

## **Event Management Software Market is estimated to grow by 11.39% of CAGR by 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*

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 2022Pune, India - April 18, 2017 /MarketMedia/ -- Market Highlights

Event management software majorly categorized into five types pertaining different functions namely, analytics software, event registration software, event marketing software, mobile event app, and venue sourcing software. At present, event registration software of \$ 2.43 billion revenue is used by event planners on major basis and is showing highest revenue of \$ 2.43 billion in 2016 which would expect to reach to \$ 4.99 billion by the end of forecast year 2022. Event marketing is the second highest revenue generated software of \$1.88 billion followed by on-site technology and venue sourcing software.

The software market is further classified into two deployment methods namely cloud and on-premise deployment. On-premise deployment is majorly used deployment method before rising cloud technology market. Due to high cost associated with hardware and software and time consuming installation process, the demand of on-premise deployment method decreases since past few years. Whereas, easy installation, wide area network access, low installation cost, and high security feature provided by cloud has increases its demand and adoption rate among application sectors especially corporate, education and government sectors.

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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Geographically, North America is the leading region in event management software market where U.S. occupies highest market share in the region. More than 50% market revenue comes from U.S. only due to established event management software market. Other countries such as Canada and Mexico are the growing countries in the region. It is estimated that North America would reach to \$6.95 billion by 2022 from \$3.37 billion in 2016, where U.S. is estimated to grow with a highest CAGR of 13.68% during forecast period 2016-2022.

Growing adoption of cloud platform by industries and corporates is expected to drive the event management market and increasing number of smartphones are the major key drivers for the growth of the Event Management market. Growing internet services on mobile platform drives the increasing number of smartphone users worldwide. As per MRFR study, it is estimated that more

than 2 billion people are using smartphone for their respective personal and professional use. Technological innovation, high accessibility, decreases in smartphone price and high involvement of social media in users' routine life is driving the smartphone market. Increasing number of event management applications in mobile phones is expected to drive the EMS market as it offers easy to manage features and analyzing tool for estimating ROI generated from the event for the industry.

It is estimated that cloud based event management software deployment would reach to revenue of \$ 10.24 billion by 2022 from \$ 4.48 billion in 2016. Whereas demand for on-premise deployment is declining with time and soon will be vanished from the market.

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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### Event Management Software Market Segmentation

Event management is the process of creating and developing of small and large scale festivals, concerts, corporate presentations, ceremonies and many more events. It includes task such as brand study, categorizing target audience, budgeting, scheduling, venue sourcing, transportation, and parking among others. These applications thereby required lots of paper and manual work and thus is a very tedious job for event planners. Event management software consist of various type majorly categorized into analytics software, event registration software, event marketing software, On-site technology and venue sourcing among others.

Every application sector including corporate, education, associations, event organizing company and government is adopting event management software over traditional approach. Globally event registration software among all is growing with a highest revenue value of \$ 2.43 billion in 2016 and it is estimated to reach \$ 4.99 billion by the end of 2022, with growing CAGR of 12.73%, followed by event marketing software, on-site technology, venue sourcing software, and analytics software in year 2016.

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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.

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.

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