

## **Global Event Management Software Market Analysis, Scope, Stake, Progress, Trends and Forecast up to 2022**

*Global Event Management Software Market, by Software Type (Event planning, Event registration, Venue management), by Deployment (Cloud, On-Premise), by Application (Corporate, Government, Healthcare, Education) - Forecast 2022*

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Pune, India - March 20, 2017 /MarketersMedia/ -- Market Highlights:

The Global Event Management Software Market has experienced remarkable growth from past few years and it is expected to grow at same level in forecasted period. With rise in population there is increase in demand for Event planning, venue and catering booking, invitation, seating arrangement, content and other outsourcing management etc. which makes event management Software industry more demanding and enhancing quality of product.

Event Management Software is an online platform to organize a corporate or traditional event successfully. It provides everything an organizer need to plan for successful events. Event planning, venue and catering booking, invitation, seating arrangement, content and other outsourcing management are the features of Event Management software. Growing penetration of cloud platform market and increase in number of trade shows and other corporate events is building need to understand growing demand for event management and its related software solutions.

Major Key Players

- o Cvent Inc. (U.S.)
- o Etouches (U.S.)
- o Eventbrite (U.S.)
- o Lanyon Solutions Inc. (U.S.)
- o Bizzabo (U.S.)
- o Certain Inc. (U.S.)
- o Regfox LLC (U.S.)
- o Ungerboeck software International (U.S.)
- o Pulse network (U.S)
- o Active network LLC (U.S)

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Industry News:

- o Cvent has acquired alliance tech in December 2015. Alliance Tech is an event measurement technology provider for corporate events.
- o Etouches has acquired Zentila in June 2016. Zentila is an innovative hospitality and booking solution provider. Its meeting and bookings are based on SaaS technology platform.

Target Audience

- o Research Organizations
- o Education institutes
- o Media
- o Corporate
- o Resellers and Distributors
- o Government Agencies

Growing penetration of cloud platform market and increase in number of trade shows and other

corporate events is building need to understand growing demand for event management and its related software solutions.

The major growth driver of Event Management Software Market includes increasing expenditure on event management, growing adoption of cloud platform, and rising online education programs among others.

Hence the market for Event Management Software is expected to grow at a considerable rate of CAGR during the period 2016-2022.

However, lack of technical expertise and changing consumer needs are some of the factors which are hindering the growth of Event Management Software Market.

The report comprises of wide primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different market segments and regions.

Taste the market data and market information presented through more than 50 market data tables and figures spread in 110 numbers of pages of the project report. Avail the in-depth table of content TOC & market synopsis on "Event Management Software Market Research Report- Global Forecast to 2022"

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It quite justifies claiming the report as promising for the following good reasons:

- o To provide detailed analysis of the market structure along with forecast for the next five years of the various segments and sub-segments of the global Event Management Software Market.
- o To provide insights about factors affecting the market growth.
- o To Analyze the Event Management Software Market based on various factors- porters five force analysis, mega trend analysis, macroeconomic indicators etc.
- o To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, and Rest of the World (ROW).
- o To provide country level analysis of the market with respect to the current market size and future prospective.
- o To provide country level analysis of the market for segment by type, by deployment, by application and sub-segments.
- o To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market
- o To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Event Management Software Market.

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Regional Analysis

North America is dominating the Global Event Management Software Market with the largest market share in the region, and therefore accounting for substantial share and is still expected to grow over at a significant figure by 2022. Event Management Software Market in Asia-Pacific market is expected to grow at a comprehensive percentage of CAGR by 2022. The Europe market for Event Management Software Market is too expected to grow extravagantly.

This research report provides the insights, on various levels of analyses such industry analysis, market share analysis leading market players and their profiles. This report also helps in studying

the target segments by providing views on emerging & high-growth segments and market conclusion.

Together the market data comprise and discuss with the basic assessments on the competitive scenarios & strategies, of the Global Event Management Software Market, including the high-growth regions, countries and their political, economic and technological environments. Further the project report also provides the views over the historical market values as well as, pricing and cost analysis of the same.

Major Segments

Segmentation by Software Type:

- o Analytics software
- o Venue management software
- o Event planning software
- o Event Registration software

Segmentation by Deployment

- o On-premise
- o cloud deployment

Segmentation by Application

- o Corporate
- o Government
- o Education
- o Healthcare

The report for Event Management Software Market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight of the market and industry performance.

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