AND ADVERTISING

Accenture' report on the Future of Digital Advertising details the current and expected future of digital advertising. Driven mainly by the largest return of investments, as well as having better audience targeting data, advertising and marketing agencies are heavily focusing on TV, as well as Digital & Mobile advertising.



In general, the marketing and advertising industry experienced huge growth in 2017, which lead to the industry's valuation at $1.2 Trillion, as stated in the Tower of Zeyron's blogpost.

On the advertisement expenditure side, according to the statistics company – Statista, the industry is set to have its largest advertisement expenditure as of yet. In 2019, the industry is expected to surpass $560 billion, representing a growth of roughly 4% compared to 2018



A 2017 LinkedIn article titled "The biggest threats to advertising agencies and the marketing communications industry" alludes to 17 points which are challenging the Marketing & Advertising landscape.

A few of the more outstanding ones are:

- Remaining relevant amidst the competition
- Understanding of Data
- Competition for quality talent
- Automation of advertising

In general, X's product cannot directly address any of the issues these three industries showcase.

However, each of these industries holds a plethora of fairs, conferences and other types of events numerous times, which can be at times, challenging to competently organize, manage and market. This is where X's EMS has the greatest chance to showcase its potential and usefulness, via supporting the event organizers, planners, managers, and marketers, and enabling a smooth and seamless runtime of the event.

So in a way, X indirectly represents an attractive solution to the issues which at some point almost all industries (and companies within them) which organize events, will inevitably face.

FINANCIAL SERVICES

The financial services market expected to reach a value of nearly $26521.67 billion by 2022, significantly growing at a CAGR of 5.9% during the forecast period. The growth in the financial services market is due to increasing demand for insurance and loans, increasing demand in end user investments and global economic growth. However, the market for financial services is expected to face certain restraints from several factors such as safety concerns, stringent government regulations and fluctuating interest rate, as it's reported in the market research company -The Business' report.

Another report published by Deloitte, addressing the global banking industry, informs that the global banking system is the most profitable it has been in the past decade. In the US, the banks' assets reached a peak of $17.5 trillion.

The European banking landscape has become smaller, where some of the top European banks have dropped profits from $60 billion in 2017 to $17.5 billion in 2017. Main cause

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for this is the banks' reduction in size, as well as the retrenching from international markets and exiting former profitable businesses.

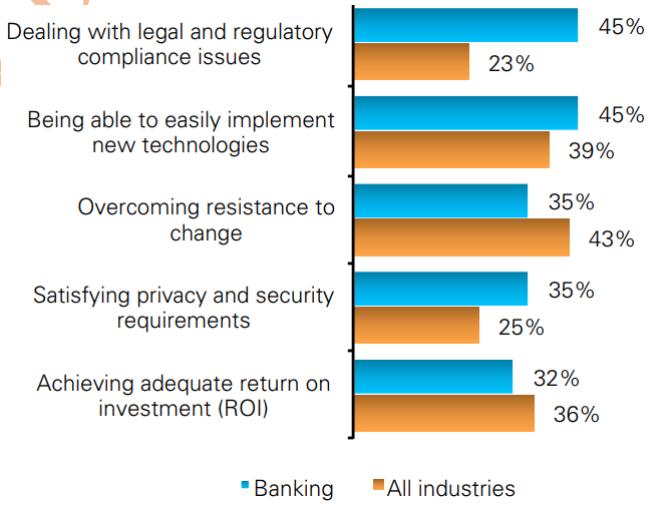
The APAC region, especially China, has seen the greatest development in the last 10 years. The largest Chinese banks reported ROI of 15.3% in 2017.

It's not uncommon knowledge that the traditional brick-and-mortar banks, are adapting to the new technology and software trends, and are migrating their services online (or on the cloud) in order to convene their customers.

In this light, one of the pain points in the Financial Services industry, is the **online security**. Technorely Inc., a computer software company, in their article list some of the main pain points challenging the Financial Services Industry:

- Cybercrime in Finance - Data breaches involving financial service firms increased by 480% from 2017 to 2018
- Regulatory Compliance - The ever-changing regulatory environment poses a constant challenge for financial institutions of all types.
- Fintech Disruption of the Financial Services Industry – 64% of financial service leaders say they plan to collaborate with FinTechs in the future.

A 2017 survey conducted by KPMG on **350 banking companies**, indicates that **regulation**, upcoming **technologies**, as well as **privacy and security,** are the top digital challenges for banks.



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As the research has previously uncovered, Marketing Managers, Marketing Associates as well as persons employed on the Marketing Director, CEO and/or President positions are amongst the ones that use Event Management Software products.

One of the approaches to establish initial contact with these Leads, is through a Lead Generation – a service which will attempt to establish warm leads with a targeted potential clientele. The service is usually executed through LinkedIn, and it's one of BizzBee Solutions' trademark services, if X considers to follow this approach.

In the spaces below couple of case studies can be found, which showcase actual situations and challenges, as well as the tactics used to overcome those obstacles in the EMS landscape.

CASE STUDIES

This segment of the research paper is reserved for showcasing a couple of case studies in which various EMS providers, successfully managed and aided clients in their event endeavors. The benefit in these case studies is to showcase actual issues and challenges EMS providers are regularly faced with, and ultimately, draw the best practices which will help X in implementing, managing and marketing their own Event Marketing Software.

1. The first case study is from GEVME, a company which is a fully integrated event management and marketing software that powers every step of an event's lifecycle.

In short, GEVME was successfully implemented into International Enterprise Singapore (the government agency driving Singapore's external economy). The agency had a global network of over 35 locations, which organized more than 350 events per year, including internal training workshops, seminars, conferences, etc.

These are some of the challenges GEVME faced while servicing their client:

- Standardizing the branding and event template of all events.
- Integration with the legacy system to auto-populate certain events.
- Integration with financial system and eNets to compile online transactions automatically.
- Event managers located globally requiring training in overseas centers.

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- GEVME was required to comply with Singapore's stringent security standards before launch.

2. The second case study, details Coconnex, a mid-sized organization with experience in the online services and in the event landscape, which enables them to deliver engaging and cost-effective solutions to their clients.

The ECOC (European Conference & Exhibition on Optical Communications) exhibition attracts over 6,000 decision-makers from across the globe and has over 300 international exhibitors exhibiting every year.

The ECOC exhibition team required a live floorplan on their event website available for their visitors to get a full preview of the exhibition space and exhibiting companies and for the exhibitors to book their stands online from any location in real-time.

This meant that unlike a fixed number of sales users using the online floor plan, there would be many potential exhibitors accessing the live floorplan for booking stands online. Coconnex provided the ECOC exhibition with a Self-Service Interactive floor plan, which integrated seamlessly with their event website.

This enabled exhibitors to search the online floor plan for suitable stands, immediately reserve them or join the reservation queue and book them once they reached a decision.

3. The third case study involves MeetPoint, a company which provides an EMS which brings together some of the smartest features that are aimed at taking care of every aspect organizing a modern, digital event.

The Company's challenge included setting up online sign-up forms, email invitations, mobile-friendly check-in and above all, an opportunity for business networking amongst attendees, since one of the aims of the event, was to enable all of its participants to make business through networking.

4. The fourth case study describes Artifax Software, an event software development company who's EMS was involved in servicing a highly prestigious organization, which needed a system to manage events in their building.

The building was managed by two separate departments, each with their own separate installation of a legacy system that Artifax replaced with a single system.

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The aim of the organization was to unify processes across both departments, but it soon transpired that this was a task that could not be achieved solely by changing the software and that it would need to be incremental and driven by the organization from within.

This raised some interesting challenges for Artifax's implementation team, including:

- Equipment with Limited Quantity
- Price Changes
- Profit Margins Analysis
- Customization of Pre-configured Packages

COMPETITION ANALYSIS

COMPETITOR SPREADSHEET SUMMATION

These are the summarized findings from the competition spreadsheet.

- Certain in the oldest company, founded in 1994, whereas idloom is the youngest (2015).
- Cvent has the most employees (4,000).
- Splash is the company with the most investors (22).
- Eventbrite has the most acquisitions (9) out of all competitors.
- With a total of 47 partners, Cvent is the competitor with the most partnerships.
- Certain has a total of 6 services which they offer to their customers. That places the company on top of all others, in terms of number of products/services.
- Whova's product is the one with the highest rating on both storefronts Apple's App Store and Google's Play Store, with respective ratings of 4.7 and 4.8.
- It's common for the competitors to offer a trial/demo version of their product for a limited time, and afterwards provide 3 or more tiers of pricing, where each tier besides costing more, it also has more features.
- Eventbrite is the Event Management Software provider with the highest revenue of $291.61 million.

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- In correlation to the highest revenue, Eventbrite is also the company with the highest volume of users, of around 20 million.

ESTIMATED NUMBER OF EMS

One of the viable methods of estimating the number of EMS solutions is through analyzing the number of software available on some of the top software and app review websites.

These websites include: **Craft.co**, **G2 Crowd, Capterra, GetApp, Trust Radius** and **Software Advice**.

It is correct to assume that some companies/EMS providers are also listed in other websites. For example, **Cvent** can be found on G2 Crowd's website, as well as on Capterra and GetApp's and so on. In order to approach this analysis as objectively as possible, it should be **assumed** that **some of the companies may be duplicates** (listed on other websites as well), and that the final number **does not depict the exact number of EMS providers on the market.**

- **253** companies are listed as Event Management Software providers on Craft.co's website
- Under Event Management Software on G2 Crowd, a total of **226** companies/software are listed.
- On Capterra, there are **346** EMS companies.
- GetApp has 168 apps belonging in the Event Management Software category.
- Trust Radius's list of Event Management products, includes **137** entries.
- A total of **88** EMS software were identified on Software Advice's website.

Once added together, the estimated number of available EMS solutions on the market is **1,149**.

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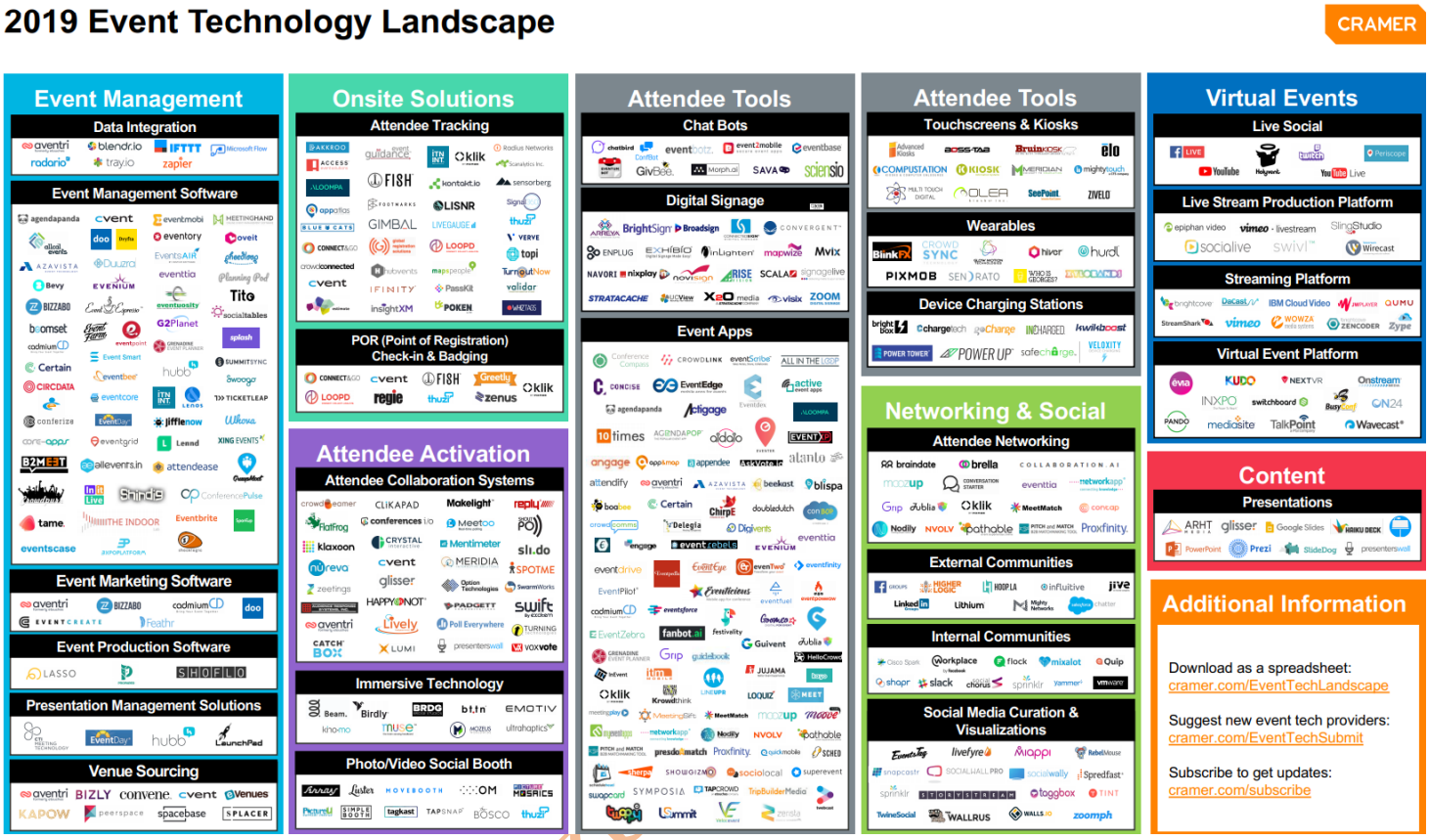
Another source which can help estimate the number of Event Technology providers, is Cramer's 2019 Event Technology Landscape supergraphic, which also categorizes the Event Technology providers in accordance to the specific type of service they provide.



The supergraphic includes a total of **444** Event Management Technology providers, where the vast majority of providers are occupying the **Event Apps** segment.

ALTERNATIVES TO EMS

The E-Learning company Study.com, published an article in which the methods of organizing and planning an event are showcased, prior to the technological advancements of the Event Management Software. These methods although long-forgotten, still represent (although cumbersome) an alternative way to organize events without technological support.

For many years, event planners have implemented the use of some low-level technology options for enhancing their conferences and meetings. Things such as **computers**,

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microphones, **overhead projectors** and **large video screens** are a mainstay in the event planner's arsenal.

Another cumbersome process which is now fully digitized, is the **manual ticketing or ticket booths**, which could cost the organizers as well as visitors' valuable time they could be spending on more important tasks.

An insightful overview on some of the tasks which were used before the technological revolution and before the Internet, are written in LocalHop's article on the Brief History of Event Management. In the article, some practices which smaller, or less funded event planners/organizers could still use will be presented. These practices also represent the alternatives to the modern Event Management.

- **Registration** - Prior to the 1990s and 2000s, event organizers had to use **hand-written registration processes** and all documents were **physically mailed**. It could take days to reach the proper place and it was easy for documents to become lost.
- **Locating** – Before the Internet, attendees had to pull out a **physical map** to find location of an event, which may have been difficult and stressful.
- **Attendees** – In order to learn who is attending and event, **telephone calls** or **asking in person** were the most efficient ways to uncovering this information.
- **Advertising and Finding Events** - Before the internet, **flyers**, **posters**, and **word-of-mouth** were popular ways to **advertise** events.

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