



# **The Good EVENT MANAGEMENT SOFTWARE Guide**

—

**A Report to Evaluate, Compare and Understand Event Registration  
and Event Management Platforms**

Preface by Corbin Ball

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# PREFACE

Corbin Ball

The first “killer app” in online events technology was registration. Starting in about 1995, web-based registration companies provided vastly improved efficiencies over paper-based registration and payment processing. It remains today the most widely used event technology software product. But even in those pioneering days, there was a desire for more – what if the software could handle many other aspects of the event planning process? Can the software handle housing, budgeting, logistics, venue/meeting space sourcing, an event website, speaker management, abstract management and more? A full event management software platform has long been the “holy grail” of event management to handle many of these tasks.

## **CHALLENGES:**

A fundamental challenge in developing a comprehensive event management platform is that events are enormously varied in size, purpose, and goals. The M.I.C.E. acronym (meetings, incentives, conventions, and exhibitions) doesn't begin to cover the wide range of events that planners manage. Association events usually have entirely different objectives compared to corporate events. A small meeting in a hotel boardroom has a completely different set of needs than a citywide convention. Even with similar types of events, such as association meetings, the processes can be substantially different.

In short, one size does not fit all!

In addition, the explosion of new applications continues to add to the complex labyrinth of event technology. Mobile event apps, social

media, modern sales automation tools, beacon technology, virtual/augmented reality, and many other applications were not even on the radar screen a few years ago – and the rate of change continues to accelerate.

To develop a full event management platform, software developers must account for these varied requirements, goals, and objectives – one of the most significant challenges in the software development world.

## **ATTEMPTS:**

Historically, the most common way event registration companies made an event management suite, was to acquire the additional components. If a registration company wanted to add a scheduling app, or housing, or budgeting, or more recently, a mobile event app, they would simply buy it.

This approach, however, has been fraught with challenges. Software programs, until recently, had great difficulty in sharing data. For example, registration software and a mobile event app share much of the same data. It is a common requirement for attendee, speaker and exhibitor information collected via registration to be used in the event app as well. But, until recently, data had to be laboriously mapped, often requiring manual data exporting and importing. Even then, it often did not work well. Similarly, data collected via registration and other methods was very difficult to map in and out of older CRM (customer relationship management) products.

These early event management ‘platforms’ could have been more accurately described as

'conglomerations' of products that did not work together easily.

**PROGRESS:**

These challenges, however, are beginning to resolve.

The development of APIs (application programming interfaces) a few years ago was a big step in making this process better. An API is essentially a standardized data mapping language that tells how a software program can share data to another program. A software company can write an API that tells other companies how others can 'talk' with them in a much more automated way.

API's have been around for several years. Although they helped, there were still many difficulties in creating an event management software system using multiple, disparate, older software products.

In the past couple of years, things have improved dramatically. The development of cloud-based software, built at its core to share data, has revolutionized event planning software. These newer software products can handle multiple languages and multiple currencies automatically. They are nimble and can manage data sharing much more easily among a wide range of business software products like CRM tools (such as Salesforce), marketing automation product (such as Eloqua and Marketo), and data analytic tools as well. Equally important, they can talk with other event technology software products.

**THE EVENT TECH DECK:**

A new term has arisen in the event technology arena: the event tech deck. This is ability, due to the improvement in data sharing capabilities of newer event software products, for a meeting planner to integrate different software products to have them work together as if they were a single platform. For example, if a meeting planner wants to use their registration product with Salesforce to manage contacts and capture

registration on other data collected onsite in the attendee's record, they can. If they wanted to use sales automation tools (such as Eloqua or Marketo) with registration data, they can. And significantly, if they wish to combine multiple event technology products and get them to work together easily, they can. A meeting planner can mix and match event technology products much more easily in the past to create an event tech deck.

This has also made it much easier for an event registration or other technology companies to develop broader event software platforms. If the registration software company wishes to acquire, merge or integrate with a wide range of other meeting technology tools, they can do so much more easily than in the past. We continue to see large event software companies add to their portfolio of services through the acquisition of other companies.

**THE GOOD EVENT MANAGEMENT SOFTWARE GUIDE:**

I am delighted to write the preface to this important work. This guide provides comprehensive detail for anyone wishing to maximize technology to improve the business process for events. It is packed with helpful ideas, suggestions, survey data, and more. There are features, pricing and location tables. There are checklists and other tools to consider in product purchase. There is deep detail on registration systems but the guide delves into integrations with venue sourcing, project management, event websites, and integrations.

I am confident that you will find the EventMB Guide to Event Management Software an extremely valuable resource to help you make informed event software decisions.

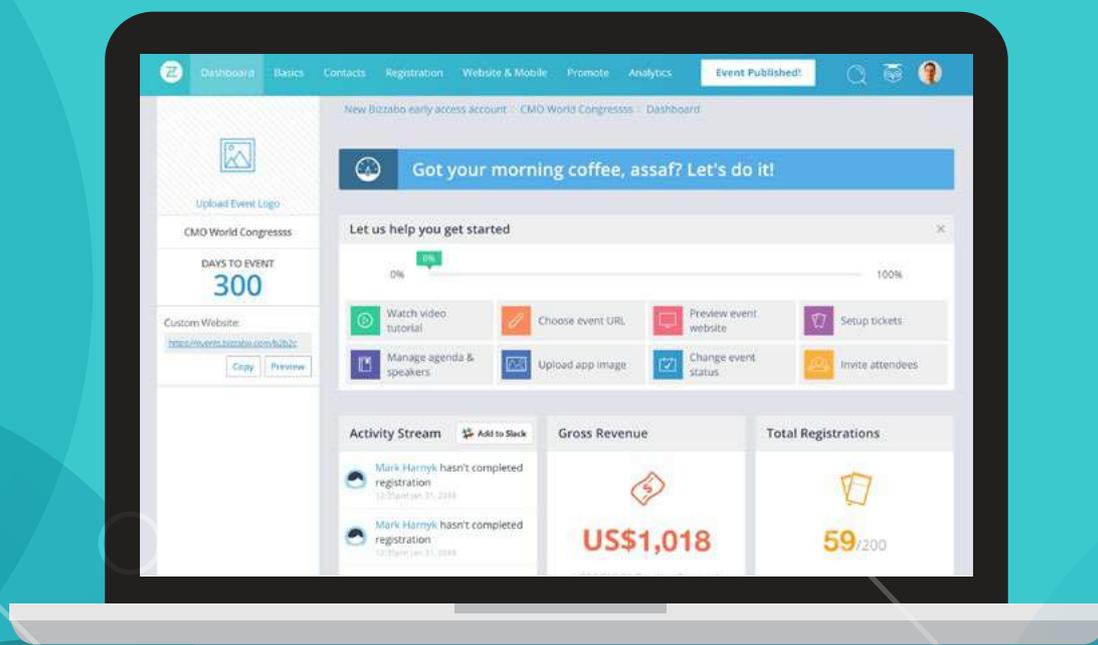
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# Introduction

Julius Solaris

Two years have gone by since the last update of The Good Event Registration Guide. Things have changed so dramatically in the past two years. So dramatically that we felt compelled to update the title of this guide.

While registration and ticketing remain the most popular technologies used by event professionals, it seems that both planners and suppliers agree that increasing the number of modules in a specific tool is the way to go for the industry.

As a result, many companies offering registration are now offering venue sourcing, project management, suppliers management, mobile apps. And many providers offering engagement or mobile apps are moving into the registration space.

The word that we like to use is convergence. If a team of event planners likes a registration tool, they don't want to use another platform to manage venue sourcing. They want one interface, to handle it all.

Convergence is something that forward thinking event professionals are championing. In a data-driven environment, it makes sense to have all your core eggs in one basket to help manage and exchange information for complex event portfolios.

In a nutshell, what the '90s and '00s called Strategic Meetings Management is living a second life in the form of Event Management Software.

We have witnessed the evolution of event registration tools from simple forms, to spreadsheets on steroids, to complete event management systems. Barriers to entry are almost non-existent in terms of technology. Therefore more complete tools are very easy to roll out.



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- It powers the world's fastest check-in
- The attendee satisfaction rate is 99.32%
- Integration takes a few hours with the Zenus pre-built widgets

## FAST, EASY, SECURE

Zenus is an award-winning facial recognition company. As a premier technology provider for the events industry, they excel in large-scale applications and optimal user experience. To allow every event planner to access a high-end technology at a reasonable price, their service is integrated into existing registration platforms.

## WHAT ABOUT ADOPTION?

We are far from being there. Only 9% of event professionals use an all-in-one solution when a staggering 40% use event management software to plan and manage events. Integrations are definitely a workaround to achieve efficiencies yet they need to really deliver on the strategic piece. Often times tools don't talk to each other as they should. All-in-one platforms, on the other hand, have a strong promise of convergence but sometimes lack delivery and vertical effectiveness.

Are spreadsheets a better solution then? No. There is no scalability without event management software. There is no growth without technology that supports all stages of the planning process. It can be done, but it's not how it should be done.

We feel comfortable saying this year marks the end of spreadsheets to plan events. Smaller meetings will always rely on them, but if you are in the business of planning events, the use of spreadsheets ends now. Using spreadsheets to plan complex events is similar to cooking the food for your guests' buffet yourself.

Yet, event management software means different things to different events. The set of requirements, the technology level, the feature portfolio, change dramatically depending on what industry you work in, your event audience and objectives, rules and regulations, privacy laws, etc.

So how do you choose which event platform is best for you?

This is where the Good Event Management Software Guide comes in handy. The mission of this report is to help you navigate through the uncertainty, fragmentation and sales claims with one objective in mind, making your events more successful.



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# The Good Event Management Software Guide 2018

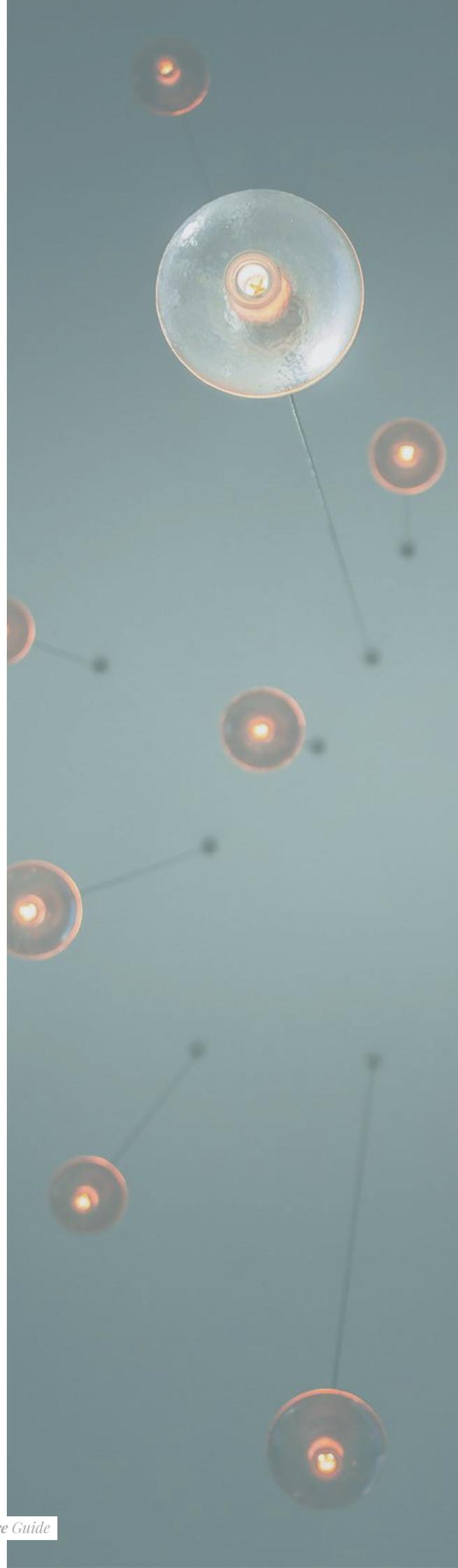
- ✓ Presents the results of an in-depth research about the software requirements and habits of event professionals.
- ✓ Offers tools, templates, and best practices to make educated, fact-based decisions about event management software.
- ✓ Provides a checklist of questions to ask your registration and event management software provider.
- ✓ Discusses how to maximize online registrations for your event and mistakes and pitfalls to avoid.
- ✓ Identifies how an all-in-one solution can make your events better.
- ✓ Offers an online portal to dynamically compare features and filter to share the products that match your needs.
- ✓ Clearly displays the fees for each service for a free, \$100 ticket and \$1,000 ticket event.
- ✓ Considers onsite registration best practice for live events.
- ✓ Includes a glossary of all the features considered in the report.

Putting together such a report is the result of a monumental effort by the team at EventMB, the number one site for event planners worldwide.

## Who Is This Guide For?

This guide satisfies the needs of very different audiences.

It is an indispensable tool for the **event professional starting out**. It offers clear guidance if this is the first



time you have to deal with event management software. It gives you the fundamentals and best practices for making a sound choice.

It is a great companion for the **experienced event professional** unhappy with their current solution. It offers an overview of how the market has evolved and what others are offering for similar or lower price points.

It is a strong ally for the **seasoned event planner** who wants to keep themselves up to date with the evolution of the market. It offers an overview of who offers what, helping you to demand more from your software provider.

### **FACTS OVER FLUFF**

While it is great to rely on established relationships to choose the partner we do business with, we need to remember event software is a technology and a **business-driven decision** that little has to do with relationships or brand perceptions.

It is about your event's success, not about how many coffees you had with someone or the nice chit chat you had at an exhibition.

### **RESEARCH ANALYSIS AND CONCLUSIONS**

This report features the results of a research conducted with 2,400 respondents and 1,000 qualified event professionals

We disqualified partial submissions, academics, students, suppliers or those who don't plan any events as part of their job.

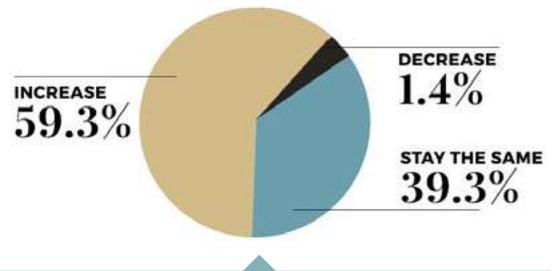
We have also reviewed 152 providers of event management software to present a final list of 103 providers. All the accepted providers had to offer registration or ticketing at their core.

# What Event Professionals Want in Event Management Software

## Event Professionals Love Event Technology

Eventtech adoption is set to increase in 2018. A majority (59%) think they will be using more eventtech in 2018. 39% felt their usage would remain the same, while only 1% felt that they would be using less.

### Will your use of event technology change this year?



## ONLINE REGISTRATION REMAINS THE MOST POPULAR FEATURE

The most popular eventtech among eventprofs is online registration, with 85% using it at their events. A majority also favor email marketing (61%) and survey tools (54%).

Such growth in email marketing is somewhat unexpected and sends a precise signal to providers from the market. It looks like tools that offer some form of email marketing tool may be favored over those that don't.

As the environment is more competitive than ever the focus on tools that deliver a more streamlined marketing process is paramount for event professionals across the world.

### Which event tech tools do you use?



## ALL-IN-ONE PROVIDERS ARE STILL STRUGGLING TO GAIN MARKET SHARE

Less than 10% of event professionals use all-in-one solutions, with the vast majority using different tools. Our historic research also tells us that the use of different tools is in the top three causes of frustration with technology.

This discrepancy seems to materialize because of a number of reasons:

- Poor awareness of how all-in-one solutions benefit the event planning and management process

## What is preventing you from using event technology in 2018?

TOO EXPENSIVE	61.4%
POOR INTEGRATION WITH OTHER TOOLS	29.9%
TOO COMPLEX	23.1%
NO INTEREST FROM ATTENDEES	20.8%
TOO TIME CONSUMING	19.2%
NO BUY IN FROM MY TEAM	17.1%
DOESN'T DO WHAT I NEED IT TO DO	14.6%

- Poor delivery on the promise of all-in-one solutions. Often times event professionals lament great promises with poor implementation.
- Poor technology education of some event planning verticals where 'sticking to spreadsheets' is still perceived as a safer, more controllable option.
- Poor customer service from some providers that impacts the overall perception of all-in-one solutions
- The illusion that having separate tools will be more controllable and won't put all the eggs in one basket.
- The superficiality of some all-in-one platforms, with vertical tools offering more advanced tools

The above elements may have different impacts on the adoption of event management software, yet both event professionals and suppliers need to work together on breaking through the recurring nature of these issues to really scale their effort.

### PRICE IS STILL A BARRIER TO ADOPTION

Price is by far the highest barrier preventing event professionals to adopt event management software.

While some tools definitely push the boundaries to justify basic features and interface with astronomical figures, there is also a lack of a proper business case for event technology.

It seems that the project-driven nature of events impacts the longer-term approach to more structured event planning and analysis. *'Why should I commit to a complex tool if the event will be over in a few months?'* This is a very common scenario we have encountered in our research. Often event professionals fail to see the bigger picture. The fact they can find economies of scales by centralizing activities, the fact they can find marketing synergies for recurring events, the fact they can save on costs by running a supplier database.

The business case for event management software is often times dismissed as 'too much work', giving up on substantial opportunities for cost-effectiveness and revenue generation. A solid event management software deployment will in most cases pay for itself.

Event professionals are welcome to drill suppliers listed in this report for help on creating a more compelling business case.

### SUPPORT IS STILL A BIG DECIDER

When looking at the numbers, it is crystal clear that those companies with a strong support proposition will win clients in the event industry. In a people-first, face-to-face dominant industry, the lack of proper, in-person support, will inevitably result in lost business.

Event professionals require a combination of strong support and modern technology that is affordable. This is the case for most technology solutions. The trifecta of event management software can be directly correlated with the success of some providers. Where there is a strong in-person sales or onsite support, event professionals seem to reward this with business success.

### Why do you choose to work with a technology provider?



### VENUE SOURCING IS MOVING ONLINE

While the majority of event professionals rely on word of mouth for venue selection, there is a growing trend in the use of search engines and directories to select or research venues.

The case for an integrated solution within your event management software is even more relevant. Having recommendations within your platform will immediately create a customized and time-saving experience.

### How do you select venues?



# Technology Evolution: A Market Snapshot

The Event Management Software market has strongly evolved over the past five years.

New features are being introduced successfully to the market. The following section gives you a snapshot of the analysis we have conducted.

Here are some numbers from the research.

We had 152 provider submissions. After disqualifying those that didn't meet the criteria (largely providers that didn't offer registration/ticketing) we had 103 final providers to be included.

To summarize the provider responses received:

- 20 are event registration/ticketing platforms
- 65 are event management software with a registration/ticketing function
- 18 are on-site check-in or guest list management with a pre-event registration/ticketing function

## Which of the following is your product most suitable for/aimed at?

CORPORATE CLIENTS	32.3%
ENTERPRISE SOLUTIONS	21%
SMES	12.1%
INDEPENDENT/FREELANCE EVENT PLANNERS	10.5%
PROFIT MAKING EVENTS	10.5%
ASSOCIATIONS	9.7%
ACADEMIC EVENTS	2.4%
NOT FOR PROFIT	1.6%

## CORPORATE CLIENTS ARE WELL SERVED

We asked the providers to identify their single primary purpose. Many of the products submitted are primarily aimed at and suitable for corporate clients and enterprise solutions, however, a good cross section are suitable for independent planners, small businesses, associations, for-profit events, not-for-profit events and academic events.

## A PRODUCT DESIGNED FOR EVERY EVENT TYPE

The products listed are suitable for a variety of events. Providers could select more than one type of event and 93% indicated their product is designed for conference use.

## What type of events is your platform designed and suitable for?

CONFERENCES	92.7%
CORPORATE	87.1%
SEMINARS AND WORKSHOPS	82.7%
CONVENTIONS	71.8%
FOCUS GROUPS, MEETINGS AND TRAINING	64.5%
TRADE SHOW	64.5%
PRODUCT LAUNCHES	62.9%
AWARD CERIMONIES	62.1%
FUNDRAISING EVENTS	53.2%
SPORTING EVENTS	49.2%
EXPERIENTIAL	49.2%
TEAMBUILDING	45.2%
FESTIVALS	44.3%
INCENTIVES	41.9%
CELEBRATIONS/PARTIES	39.5%
WEDDINGS	21.8%

## ANNUAL FEES TO MANAGE COMPLEX EVENT PORTFOLIOS

For event management software we found that one provider may offer several different payment options to use the product, for instance, an annual plan or monthly fee. Or, there may be a charge for the modules you need as well as a fee per registration.

### Which is your price structure?

ANNUAL FEE	58.2%
COST ACCORDING TO THE MODULES REQUIRED	44.7%
MONTHLY FEE	43.7%
CARD PROCESSING FEES	34.9%
FREE	32%
FREE PER REGISTRATION (FREE PLACES ARE ALSO CHARGED)	30.1%
FREE PER REGISTRATION (FREE PLACES/EVENTS ARE NOT CHARGED)	30.1%
COST PER USER	16.5%
CREDITS	10.7%

An annual fee is the most popular form of pricing the market is currently offering, followed by module based costing and then monthly fees.

While such a structure may seem against the one-off logic of events, it reflects the needs of more complex event planning companies where a solid solution is needed over time to manage varied event portfolios.

### How long on average does an event planner wait to see the funds from their event registrations via your platform?

WITHIN 24 HOURS	47.6%
WITHIN DAYS	33.9%
AFTER THE EVENT	11.6%
WITHIN WEEKS	4.8%
WITHIN MONTHS	2%

## PAYMENT SHOULD BE DELIVERED WITHIN 24 HOURS

Funds payout is offered within 24 hours by 48% of providers analyzed. This is a very dear factor to event professionals. When evaluating software choices, you should seriously question the rationale of withholding funds for more than 24 hours. While good reasons may be behind this choice in some cases, it should not be the standard.

## SOFTWARE IS NOT SOFTWARE

A staggering 96% of event management software solutions are web-based, signaling an evolution of the word 'software'. The market has definitely moved beyond installing software.

## AVERAGE PRICING JUSTIFIES CAPITAL INTEREST

Event management software has recently captivated the interest of many investment firms. The trend is also complimented by an unprecedented wave of mergers and acquisitions that are quickly redefining the current market and attracting further interest to join the party.

The average numbers disclosed by the providers in our survey justify such interest.

The average cost per month of paid-for solutions is \$377 and the annual price is at \$4,697. These numbers give a strong signal to the market. Event professionals are willing to spend on their software to support the growth of their event portfolio and better planning and execution.

## **LARGE OPPORTUNITIES FOR DIFFERENTIATION**

True event management platforms include all aspects of strategically planning events, especially venue sourcing and project management. Such modules are shockingly absent from the majority of the tools reviewed, drastically reducing the number of truly strategic tools. Forcing users to go somewhere else for project management translates to the use of yet another tool, yet another spreadsheet. The core features of event management tools missing that event professionals desperately need are:

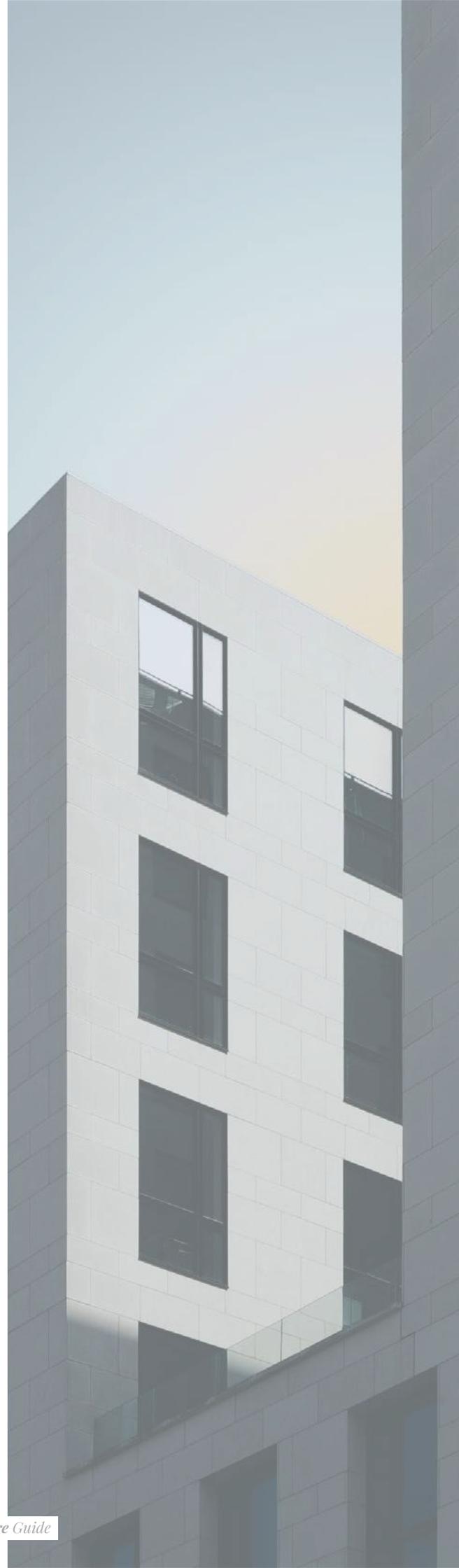
- Event Budget - only 25% have even a basic event budget feature.
- Project Management - offered by 22% of providers.
- Venue RFP - available from 10% of providers.
- Shared Vendor Management - listed as a feature by 21% of providers.

We could add many more here that are easily implementable, yet denied by the vast majority of tools. This lack of such core modules (in most cases supplied by integration) opens up the market for strong opportunities for differentiation.

The tools that zero in on what event professionals really want, will be able to gather more market share.

## **SLOW TECH**

For event management software, our survey of event professionals tells us that choice supports advanced technology.



Event professionals have traditionally been blamed for being reticent to adopt new technology. The problem here seems to be a lack of technological advancement on the supplier side. Up and coming advancements that do solve problems such as facial recognition, in most cases cited as one of the most groundbreaking ways to speed up check-in, are neglected by 87% of companies surveyed.

It may well be the case that we are in the early days of facial recognition, yet other tools that are now becoming the standard such as wristband integration are not being widely adopted - with only 28% of providers indicating this is something they offer.

To testify this is by no means a problem with cutting edge or complex tech, items that require a simple string of code such as social referrals, are offered by a mere 56% suppliers. In a socially dominated online space, it seems strange how suppliers deny planners such a simple and immediate form of marketing opportunity.

## **INTEGRATION IS A PRIORITY**

92% of software providers integrate with other products. By looking at the categories of integrations, marketing, CRM, email and payment gateway integrations seem to be the most popular. Also popular the integration with engagement modules, when not directly provided. Some of the more interesting integrations are with sharing economy services such as Airbnb.

Some have an open API so that developers can work with the product and their own ecosystems to incorporate, manipulate and adapt technology to the specific needs of an organization.

## **GDPR COMPLIANCE**

90% of the providers were GDPR compliant at the time of completing the survey. Worryingly 5% were not sure if they were compliant or answered no (not compliant and not working on it). This is definitely an important area event planners need to discuss with any new providers they are considering. We also asked about some specific GDPR requirements.

92% of the providers listed allow users to update their details, opt out of communications and update communication preferences via the platform.

There is a mix of providers with server locations within and outside of the EU, which could be an important consideration to avoid cross-border sharing of data.

## Where are your servers located?

<b>OUTSIDE OF THE EU</b>	<b>38.8%</b>
<b>WITHIN THE EU</b>	<b>32%</b>
<b>BOTH INSIDE AND OUTSIDE THE EU</b>	<b>20.4%</b>
<b>THE USER CAN CHOOSE WHETHER THEIR DATA IS STORED INSIDE OR OUTSIDE OF THE EU</b>	<b>2.6%</b>



# The Most and Least Common Features Offered By Event Management Software

## REGISTRATION AND TICKETING FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Registrations for free events	<b>96%</b>	Book tickets for specific allocated seats	<b>50%</b>
Terms and conditions for all bookings	<b>96%</b>	Partial ticket payments	<b>45%</b>
Custom branding (logo, colors, fonts, background images)	<b>95%</b>	Compare events	<b>37%</b>

## ATTENDEE MANAGEMENT FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
An event schedule which can be visible on the registration page/site	<b>83%</b>	Travel management features	<b>31%</b>
Serve up event schedules and specific content according to the attendee type	<b>70%</b>	Add confirmed flight/travel details against a registration	<b>30%</b>
Personal schedule/scheduling function	<b>64%</b>	Real time accommodations management	<b>24%</b>

## FINANCIAL FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Card payments	<b>90%</b>	Intelligent tax/VAT rate added (the tax rate charged varies according to country of registration)	<b>45%</b>
International currencies accepted	<b>85%</b>	Part payment/payment by installments	<b>39%</b>
Invoicing or receipt function	<b>84%</b>	Accept multiple currencies within one single event	<b>37%</b>

## MANAGEMENT AND REPORTING FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Export attendee registration lists to CSV/Excel	<b>98%</b>	Comparison between past and current events	<b>56%</b>
Event stats and reports	<b>95%</b>	Wait list capabilities	<b>56%</b>
File upload on registration form	<b>84%</b>	Polling feature	<b>51%</b>

## EVENT MANAGEMENT FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Integrated mobile app for attendees	<b>63%</b>	Create venue notes or BEO (Banquet Event Order) sheets	<b>12%</b>
Mobile app for organizers	<b>58%</b>	Issue venue RFPs	<b>10%</b>
Record dietary/disability/special requirements	<b>53%</b>	Produce Gantt charts	<b>8%</b>

## MARKETING AND PROMOTION FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Public events	<b>94%</b>	Social referral	<b>58%</b>
Provide a custom event URL	<b>91%</b>	Registration via social media	<b>46%</b>
Private, invitation-only events	<b>90%</b>	Affiliate scheme or affiliate link set up	<b>30%</b>

## SPONSOR AND EXHIBITOR FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Sponsor listing shown on website	<b>60%</b>	Exhibitor management - allocate and book passes and tickets for staff and guests	<b>41%</b>
Sponsorship packages can be selected and purchased online	<b>58%</b>	Exhibitors can select booth space online	<b>30%</b>
Exhibitor listing shown on website	<b>51%</b>	Exhibition booth/floorplan management for real time availability	<b>2%</b>

## ON-SITE CHECK IN FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Easy printable ticket format automatically issued to attendees	<b>90%</b>	NFC	<b>26%</b>
Guest list management	<b>89%</b>	Beacon Integration	<b>26%</b>
Onsite registration services (check-in)	<b>83%</b>	Facial recognition	<b>13%</b>

## SUPPORT and DATA SECURITY FEATURES

3 MOST COMMON FEATURES		3 LEAST COMMON FEATURES	
Support via Email	<b>100%</b>	Support on Site	<b>68%</b>
Support via Phone	<b>89%</b>	Support via Live Chat	<b>64%</b>
Dedicated account manager	<b>89%</b>	24/7 Support	<b>54%</b>

# How to Select Your Provider

The registration platform selected will be based on a number of different considerations. Here are some things to think about:

## **TYPE OF EVENT**

There are software providers specializing in all types of events - conference, congress, exhibitions, workshops, sporting events, concerts, parties. There are lots of advantages to choosing a platform designed for the type of event you are planning and it will often reduce your workload by using such a purpose-built platform. An example of this is for concerts or sporting events - some platforms offer the option to choose seats and to offer different pricing options for different seating blocks. This functionality isn't often found on registration platforms that prioritize conferences and exhibitions.

## **FREE VS PAID EVENT**

Many providers offer a free registration service for events with no fee to attend. Sometimes free events may be simple events that do not require an advanced registration process, therefore a simple platform which is easy to setup and administer, with no charges incurred will be very appealing.

Price should never be the only deciding factor though. If a platform is free or cheaper but means that you have to compromise on features this could mean extra work, stress and time for the planning team in the long-run. Think long and hard and fully assess the price and features offered before making a decision.

## **NUMBER OF ATTENDEES**

The number of people attending your event can also have an impact on the chosen software. Many providers offer a pricing structure based on the number of people attending and others will negotiate on better rates if you anticipate a high volume of attendees.

Events with a smaller number of attendees may require a less complex registration platform with less advanced



features required. The more people attending the more likely it is that you need to segment your attendees and offer a more personalized experience.

Furthermore the greater the number of people attending your event the slicker your on-site registration process needs to be. Tech-friendly on-site registration options such as QR/barcode ticket scanning, RFID, NFC or even facial recognition capability, as well as automatic badge printing, can minimize queues and ensure a speedy check-in.

### **NUMBER OF EVENTS IN THE SERIES OR PORTFOLIO**

If you are running a series of events, for example, workshops which repeat around the country - you need a provider that allows you to easily clone events and simply change the details you need to, rather than setting up each event from scratch. You will want to consider how the events are presented too - do you want a standalone registration page for each event or a platform that neatly displays all regional or repeating events together on one page? In terms of displaying registrations and revenues do you need standalone reports for each event or for the series of events overall or options for both?

If you are running a large complex event that runs annually there are also big benefits of copying the event and simply making the tweaks you need. You may have set up bespoke booking information for different ticket types using conditional logic, confirmation emails with complex merge information and so forth. It will be a big time saver to be able to update small details such as dates and times, rather than inputting everything from scratch.

Another important consideration is the opportunity to centralize venues, suppliers, performers and attendee profiles. This leads to inevitable efficiencies and time savings.

### **TICKET PRICING STRUCTURE AND MARKETING STRATEGY**

The complexity of your tickets and pricing and your marketing strategy may have an impact on the chosen supplier. Early bird rates, group bookings, discount codes, flash sales, free places, social sharing and affiliate marketing can be effective marketing tactics, so check that these options are available via the platform.



## **THE COMPLEXITY OF THE EVENT**

The more complex the event the greater the features and flexibility that will be needed by the platform and often the more you will pay for the solution offered. The more complex the event the more likely you are to need greater functionality and integration, for example, with an on-site check-in system, your CRM system, an event app, etc.

## **ONE DAY VS. MULTI-DAY EVENT**

When planning a multi-day event you are likely to require the capability to book accommodations and capture travel information as part of the booking process. Some platforms offer hotel room block availability to easily present real-time opportunities to your attendees.

## **B2B OR B2C EVENT**

Whether you are planning an event for business professionals or a consumer show is likely to affect your choice of platform. The look of the registration pages should reflect your objectives and capture the attention of your target audience. You can often customize certain elements but some other details might be fixed. For business professionals, in particular, you will also need to ensure that the invoice/receipt meets the legal and financial requirements of your country/audience/organization. This may require a breakdown of the tax charged and postal address of the company issuing and paying the invoice.

With the recent GDPR introductions, it goes without saying that a more complex solution may help secure the brand from potential legal threats. The level of compliance needed in corporate events calls for more sophisticated B2B solutions.

## **SUPPORT**

Do you need a self-service platform or is having support available 24/7 and/or a dedicated account manager important to you? Not all providers provide a telephone support service, many offer an email support service or web chat instead. If support is needed don't forget to check the office locations and time zones when choosing a suitable supplier.

## **ACCESSIBILITY**

It is good practice to ensure that your registration partner offers websites and registration pages which are accessible to those that may have visual impairments or other



disabilities. Is the text clear on a light background and can a sans serif font be used? Or is the design too busy and off-putting to those with sight issues?

### **AUDIENCE PROFILE**

When choosing a registration solution it helps to know your audience. Try to choose a provider where the terminology is relevant to your audience or allows full customization e.g. UK English (region, postcode, VAT) rather than US English (state, zip code, tax). Although in itself it probably wouldn't stop someone from booking, it is good to use local spellings and terminology if you can.

Is it an international conference? Do you need to offer the registration site in different languages? Do you accept payments in different currencies? What are the tax implications? Can the registration platform intelligently update the price (taxes) based on the country they are attending from?

### **TECH SAVVINESS**

How tech-savvy is your audience likely to be? Completing an online form should be a simple easy process for anyone who can open a web page and should not be a barrier to anyone.

If however, your audience profile is particularly cutting edge or the event topic is tech-focused you may want to give particular thought to offering more innovative and exciting event technology. For example, how does the registration platform streamline with an event app, networking opportunities and on-site check-in technology, etc?

### **INTEGRATION**

Integration is definitely an important item when sourcing an event management platform. Not all solutions will be truly all-in-one. And that is perfectly fine, as long as they integrate with other tools that provide advanced vertical services.

Integration offers three main benefits:

- integration with a high-quality tool which could be more sophisticated than what is provided through the platform.
- opportunity to work with a tool that you may already be using.

- time savings - instead of having to re-share data information can be accessed and streamlined directly from the registration platform.

Some of the most commonly requested integrations with event management platforms are listed below.

### CRM

A Customer Relationship Management system exists to keep track of all interactions with your clients, including their history and possibly their position within the sales funnel. Understandably events and face-to-face meetings are a big part of this relationship building and it is important to be able to keep the system you use fully up to date.

### EMAIL NEWSLETTERS/MARKETING

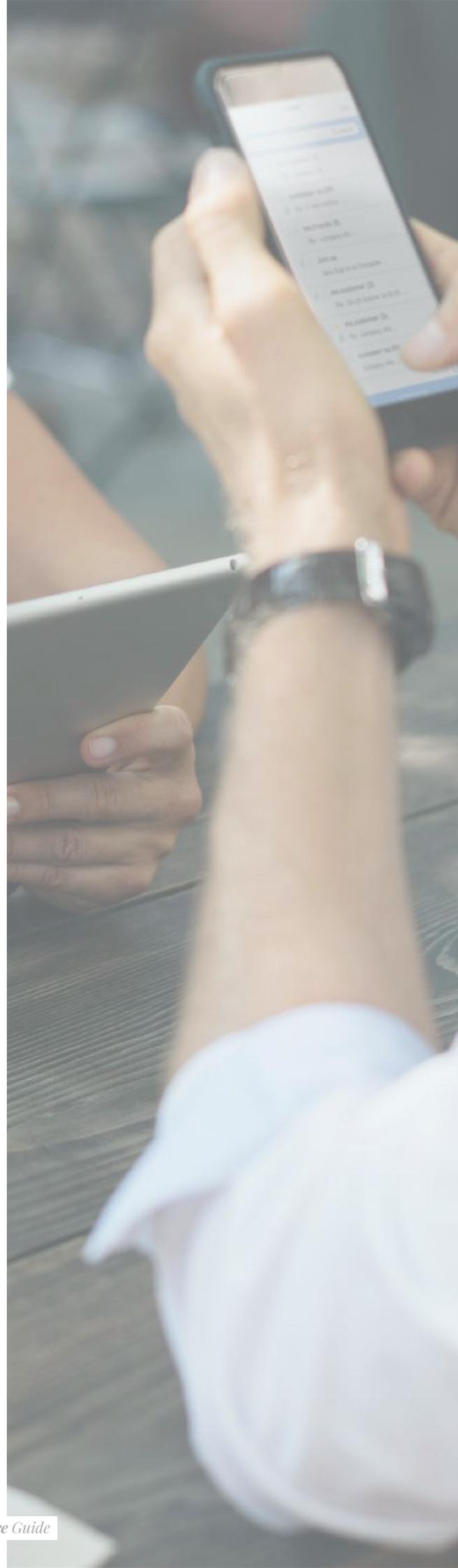
Linking your marketing platform with your registration system can allow more control over the design of your campaigns and continuation of your company branding. It will also allow you to mail out all of your contacts rather than having to export and import to a registration platform that often has limits in terms of the number of emails and contacts allowed.

Look for integration that allows smart marketing - if someone has registered for your event or indicated they cannot attend you want these people to be stripped out of reminder and marketing emails so they are not receiving irrelevant emails which could cause confusion or annoyance (Have I not booked for this event already? Has something gone wrong with my booking? Not another email about this event!).

In the GDPR era, subjects like integration are getting quite tricky. How is the information shared across systems and do you have consent to share across platform and purposes? This must be a high priority item to check with your legal team/consultant.

### SURVEYS

Surveys and polls can be created via many registration platforms, but some are more sophisticated than others and so integration may be the way forward. If you have created similar surveys previously using a tool there could be time savings in continuing to work with the same program.



If your preferred tool doesn't integrate there will probably still be ways to import/export the data, but the process will not be as easy and intuitive. This will probably be a strong deciding factor when selecting a platform.

## **PRICING**

Pricing can vary dramatically depending on the type of system you are looking to use. At one end of the spectrum are highly-customized solutions which are naturally more expensive but are feature-rich and tailored to your event. At the other end, there are lots of simple and cheaper options which enable you to set up a basic event quickly and get started right away. There are also a growing number of companies providing services in the middle range with a trend towards more built-in functionality and transparent pricing.

Most companies charge for their registration element based on how much it is used by way of a per-registration fee. For some systems, this is through credits purchased in bulk and in advance. Others have a setup fee, a monthly or annual subscription, or some combination of all three factors. Furthermore, there is a module-based offer on the market where you pay based on the number of modules you wish to use. Some companies provide different pricing tiers or options based on the kind of features that are included and or how many events or users are included.

One of the first things to look for when considering price pertains to registration and ticketing. What is the fee for credit card processing? If you want to sell tickets online you will need to be able to process credit cards, and this can often double the apparent cost of online registration. The minimum you can expect to pay for payment processing is still around 2.5%.

The per-registration fee can be paid either by the event organizer or the attendee. If it is to be paid by the organizer, the fee is subtracted from the ticket price when your account is reconciled. If it is to be paid by the attendee it is added onto the ticket price. Some companies allow you to choose which approach you prefer, while others provide only one option. Some allow you to split the charge between the attendee and organizer as you wish, for example, 50% paid by each.

Online registration is a competitive market, with many providers competing to provide the most cost-effective solutions and prices continue to fall. Even now there

are some companies providing completely free online registration while others have created an 'honor system' where you pay what you think the service is worth.

76% of the providers featured will negotiate prices for specific events and 59% will negotiate with specific event planners, so it is always worth talking to your preferred suppliers. Consider that payment terms and payout times will also be negotiated by some providers. 62% will negotiate for specific event projects and 52% will vary the arrangement for certain clients.

### **PAYMENT PROCESSING**

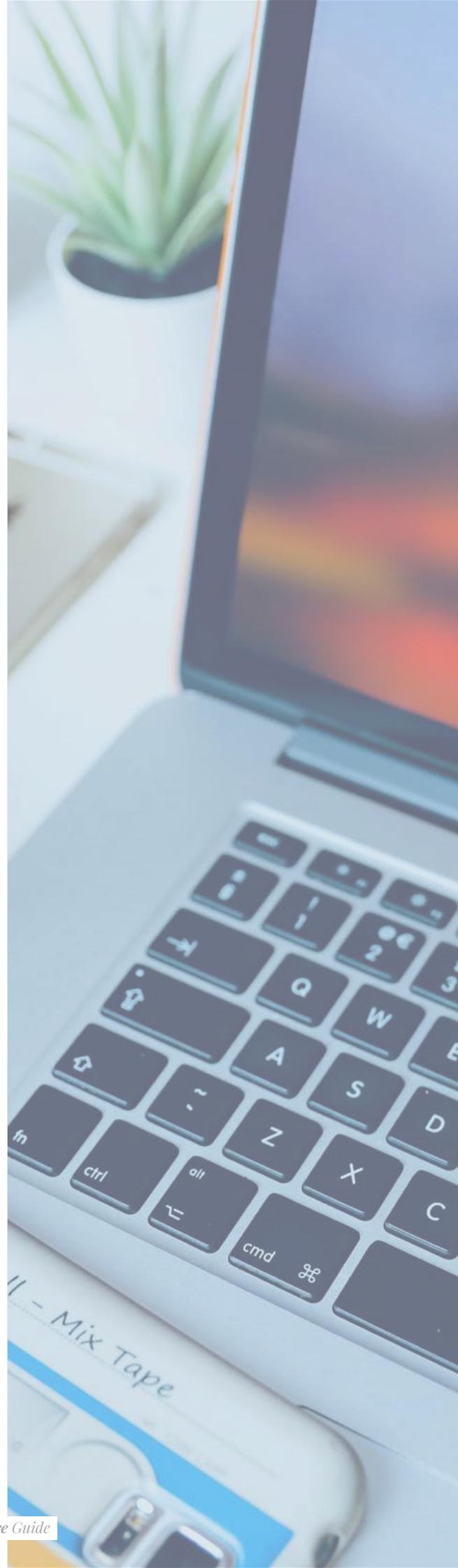
90% of the companies included in this guide provide the ability to process payments allowing you to sell tickets online, as opposed to simply registrations and RSVPs without a cost for attendance. The way payments are processed is an important factor in choosing your registration system and providers vary in how ticketing revenues are collected and distributed.

There are three basic approaches to collecting and managing payment:

1. Integration with your own merchant account, using a service like Paypal Pro, Moneris, Authorize.net, or Worldpay, where payments are delivered directly to your own merchant account.
2. Linking to an external gateway or processor, such as Paypal.
3. Using the online registration provider's built-in payment processing system where they collect the funds on your behalf and distribute them to you.

Each of these options has different benefits in terms of ease of set-up, and cost and control over your funds. How you choose to receive your revenue is vital in terms of event cash flow, and your decision about which type of payment process works best for you will ultimately be a balance between convenience and control.

Another consideration is how you will handle refunds and cancellations. How easy this is will depend both on the online registration system you choose and the method of payment processing.



The pros and cons of each method for payment processing are summarized below.

### **1. INTEGRATION WITH YOUR MERCHANT ACCOUNT**

Using a system that will send the money directly to your own merchant account means that you have control over your money at all times and there is little delay in the receiving of payments. In most cases this type of setup is seamless for the registrants, making it very easy for them to enter their credit card details without ever leaving your registration site.

However, this convenience comes at a cost: setting up a merchant account with your bank and filling in all the documentation can take several weeks; it can be expensive (although prices vary); and some companies will hold back a percentage of your revenue for up to 6 months in case of credit card issues.

Many registration companies will charge you for setting up the interface with your merchant account, either by way of a set-up charge or a percentage of the transaction. This means this option can be more expensive overall unless you can guarantee a high volume of transactions to negotiate on the terms.

### **2. PAYMENT PROCESSING USING AN EXTERNAL PROVIDER**

If you want your money to come directly to you, but you don't want the cost and hassle of setting up a merchant account, an alternative is to link to an external provider. Many registration systems offer this ability, with Paypal being the most common. The popularity of this approach lies in the fact that it is fast and easy to set-up. The downside is that the experience for the attendee is not as seamless as they may have to leave your registration site to complete their payment on an external page.

### **3. PAYMENT COLLECTION VIA YOUR ONLINE REGISTRATION PROVIDER**

The third option is a completely integrated online registration and payment solution where the online registration company processes credit cards and collects

revenues on your behalf. You receive your money at some later point in time.

The advantage of this approach is that it is fast and easy to set-up and seamless for your attendees. The downside is that you don't have direct control over your revenues and have to wait for your money to be paid out. Providers with their own payment solution vary in how long they take to pay you. Some only pay out every two weeks and others keep your funds until after your event has finished.

#### THE LAW AND COMPLIANCE

Anyone taking card payments on or offline must comply with the PCI Data Security Standard (PCI DSS) to keep their customer data secure. The specific requirements depend on the size of your business and penalties will be issued for non-compliance. Your registration provider and/or merchant account provider will be able to offer detailed information or for more information please visit the ***PCI Security Standards Council website***.



# Using Software to Manage Multiple Events More Efficiently

Becki Cross

One of the biggest opportunities event technology can offer event planners is greater efficiencies and better-optimized ways of working. By centralizing all information and functionality for your whole portfolio of events into one comprehensive tool you can streamline administration time to focus more on the strategy and less on the menial tasks.

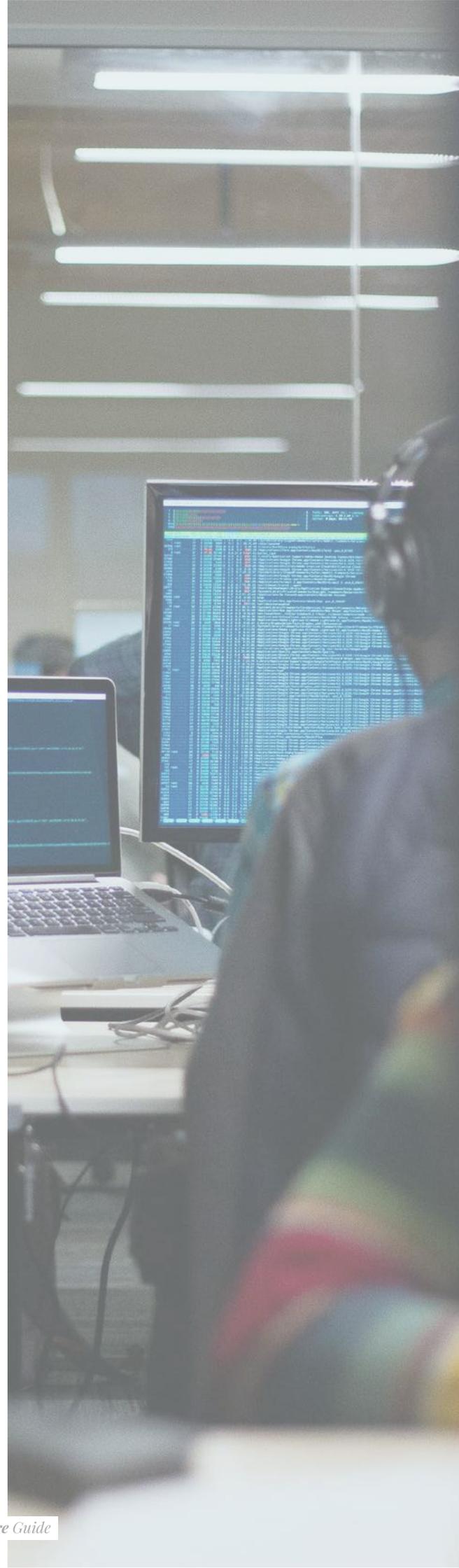
Whether you already utilize an event management software or are looking for a new provider, here are some ways technology can work harder for you with specific tactics to see better results from your strategic meetings management.

## GOALS AND STRATEGY

To keep everything on track you need a strategy for the event and targets that you and the team need to hit. Having clearly defined goals and tracking actual progress can give a clear indication of where additional time and resources need to be invested to make any corrective measures in a timely fashion. This is the essence of strategic meetings management. By having the comprehensive overview an event management system can offer, you can be better placed to act more strategically and be better informed. Comparisons to past events or similar projects can give a lot of insights.

Use your event management software to:

- Give a reminder on the dashboard of the key targets and how close (or far) you are from achieving these goals.
- Run customized reports and schedule weekly team meetings to track progress towards targets and discuss adjustments and extra efforts required.
- Compare current events against previous editions or similar events to check everything is on target and identify trends and learnings.
- Identify triggers and actions which are working and having a positive effect - and do more of them.



## **PROJECT MANAGEMENT**

At the heart of many combined event management systems is project planning - detailing the task list and due dates and deadlines that are needed to make it all happen. The complexities of event planning need all team members to be hitting all deadlines and getting things done. Keeping track of everything is one of the most compelling reasons to use an event management software to ensure everything is streamlined, centralized and communicating with all elements of the event.

Get it done by using your event management system to:

- Import to-do lists and project plan templates so that every new project gets off to a good start and stays on track. Some software allow you to import templates and set the end date (the event) then the critical deadlines are worked backward automatically.
- Send automated reminders via the system to relevant team members when critical tasks are pending or due and highlight reminders on the dashboard.
- Track links and files and keep conversations and comments in one place, to avoid losing important messages and information across different channels. This can also help to cut down on the volume of emails sent and received.
- Managing the whole event planning process using a single system can save duplication and the need to manually input data. For example, if exhibitor contracts are signed with the deposit due within 30 days and the balance is due a minimum of 30 days before the event, an integrated system can automatically calculate and add these due dates into the system. Of course, reminders can be automated to send out to the relevant exhibitors at the relevant time but the software can add a reminder task to check that the funds have been received.
- Calendar view and Gantt chart views help to visualize immediate and looming deadlines to better plan the workload for different team members and keep the project plan fluid.

## **BUDGET MANAGEMENT**

57% of event planners are concerned about event budgets and 10% expect their budget to shrink in the next 12 months. Registrations and ticket sales are just one small part of the revenue and outgoings that event planners need

to track. Having a comprehensive budget tool and being able to display actual income and expenditure against estimated figures is integral to meeting your event targets and ensuring you are in the black.

Keep financials on tracks with an all-in-one system:

- Track estimated and actual income and expenditure to highlight savings and overspend so that adjustments can be made to compensate.
- See the budget position in real time and calculate how many more tickets need to be sold or revenue generated to break even.
- Schedule automatic payment reminders to attendees paying by bank transfer which repeats until the payment is received and logged into the system.
- Set a task reminder for when expenditure is due to the venue and vendors and also when payments are due from sponsors and exhibitors.
- Analyze the financials of the event against other event projects.
- Track hours worked on a project and expenses incurred to work out how profitable a project really was and make adjustments when quoting for future work.

## **EVENT MARKETING**

After social media, email marketing was ranked the second most important marketing tool, specified by 66% of event planners. An integrated system can work smarter in terms of the communications around your event, which is vital now that GDPR is in force. For instance, connecting your email marketing with the current registrations database can ensure that no one already signed up to attend the event or that has opted out from hearing from you receives a marketing email in error.

Boost event registrations with streamlined marketing:

- Send out an email to anyone that has attended the event in the past but isn't registered for this year to let them know they will be missed.
- Create personalized promotions, such as sending out a happy birthday message with a discount code or a loyalty reward for attending 10 events.
- Use retargeting to show ads to those that have started the check-out process but not booked a ticket.



- Add a lightbox to the site to encourage more people to sign up for your email newsletter.
- Ensure that attendees are reassured that they can update their preferences or opt out at any time, in line with a clear privacy policy.

### **VENUE SOURCING AND MANAGEMENT**

Some event management software solutions offer free venue finding or even venue RFP management. This can have an impact in terms of negotiating better with venues and is particularly valuable for large corporate or international teams working from different office locations on different projects.

Get better venue deals:

- Ensure all departments record all venue inquiries, quotations received, final offers and business placed with a venue to ensure future negotiations are well informed. By having all this information centralized you can be certain that you are getting the same or a better deal than previous bookings.
- By sharing data through an event management system you can also command greater negotiating power. If you can see that you are looking to place a number of events in one location over a specific time frame placing a joint inquiry means a venue is more likely to be able to offer favorable rates.
- Use an online RFP to make comparison easier and ensure that everything can be presented in a uniform fashion without needing to rewrite the information to present it coherently.
- Private feedback should also be noted on the system against each venue if there is anything important that should be noted for future hires; problems, tips, feedback.

### **REDUCING ADMINISTRATION TIME**

Event planning requires a lot of detail and repetitive, but often time-zapping, tasks. Time-savings and reducing administrative tasks is one of the biggest incentives to move to an all-in-one event management system.

Ditch the spreadsheets and make tech work harder:

- Build templates for everything that will need to be repeated, such as email wording, custom reports, checklists, and proposals.

- Copy or clone similar events and adapt the details. This is much faster than starting over each time and it also reduces the chance of human error.
- Schedule and automate your processes as much as possible. From reminders that a potential attendee hasn't fully completed their registration, to booking confirmation emails, to automatic payment reminders, to event reminders, everything should be set up and automatically triggered at the appropriate time.

## **CRM MANAGEMENT**

Events are personal and it is the strength of those relationships which makes all the difference. No attendee wants to feel like a number, they want to feel important and valued and personalization is one way to achieve this. The little details and knowing the customer history can make all the difference.

Maximize the personal touch:

- If an attendee has registered with you before check that your chosen system remembers the details and pre-fills it so the attendee only needs to check the information is still current and submit.
- Link with the CRM and past event history and send out a targeted mailing to those attending the event for the first time to welcome them and invite them to a special fringe event.
- If you work for an association or organization with a membership component link your membership database with your event management software so that one login works across all platforms and information is shared, to avoid your attendees re-typing information you already have. Your website, registration site and event app could all be streamlined using their membership number and grant access to additional membership features.

## **ACCOMMODATION AND TRAVEL**

Managing accommodation room blocks and travel arrangements using spreadsheets is a nightmare, managing it online, in real-time reduces the margin for error.

Make sure the logistics are in hand:

- Add accommodation options to the registration form so guests can book based on real-time availability and



pricing and you can always assess the uptake with confidence.

- Choose a system that serves up content specific to the attendee type, for instance, your keynote speakers could receive specific messaging, book a suite in a specific hotel, specify flight times and not provide payment.
- Use group messaging to communicate with your guests, particularly in terms of transportation updates and last minute event changes.

### **SURVEYS**

Online surveys are not unusual but keeping the feedback within one system, instead of integrating with an external platform, gives a more complete picture of the overall results and could even be linked back to the individual (if data doesn't need to be anonymized).

Get better feedback to improve your events:

- Combine event satisfaction scores across all of your events so you can report the percentage of attendees that rated your events as 5-star.
- Use surveys to find out the knowledge level before the event and then repeat the survey questions after the event to see if the learning changed during the course of the event.
- Ask for ideas about future content and speakers and then poll attendees to find out the most popular ideas and make it happen.

### **BUSINESS TOOLS**

From freelance event planners to event agencies there are specific business tools offered by some event management software that can help to win more business or just work smarter, ranging from creating event proposals, issuing invoices, and time-tracking on different projects.

Choose an event management system aimed at agencies and freelancers to:

- Drag and drop pre-made text and charges into your event proposal template to create a fast quotation. Fast responses might mean a better chance of getting the business.
- Request a digital signature to sign a contract before you start any work.

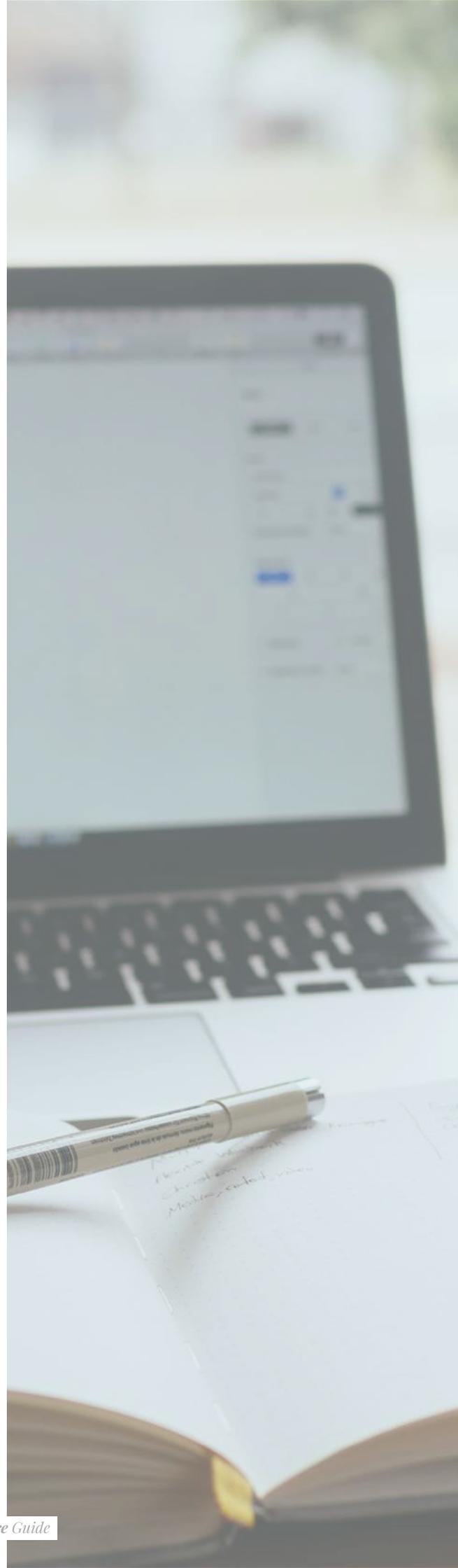
- If you work on a time-charge basis and need to bill back expenses to a client choose a system that enables you to record this or integrates with your current system.
- Automate reminders to nudge clients, attendees, and suppliers when payments are due.

### **ANALYTICS AND MEASUREMENT**

Number-crunching across different tools and systems seems daunting for many event planners, which means that they are less inclined to do the analysis that could be so revealing. By having everything within one platform it helps to identify trends that otherwise might not even have been picked up.

Create better data from an all-in-one system:

- Compare several events side-by-side to identify patterns and trends.
- Calculate the best days of the week and hours of the day in terms of ticket sales and opens and clicks on emails.
- If you run a variety of different events run a report to show who has attended different events and who might be interested in a current event so that you can create a more targeted campaign.



# Key Questions to Ask Event Registration and Event Management Software Providers

Here is a handy checklist outlining some of the questions you may want to ask a potential registration and event management software providers to assess their suitability before entering into any contract.

## VITAL FIRST QUESTIONS

- Do you accept paid and free event registrations?
- What is the pricing structure?
- Is there a charge for free events and tickets?
- Is there a set up fee?
- Do you pay an annual or monthly fee to access the software?
- Are event fees, card processing fees and other fees charged per registration?
- Are these fees charged at the time of booking or do credits need to be purchased in bulk in advance?
- Can you choose to pass on the fees to the ticket buyer to pay?
- What are the options in terms of payment gateways and providers?
- How long on average does it take for funds to be paid out?
- What is the contract period?
- Are rates and payment terms negotiable?
- Is a white label version of the product available?
- Can you clone events?
- Does it have multi-language capability?

## REGISTRATION AND TICKETING FEATURES

- Can a registration page or full event website be created?
- Do you offer custom branding, logo, colors, fonts, background images, etc?
- Is this mobile responsive?
- Can you create customizable buttons and widgets?
- Can registration be embedded into any website? Is this via code or a widget or a button?
- Is social login offered?
- Can different rates and offers be scheduled?

- Can individual and group discount codes be created?
- Does the system distinguish between the ticket buyer and the person attending the event in case they are not the same person?
- Are group bookings possible?
- Is multi-session registration possible, N.B. booking and payment for additional workshop sessions, fringe events, dinners with a number limit? Could these be added to a booking at a later date?
- Can tickets for allocated seating be sold, including different pricing tiers for seats?
- Can merchandise be sold via the registration platform?
- Is it possible to compare events?
- Is a confirmation of booking automatically sent by email and can you customize the text?
- Can specific terms and conditions be viewable and accepted at time of booking?

## MARKETING AND PROMOTION

- Is a custom event URL created?
- Can you use your own domain URL?
- Do you have functionality to service public events, as well as private, invitation-only events?
- Does the registration site have social media sharing buttons?
- Does the system prompt the attendee to share to social media after booking?
- Is it possible to create an affiliate scheme?
- Are there options to encourage social referral?
- Does the platform support email marketing and invitations?
- Is it possible to create custom email templates?
- Can emails be personalized with merge fields?
- Is there capability for smart communications?
- Can attendees register via social media?
- Are there options for re-marketing?
- Can donations be accepted alongside event registrations?
- Does the tool offer CRM integration?

## **ATTENDEE MANAGEMENT FEATURES**

- Can an event schedule be visible on the registration site/page?
- Is it possible to serve up event schedules and specific content according to the attendee type?
- Is there some form of personal schedule/scheduling function?
- Can travel options be presented for the attendee to select?
- Are there any travel management features?
- Can confirmed flight/travel details be added against a registration?
- Is real-time accommodations management offered?
- Can room blocks be managed with a single hotel option? Is it possible to coordinate room blocks with multiple hotels?
- Is communication by text or WhatsApp possible with all attendees? Can specific groups be contacted in this way?

## **FINANCIAL MANAGEMENT**

- Can you accept card payments?
- Are any credit cards not accepted?
- Can you integrate your own preferred payment gateway?
- Can you accept offline payments (check/bank transfer/cash) and administer it via the system?
- Can partial ticket payments/payments by installments be accepted if desired?
- Does the system offer automatically scheduled payment reminders to attendees?
- Can you specify the tax/VAT rate and is this amount shown clearly?
- Does the software offer an intelligent tax/VAT rate (the tax rate charged varies according to country of registration)?
- Is there an invoicing or receipt function?
- Can you customize the design and content of the invoice/receipt?
- Are invoices/receipts automatically generated?
- Are refunds actioned by the attendee and/or by the organizer?
- Can partial refunds be processed?
- Are international currencies and payments accepted?

- Could multiple currencies be accepted within one single event?

## **MANAGEMENT AND REPORTING FEATURES**

- Can attendee registration lists be exported to CSV/Excel?
- Can smart links be set up to share with clients and team members without wider authorization?
- Is the system suitable for client management?
- Does the system offer the functionality for the attendee to update their details and booking directly?
- Can event stats and reports be accessed?
- Do you support customized reports and templates being created?
- Can a comparison be created between past and current events?
- Can event reminders be scheduled for sending?
- Is it possible to upload files via the registration form (e.g. proof of ID)
- Can waiting lists be enabled?
- Can polls and surveys be issued via the platform?

## **EVENT MANAGEMENT FEATURES**

- Does the system offer functionality for Strategic Meetings Management?
- Can abstract submissions be accepted? Is there the facility for evaluation and reviewing submissions?
- Can 1-to-1 appointments be scheduled?
- Is a venue searching tool offered? Can RFPs be issued to venues?
- Is there an event budget feature? Can estimated and actual income and expenditure be tracked?
- Do you offer expenses tracking?
- Is there a time tracking function?
- Does the system offer project management tools?
- Is there a shared task list?
- Is there a calendar view?
- Is there a Gantt chart view?
- Can files and collaborative documents be shared?
- Is there a module to manage event staffing?

- Can vendors be managed via the system?
- Is there an integrated mobile app for attendees?
- Is there a dedicated app for event organizers?
- Can Visa invitation letters be generated via the system for delegates?
- Can certificates of attendance be created?
- How are dietary/disability/special requirements recorded?
- Is there a quick way to share catering timings?
- Can venue notes or BEO (Banquet Event Order) sheets be created?
- Can the maximum capacity for sessions/rooms be specified?
- Does the system have meeting room management (capacity, availability, layout, set up)?
- Can details and notes be kept for equipment and set up?
- Does the system enable custom designed floor plans or table/seating plans?

#### **SPONSOR AND EXHIBITOR FEATURES**

- Can sponsorship packages be selected and purchased online?
- Are sponsors visible on the registration page/website?
- Can sponsors update their profiles or listings?
- How can sponsors and exhibitors promote and invite people to the event?
- Can booth packages be purchased online?
- Are exhibitor listing shown on the website/page?
- Can exhibitors select booth space online? Does the system support floorplan management for real-time availability?
- Can stakeholders allocate and book passes and tickets for staff and guests?
- Can website traffic/interest be monitored and reports generated for sponsors/exhibitors?
- Does the system offer lead retrieval?

#### **ON SITE CHECK-IN**

- Are printable tickets automatically generated?
- Do the tickets integrate a barcode or QR code for fast check-in on site?
- Are e-tickets available via the app?
- Is RFID/NFC/beacon capability offered?
- Are any tools available for on-site registration and check-in?
- Can scanners be hired?
- Is a self-service kiosk option available?
- Can badges be designed, created and printed directly from the system?
- Is on-demand badge printing on site supported?
- Can cashless payments be accepted and charged to account?
- Can smart badges of event wristbands be used with the system?
- Can notifications be received when VIPs check in?
- Can facial recognition technology be supported?

#### **SUPPORT and DATA SECURITY FEATURES**

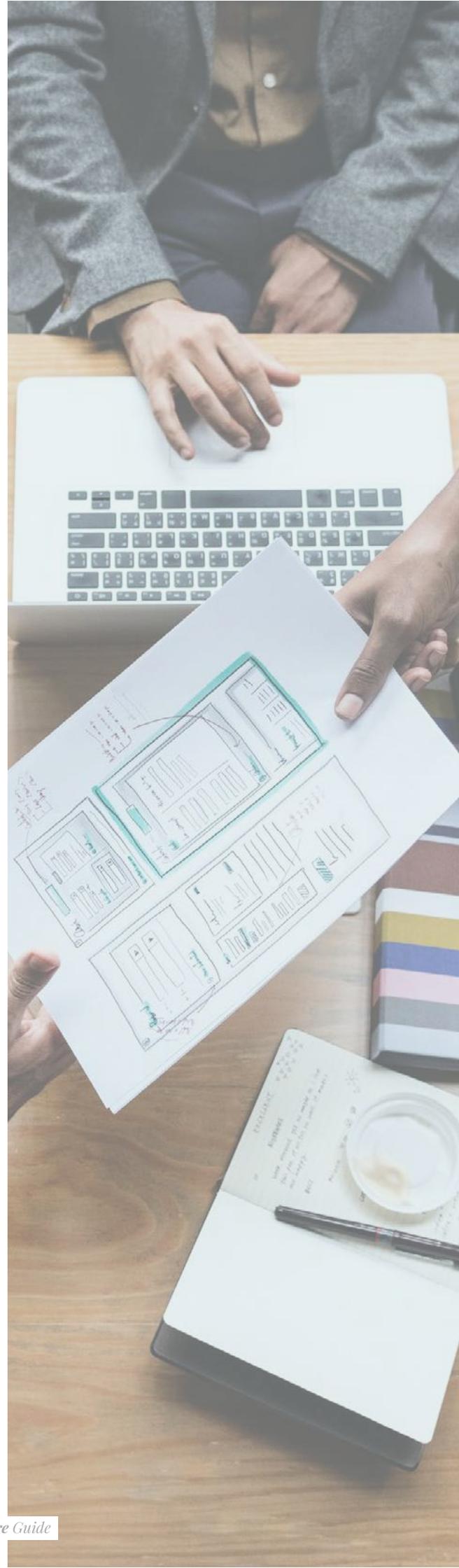
- How and what support is available?
- What is the average and maximum response time?
- Is support guaranteed 24/7?
- Where are the offices located? What timezone do they work on?
- Is a dedicated support manager allocated?
- Is support available on site?

# How To Maximize Registrations for Your Event

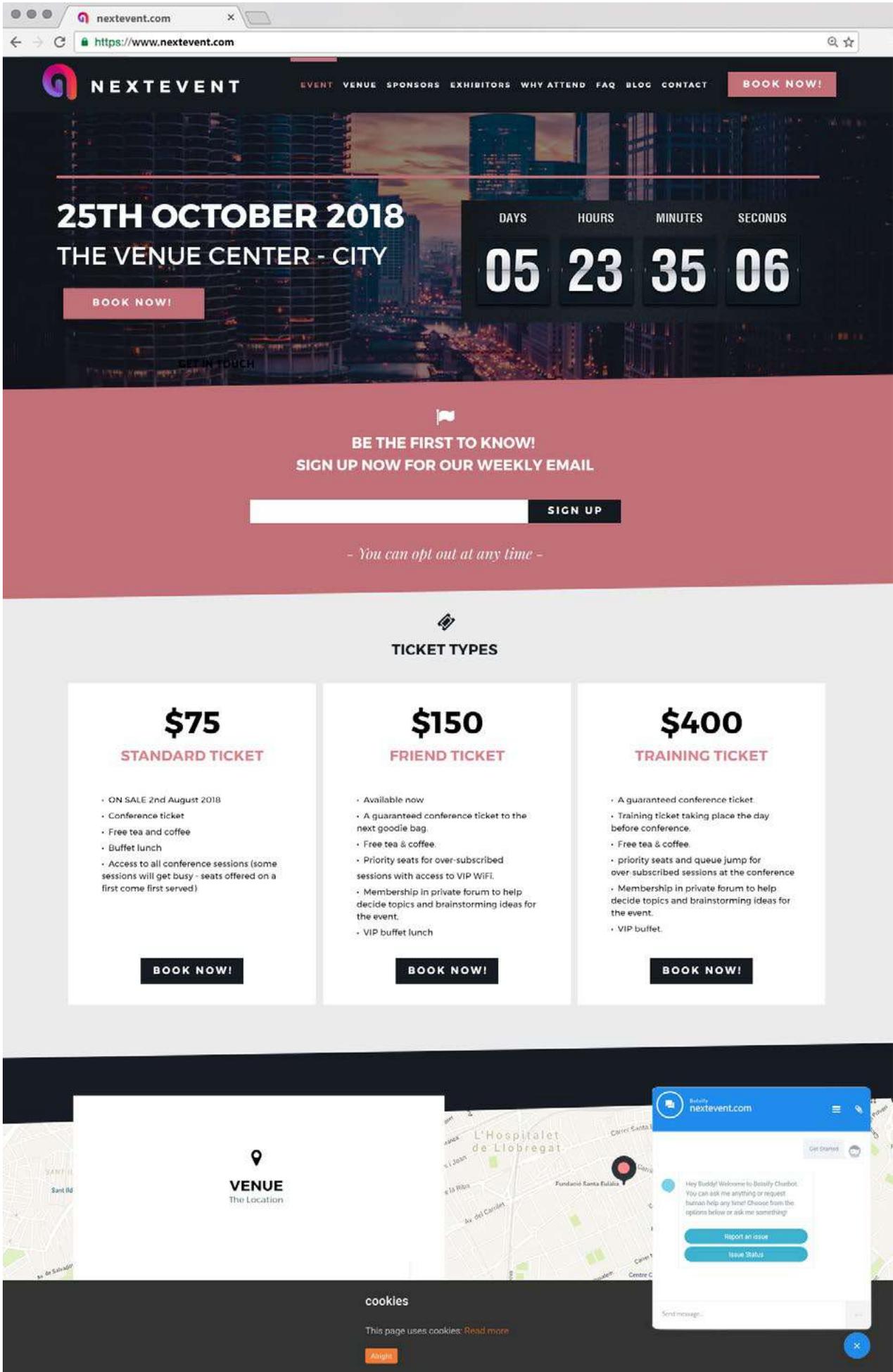
In this section, we look at some tactics for optimizing the registration process to maximize bookings for your event. Regardless of whether you use a standalone registration provider or an all-in-one event management software with in-built ticketing, what can you do to encourage more people to your event website and ensure that they complete their booking once they get there?

There are lots of common yet simple mistakes made when setting up online registration forms which can cost you potential bookings or simply cause frustration and bad feeling from your event attendees.

We have created good and bad examples of event websites and registration forms and highlighted some best practice and common mistakes to avoid. The images created have been designed for illustration purposes and are not based on real-life events or registration providers.



# Your Event Website//Good Practice



## **LAYOUT**

Ensure that the key information on the site is 'above the fold' so that website visitors don't have to scroll or search for the basics. Keep text succinct and easy to digest. Use short paragraphs and bullet points to get information across quickly.

## **DESIGN**

The design and impact of the site can make the difference between someone booking a place or deciding not to bother. Make a good impression! Big pictures, moving images or video across the screen are trendy right now (as long as they don't slow down loading time).

## **SOCIAL NETWORKS**

Link up your active social media accounts so website visitors can connect with you or embed widgets so they can see within the site some of your recent activity. If a potential attendee is interested but not fully committed they may be keen to follow the event on their preferred social network to stay up to date and make a decision at a later date.

## **INCLUDE THE BASICS**

Make sure that all the basic information is included on the site, for example, date, time, venue, ticket price, when early bird rates end, who should attend the event, what they will get out of attending, etc. Think about the pages and menus so that information is easy and logical to find. If visitors to the registration site have to hunt for information all but the most committed will quickly run out of patience and possibly give up completely.

## **CLEAR BENEFITS OF ATTENDING**

Spell out exactly who the event is aimed at and speak their language. Consider creating a specific page or putting on the home page some of the key hooks and reasons to attend. Who are your target attendees and why do they need to be there? If your key audience is likely to need permission from their boss to attend and fund the place you could even put together a business case to help them.

## **SUPPORT/FREQUENTLY ASKED QUESTIONS**

Consider including a frequently asked questions section with any important information and common questions. Don't forget to update this regularly with any questions you get asked via other communication channels. If one person asks the question there are probably several others also interested in the answer.

## **LIVE CHAT**

As highlighted by the research and in the trends section consider adding a live chat option to the site to immediately respond to any queries site visitors may have. If you can respond promptly and they are satisfied with the answer they are more likely to convert to a paid booking, rather than bouncing away from the site because they couldn't find the answer they were looking for. Ensure that your 'Contact Us' page is up to date and gives a few options for how people can reach out to you to get a fast response.

## **CLEAR CALL TO ACTION**

Ensure that you include a clear call to action within the website, such as 'Book Now' or 'Register Now'. Make it clear the actions you want people to take and clear how they do this. Consider using colored buttons which attract attention and encourage potential attendees to click through.

Consider adding a lightbox type pop in on the site to encourage people to sign up to your mailing list with clear instructions e.g. 'Be the first to know! Sign up now.' Make sure you make it clear what people are signing up for detailing the content, frequency, and details of how they opt out.

## **MEMORABLE SHORT URL**

Ensure you use a memorable short URL for the event website. The URL provided by your registration platform is often long, for example including the provider subdomain, as well as your specified event name. Consider buying the domain name for your event. Most registration platforms will enable you to embed the

registration form directly so bookings can take place within your website and attendees don't have to be directed to the registration page. Other providers let you use your own web address domain for their registration site.

### **INSPIRE URGENCY**

Consider adding a countdown timer, counting down to the event, or perhaps counting down until your early bird special rates or a flash ticket sale ends. This can help to inspire a sense of urgency in the visitor to the website to book tickets today.

Some events publicly list how many tickets are available, showing '50 tickets remaining' or '400 sold out of 500 tickets available'.

### **CONTENT**

Give people a reason to visit the site and keep returning. Consider writing a blog on the website with relevant, readable and shareable content. This will also help improve search visibility and SEO for the site.

### **DIGITAL MARKETING**

'Effective frequency' refers to the number of times a person needs to be exposed to an advertising message before action is taken. There are various and conflicting theories and models as to what this magic number may be, ranging from seeing a message three to 20 times. Sending a single message will not be enough for most people to take action and buy a ticket for your event. With this in mind, it may be worthwhile considering a digital marketing campaign which will target those that have shown an interest in the event (for example by visiting the website) and show them ads for your event regularly when they visit other sites as a reminder to book their place. Currently, this is still largely underutilized for the events industry and is a tool we should consider using more.

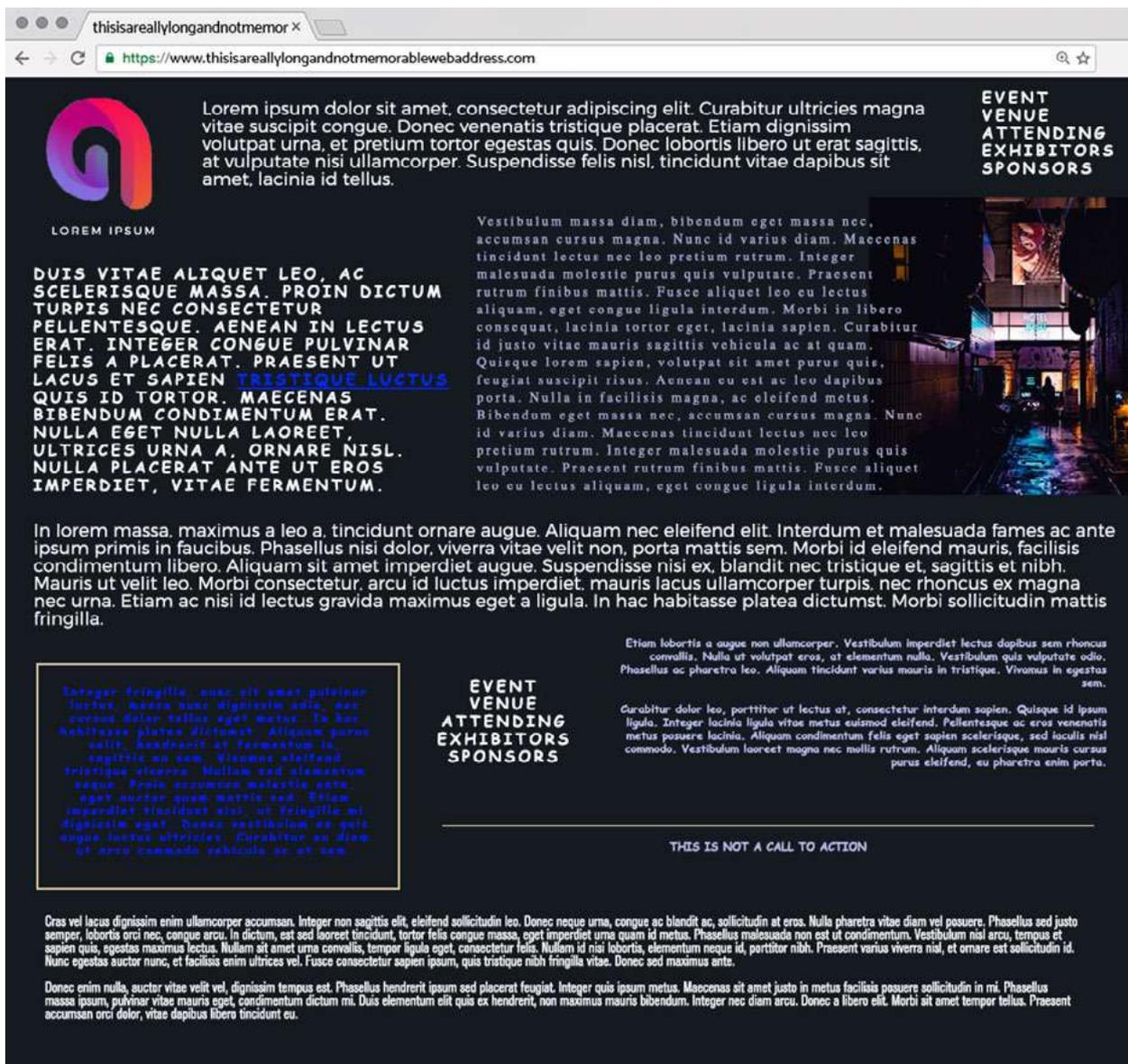
### **ATTENDEE LISTINGS**

For business events, you may want to consider showing a list of those attending (if they give permission for their name and organization or social media details to be shared). Seeing relevant peers, influencers and competitors already booked onto the event can be a great incentive to register.

### **COOKIE POLICY**

By law, websites need to get consent from visitors to store or retrieve any information on a computer, smartphone or tablet. The legislation is designed to protect online privacy, by making consumers aware of how information about them is collected and used online, and give them a choice to allow it or not.

# Your Event Website//Mistakes to Avoid



Common mistakes with event registration sites are:

- ✓ Too much text - information is overwhelming and difficult to read
- ✓ Not enough images and visuals
- ✓ Menu tabs are not clear
- ✓ Darker backgrounds and small font size which is difficult to read
- ✓ Messy design - different colors, font sizes, text not aligned
- ✓ The event or company brand isn't communicated
- ✓ Hard to find things and navigate - text not laid out in an appealing way
- ✓ No contact details
- ✓ No call to action
- ✓ No social media information or sharing opportunities
- ✓ Bad URL - not memorable
- ✓ Information out of date
- ✓ Not inspiring to book a place
- ✓ Slow to load
- ✓ Not mobile responsive

# Your Event Registration Form//Good Practice

**20 TICKETS REMAINING**

**LOOKING TO MAKE A GROUP BOOKING?**  
[Click here](#)

 **15 MIN**  
to complete your booking

**SIGN UP WITH**

**Number of places required**

**Is the ticket buyer and the attendee the same?**  YES  NO

**Email\***

**First name\***

**Surname\***

**Job title\***

**Organization\***

**Phone number\***

**Which workshop would you like to attend?\***

**Do you have any special dietary requirements?**

**Do you have any access or disability requirements we should be aware of?**

**Twitter handle**

**Instagram handle**

**How did you hear about the event?\***

**I am happy for my details to be listed on the attendance list\***  YES  NO

**DISCOUNT CODE**

**I agree to the [Terms & Conditions](#) and [Privacy & Cookies Policy](#)\***  YES  NO

\*Mandatory Fields

We'd like to stay in touch so that you will be the first to know about future events, exclusive show ticket offers, workshops and demos tailored to you, competitions and giveaways.

**If you would like to stay up to date please confirm how we can contact you:**

Email  Post  Telephone  SMS

You can unsubscribe at any time.  
We take your privacy seriously and will not share your data with third parties.

**CONFIRM YOUR BOOKING**

## **DESIGN**

Ensure the design of the registration page is consistent with the website in terms of colors, font, style, and branding. Think about readability and accessibility.

A common mistake on registration forms is not offering correctly sized text boxes, which means that important data is cut off. This is particularly serious if this is the email address field as it means that you may not be able to contact those that have registered for the event with additional information. Make sure you run a number of test bookings with long email addresses, job titles, company names and so forth.

## **KEEP IT SIMPLE**

Nothing is more off-putting and likely to result in a high bounce rate than a potential attendee finding a long registration form with seemingly irrelevant questions and lots of required fields. It is, of course, important to capture the data that you need, but think about what information is vital in order to keep the form as concise as possible. Every additional question asked could potentially risk the booking not being completed.

## **MOBILE FRIENDLY**

Bookings by tablets and smartphones are common, gone are the days when everyone booked via their PC. Ensure that your registration site is responsive and appreciate that long forms will be potentially more frustrating when being completed via a small screen.

## **SOCIAL MEDIA AND INTEGRATION**

Asking for social media account details and following your attendees enables better connection and intelligence that can be used before, during, and after the event. This data will also facilitate, when integrated with mobile apps, a better networking experience between attendees. If your registration site doesn't allow social sign up then ask for a Twitter or Instagram handle on the registration form.

Some platforms allow sign up via a social network. Registration platforms that offer this

functionality can save time for the registrant and often pull richer data such as bios and pictures. It can also encourage better social sharing from the attendee and may even show mutual connections between attendees '3 of your connections are attending this event'.

## **INCOMPLETE BOOKINGS**

Some platforms capture data from incomplete and abandoned bookings, which enables the opportunity to follow up or remind these people and potentially encourage them to sign up at a later date. Ideally the platform will capture the data and have asked for the email address as one of the first questions to enable follow up. Some platforms automatically generate and email a link to the potential attendee so they can pick up on their booking at a later date and it then recalls the information entered when they put their email address in.

## **SHOW PROGRESS**

It is good practice to let people see how far along the registration process they have progressed. The easiest way to do this is to have a single page registration form so it shows exactly what information is required before submitting. Some platforms favor breaking the form between multiple pages though. If this is the case it is good to show the number of pages and ideally how much progress has been made until the process is completed.

## **GROUP BOOKINGS AND CLONING DELEGATE DETAILS**

Whether an attendee is booking two places or processing a large group booking you want to make the process as pain-free as possible by allowing details to be copied and the relevant data updated, rather than writing out repeated information several times over.

## **HOW DID YOU HEAR ABOUT THE EVENT?**

This is always a useful question to ask to find out which of your marketing endeavors and channels have been particularly effective in generating bookings. Or you could use tagged links and

URLs and Google Analytics to generate this information for you. There may have been a few different touchpoints and triggers though so this is always useful information to ask.

### **INVOICES/RECEIPTS**

Attending an event may potentially be reclaimed as a business expense so an automatic receipt or invoice generated by the system saves a document having to be created manually. You may want to reassure attendees in the FAQ that they will automatically receive an invoice (if this is the case). Some systems enable invoices and receipts to be customized, others just have a standard layout.

### **LIMITED TICKETS REMAINING**

When tickets are almost sold out it is a great idea to show the remaining tickets left on sale. This will often inspire a sense of urgency in those that still want to book. Combine scarcity with smart email reminders that tickets are about to expire to those that have opted in to receive communications from you but are not registered. Also, consider a reminder email to those that abandoned the purchase without completing their booking.

### **IMPORTANT INFORMATION**

Make sure that you ask for all the important information at the time of booking, you don't want to be going back to delegates to check or ask for additional information. It shows poor planning when planners don't ask for important information such as dietary and accessibility/disability information at the booking stage. As event professionals, we have a duty to provide for attendees and so this information is needed to plan ahead.

### **AVOID ACTION BEING REQUIRED AT A LATER DATE**

Try to confirm all programme information before registration starts so that attendees can book onto break out sessions, dinners and other fringe events within one transaction. If this can't be done before tickets go on sale you will need to accept that some people may never book these

additional items or log back into their booking to update their preferences, however many reminders, notifications and updates they are given so it can be a missed opportunity.

### **REQUIRED FIELDS**

Think carefully about which data is required and which data is optional. For instance, the name, email and telephone number field should be required as you probably don't want anyone to skip this information, but the dietary, access and social media details should be optional for people to complete if they wish/need to.

### **TERMS AND CONDITIONS AND PRIVACY POLICY**

Don't forget to include terms and conditions for the event and booking. This should clearly state your refund and cancellation policy and if they can substitute someone to attend in their place. Everyone booking a place should have the terms and conditions of the booking and the privacy policy clearly explained and accessible.

### **DATA PROTECTION**

As event planners, you have a duty of care to attendees to protect their data and adhere to the relevant legislation. This can vary from country to country. All EU residents are now protected by the ***General Data Protection Regulations (GDPR)***. This is still applicable in the US for anyone contacting or working with European citizens, as well as the ***EU-US Privacy Shield***. The US does not have one single data protection law, instead, it has a patchwork of ***sector-specific laws***.

### **TEST RIGOROUSLY**

Virtually all registration platforms allow you to put through test bookings before your tickets go live on sale so make the most of this and test and scrutinize the site from every angle before publishing. Ensure that the form isn't too long - time how long it takes to complete. Ask colleagues and those unrelated to the event to put through a test booking for you and feedback any improvements which could be made.

## **TICKET BOOKER**

It is often useful, particularly for B2B events and group bookings, to capture the name and email address of the ticket booker if this differs from the person attending. Often it may be a personal or virtual assistant placing the booking and this makes it easier in case of any queries and to cc. the important event information onto them.

Also, think about what this means for permissions and terms and conditions if someone is booking on behalf of others.

## **SEPARATE FIELDS**

Keep the first name and surname field separate, don't have one field asking for the full name. The reason for this is that if you are looking to work with the data in the future you may wish to create a personalized mailing and so you will need the first name field to be separate from the surname. Also, with international events, it may not always be apparent which is the first name.

## **AUTOMATIC CONFIRMATION**

Ensure you set up the automatic email confirmation and reiterate all the important information about the event - date, times, venue name, full address, directions, if they need to bring their ticket with them to the event (and how to access it), who to contact in case of any queries, if/when further information will be issued, etc.

Always ensure you update and change the default email message as attendees like to be reassured that their booking has been received and be reminded of the key information for their records. Triple check it for accuracy, particularly if you have cloned the event.

Consider also setting the confirmation screen message to say that an email confirmation is on its way and who to contact if it isn't received within the next few minutes. If someone has misspelled their email address the planner is not always immediately aware of delivery issues so requesting that contact is made if the email doesn't come through is often the most efficient

way to update a typo in the email address that may otherwise slip through.

## **WAITING LIST**

If your event is a sell-out don't miss the opportunity to capture details from other interested parties by enabling a waiting list. People do often need to cancel bookings so it is always good to be able to fill any spare places or any extra capacity you find. Even if places don't become available it is useful to capture data from people that you should notify about the event in the future.

## **REFUNDS, CANCELLATIONS, AND SUBSTITUTIONS**

Consider how you wish common scenarios such as refund requests, cancellations and substitutions to be handled. Do you want the participant to be able to make these changes themselves via the system? Or do you prefer to handle and administer these requests? This might depend on the event.

Ensure that the registration platform notifies you of any changes the delegate makes to their booking - any cancellations, updates to information, etc. This is particularly important if you are one of the event planners highlighted that still exports data from the registration system and works in spreadsheets.

## **KEEP BOOKINGS OPEN AS LONG AS POSSIBLE**

Only you can decide a reasonable cut off for event bookings. Try to keep them open as long as possible, particularly if the event is not a sell-out. Sometimes people's plans can change or they may only hear about the event very late in the day so if you can accept online bookings even as the event is underway you might get some last minute ticket-buyers. Even if you are accepting registrations onsite having online tickets available will be more convenient and speedy for some and take up less staff time onsite.

## **INSTRUCTIONS FOR ON-SITE REGISTRATIONS**

Give clear instructions to anyone that may still

visit the ticketing site letting them know if registrations are open at the event for walk-ups and where these people need to go, cost of tickets at the door, etc. Also, ensure that any telephone queries will be answered. Divert the office phone number to a mobile number and state a cell phone number on the website so attendees know they can contact the event planning team if they need to.

#### **FINAL REMINDER EMAIL**

Don't forget to send a final reminder email to everyone registered at an appropriate time shortly before the event. 48 hours before the event start time is often perfect. This can be automated through the platform and can drastically reduce the number of no-shows on event day.

# Your Event Registration Form//Mistakes to Avoid

The image shows a registration form with the following fields:

- Address\*
- Fax number\*
- Mobile number\*
- Work number\*
- Skype id\*
- Business turnover\*
- Email\*
- Name\*
- Job title\*
- Organization\*
- Phone number\*
- How long have you been in business?\*
- How many employees do you have?\*
- What are your biggest challenges\*
- Twitter handle\*
- How did you hear about the event?\*

\*required field

**5:00 MINUTES TO CHECK OUT**

Next Page >  
Purchase

Common mistakes with event registration forms are:

- ✓ The order of information requested isn't logical
- ✓ Requesting lots of unnecessary information which increases how long it takes to complete the form
- ✓ All fields are required fields and so can't be skipped even if not relevant
- ✓ Progress is unclear. How many pages are there to complete? How long will it take?
- ✓ Only text boxes are used - no drop-down menus, radio buttons, to make the process quicker
- ✓ Boxes are not big enough for text - information such as job title is partially cut off
- ✓ Countdown timer only allowing a very short time period until check out
- ✓ Difficult to read - small size/boxes
- ✓ First name and surname combined in one box
- ✓ which isn't ideal for mail merging personalized information in the future
- ✓ No questions about important information such as workshops, dietary, access, etc
- ✓ No group booking option
- ✓ Bad font - difficult to read
- ✓ Background and text combination are not easily readable
- ✓ Form design is not inspiring to book a place
- ✓ No contrast in color
- ✓ No call to action
- ✓ No legal information - privacy policy, terms & conditions
- ✓ Not mobile responsive

# Onsite Registration Best Practice

Whatever the size, scale, and budget of your event best practice in onsite registration can help to increase efficiency and minimize queues and frustrations. The registration desks are often the first face-to-face contact you have with your attendees and you want to make a good impression right from that first moment to set the right tone and welcome guests. Whether you are planning to use traditional low-tech registration methods or are able to use the power of technology, here are some things to consider when planning the onsite registration for your event.

## ONSITE EVENT REGISTRATION

- Positioning, Space and Requirements
- Are there multiple entrances into the building?
- Which entrances will most people arrive from?
- Where is the registration area in relation to the car park, public transportation and the rest of the venue?
- What space is available for registration?
- Is the registration area easy for delegates to find?
- What signage options are available, digital or otherwise?
- For digital signage how does the information need to be supplied? In what format?
- If hanging banners and information from the ceiling what are the rigging costs involved?
- What signage do you need to create?
- What infrastructure is required to operate successfully, such as access to power sockets, wired or wireless internet access?
- What furniture is available? Are there specific registration desks or booths you can use?
- Are you using tables? How many do you need? What sizes? Do you need tablecloths?
- If you need to bring in your own registration booths how will you build or hire them? What will the costs be?

## FLOW

- Are there any special registration instructions, e.g. a fast lane for VIPs, a special desk for speaker arrivals, press, etc.
- Can notifications be triggered when VIPs, speakers and performers arrive?
- What is the registration and welcome process attendees will need to go through?
- What is the key information to be given on arrival?

- What do you estimate is the average interaction time?
- What are the variables that would make it quicker or slower?
- Think about occupying people's attention if they do have to wait a few minutes to get through the registration process. Can you show a social media wall in this space or have some point of interest to excite them about the event ahead and make any slight delay more acceptable?
- How can you try to encourage people to arrive early to beat the traffic and to stagger arrival times?
- How will you manage queues?

## SECURITY

- Is there a security requirement for your event?
- How many security staff will be available?
- How many security staff will be working in the registration area?
- Is there a surveillance team?
- Will security be outside the venue/event space as well?
- What event security checks will there be? What are the specifics?
- Are there sniffer dogs and plain-clothed staff?
- Are the emergency services aware of the event?
- Are there any specific intelligence, risks or health & safety concerns for the event?
- Is there a requirement for bag checks or security scanning?
- Are there bag scanners or manual bag checks?
- Are these checks required for everyone or are random checks sufficient (and if so what is the ratio/guidance for this)?
- What will be the time implication in terms of the average check-in time?

- After the registration desks/check-in area will further checks be made before allowing access to the event spaces?
- How will you check and identify those that have paid/checked-in and those that have not?
- How will situations be dealt with?
- Is there a private space available?
- Are pass outs allowed? How can security check authorized people back into the event?
- Are there any high profile guests attending? Do they have their own security? What time and which entrance will they arrive to?

### **TOTAL REGISTRATIONS**

- What are the total anticipated numbers?
- How many speakers, VIPs, press, etc are expected?
- If the event is more than one day what is the split of ticket sales?
- Is registration possible onsite or only in advance?
- What is the procedure for unregistered delegates? What information (and payment?) do you need to take from them?
- Have you sensed whether many people are planning to arrive and register onsite?

### **REGISTRATION STATIONS AND TECHNOLOGY**

- How many registration stations are you looking to have?
- How should this area be set up?
- Do you need extra separate queues for VIPs, speakers, exhibitors and for those that haven't pre-booked?
- How will you scan tickets?
- Are you using barcodes/QR codes/NFC/RFID/beacons?
- How many devices will you have to scan tickets?
- What happens if someone tries to use a ticket twice?
- Do you have spare devices that can be charging up to swap devices with low batteries and for extra capacity at peak times?
- If staff are working on the floor, rather than behind a registration desk do you have mobile technology, without any wires? And money belts?
- Are self-service kiosks available?

- Do you have card readers for onsite payments?
- Are you using facial recognition technology?
- Do badges print automatically when scanned or are you using pre-printed badges?

### **STAFF**

- How many staff do you need to cover the registration desks and the roles you need?
- How many additional staff can assist on registration at peak times?
- Can you allocate staff from other areas of the event?
- Do you have plenty of volunteers?
- Do you need to hire additional event staff to ensure a smooth registration process?
- Is everyone well briefed on the registration process and queries that may arise?
- Does everyone know how to use the technology and how to deal with things that could go wrong e.g. print cartridge needing replacing, badge spelling needing to be corrected?

### **PAST EVENT DATA**

- Has the event run previously? If so, how many advance online bookings were taken?
- How many arrived unregistered?
- How many paid by card?
- How many paid by cash?
- How many staff, manned stations and self-service kiosks did you have previously?
- How well did it work?
- How many people were checked in per hour?
- How many checked in during the last 10 minutes before the event?
- Were there any queues?
- Were there any security concerns or issues?

### **SMALL/LOW TECH EVENTS**

- If you are pre-printing and laying out badges alphabetically will you have enough space to find all the names quickly?
- Is there a simple badge or lanyard colour coding system to identify key groups of people at a glance, for example VIPs, speakers, exhibitors, press, staff, etc?
- How can you keep the process as simple as possible?

- Other than the badge does any other information need to be given out at the registration desk? If so, is it generic information, not personalized?
- How can staff minimize the amount of information given at this point and keep it to the essentials so you don't overwhelm those arriving and cause delays at the check-in desks?
- Where will staff be located to give further instructions and support to attendees?
- Will you have plenty of staff working behind the desks and also staff directing from the entrance and in the area in front of the registration desks?

### **LARGE OR TECH-ENABLED EVENTS**

- Does your online registration provider offer onsite capabilities for registration, provided either as self-service modules or as a fully-staffed service?
- How can technology help you achieve maximum efficiency?
- How many mobile terminals can be made available, for example check-in by mobile or tablet devices?
- Is WiFi required?
- What happens if the WiFi fails?
- Are devices fully charged?
- Is the app loaded and ready?
- What is the battery life?
- Are backup devices available?
- Is any password/login required?
- In terms of barcode scanners – are these wired or wireless?
- In terms of check-in via beacons, where are the beacons placed and what is the range?

# On-Site Event Technology to Speed Up Check-in

Here is some of the technology which could help to ensure a fast and efficient registration and check-in process at your event.

## **BARCODE/QR SCANNING**

Many registration platforms provide an automatic e-ticket which generally includes a 2D or 3D barcode. When scanned, generally by an app on a smartphone or tablet, or via special barcode scanners, it will confirm that they are authorized to enter and note them as checked-in. If someone has an invalid ticket or tries to use the same ticket more than once it will show a warning message.

## **BADGE PRINTING ON DEMAND**

Scanning the code on the ticket can automatically trigger the printing of the delegate's badge. This can take a matter of seconds and so is generally quicker than searching for a pre-printed badge laid out in alphabetical order. It also reduces waste by only printing badges for those that make it to the event and ensures that there are not masses of badges to reveal the number of people that have failed to turn up.

If a delegate badge is misspelled using a system for printing badges onsite means that the data can be updated and reprinted. Likewise, if someone turns up unregistered they can still have a printed badge created for them, rather than having a handwritten badge.

## **NFC, RFID, AND BEACONS**

NFC, RFID, and Beacons can be used as part of the registration process. As part of the event app, an attendee could receive an automatic check-in welcome when they reach the registration desk, enabling them to check-in via the app and completely bypass any queues.

## **FACIAL RECOGNITION**

Facial recognition is being used more and more at events and can slash queues and registration times, particularly for larger events or events with a short time for registration.

## **DATA INPUT**

Some registration systems enable a business card or ID card to be scanned and programmed to take the relevant information fields and use this to create a badge, with any missing data added in manually.



### **PAYMENTS ON SITE / MOBILE BOX OFFICE**

Some providers offer onsite registration solutions to register attendees and sell tickets on the spot at the live event or have the ability to integrate with technology to do this.

If people are able to register onsite and it is a paying event you will need the ability to handle cash and card payments effectively. Wired and wireless card terminals are available, including contactless payments or you may do this via the online registration page.

### **REAL-TIME DATA**

Using a check-in system means that you can access real-time data about the number of people on site, which is helpful to know before opening the event. You can also easily search and find out if a speaker has arrived yet.

### **SELF-SERVICE KIOSKS**

You may wish to provide a number of self-service kiosks where guests can scan their own tickets, alongside the manned registration desks. This is generally done using a tablet device on a table or floor-mounted stand.

### **NOTIFICATIONS WHEN SPECIAL GUESTS ARRIVE**

Some systems can be set up to send a notification via text, email or push notification when specific people arrive. This is helpful in terms of being ready to greet and welcome your most distinguished guests.

### **EXACT ARRIVAL TIMES**

Using eventtech enables you to record the exact arrival times of guests which could be helpful to know when analyzing the event stats and planning the registration process for future events. Some can record the time that people leave the event as well.

### **CHECK-IN TO OTHER AREAS OF THE EVENT**

Using technology to streamline the registration process often allows it to be used in other areas of the event. For example, barcodes printed on badges can be used to check people into breakout sessions and fringe events too. Verification of attendance may be required for education credits.

### **LEAD RETRIEVAL**

If barcodes or QR codes are printed on the badges an integrated lead retrieval system could be used to seek permission and scan interested leads. This gives wider benefits than just registration within one system.

# Event Management Software: Provider Overview

In compiling this report we directly invited registration providers and event management software with a ticketing element to take part as well as putting a public call out via social media.

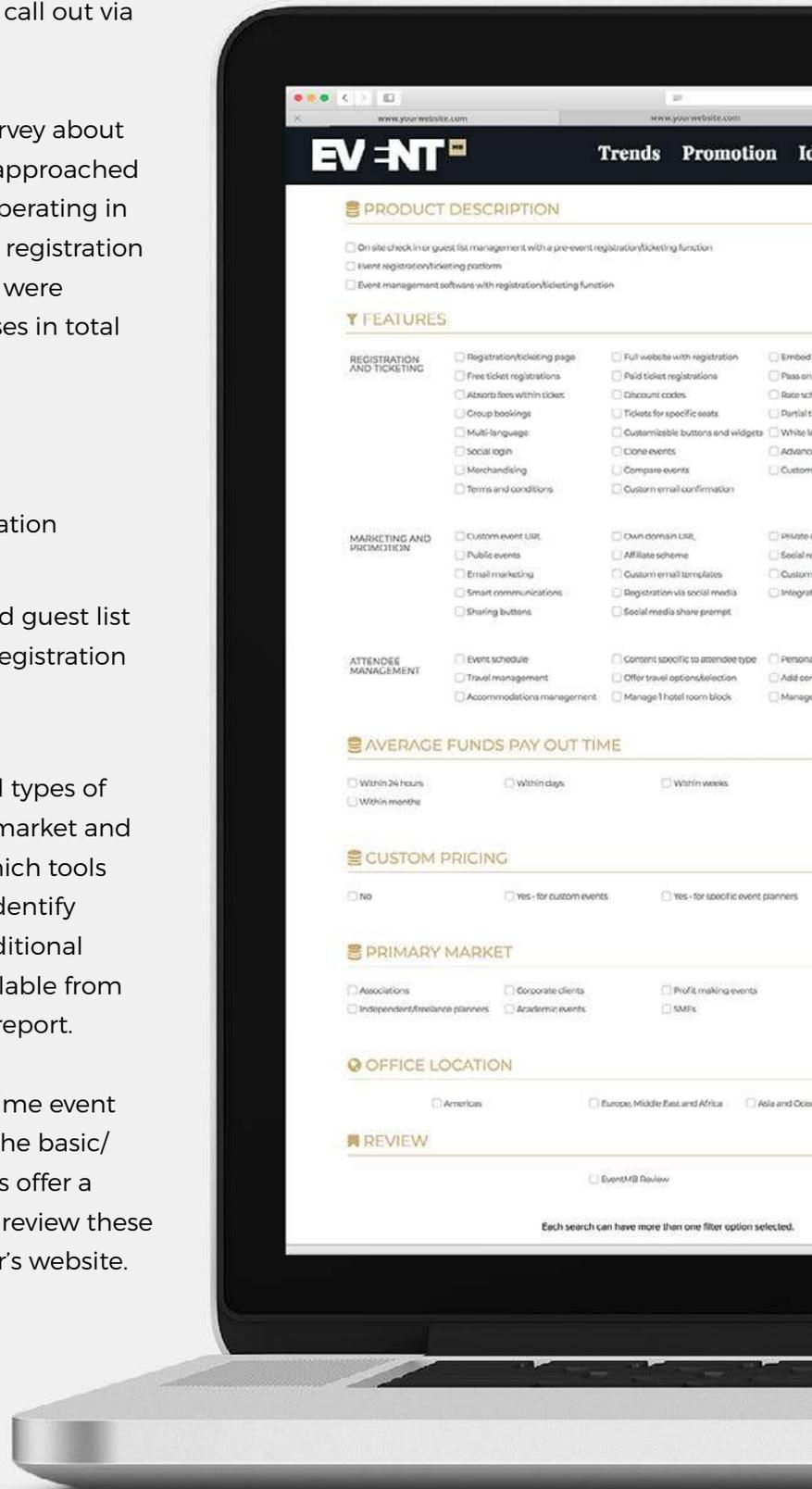
Providers were asked to complete a detailed survey about their product, features, pricing, and location. We approached over 250 startups and established companies operating in this field. Only those that offer pre-event, online registration and ticketing services within their core product were eligible. We have included 103 qualified responses in total within the report.

We excluded from the report:

- event management software without registration capabilities
- onsite registration and ticketing solutions and guest list apps unless they provided online pre-event registration as part of their offering

Although most platforms provide services for all types of events we asked them to specify their primary market and focus to help event planners quickly identify which tools best fit their objectives. We asked providers to identify which features are offered by their product. Additional interesting and useful features may also be available from each provider but fell outside the scope of this report.

Suppliers had to specify the average length of time event planners will wait to see their ticket funds and the basic/minimum pricing model used. Many companies offer a range of plans and pricing that we invite you to review these more fully by clicking on the link to the provider's website.



We asked each provider what event planners should expect to pay on free tickets, a \$100 dollar ticket and a \$1,000 dollar ticket, specifying set up fee, event fee, monthly subscription fee, payment processing and any other fees as applicable.

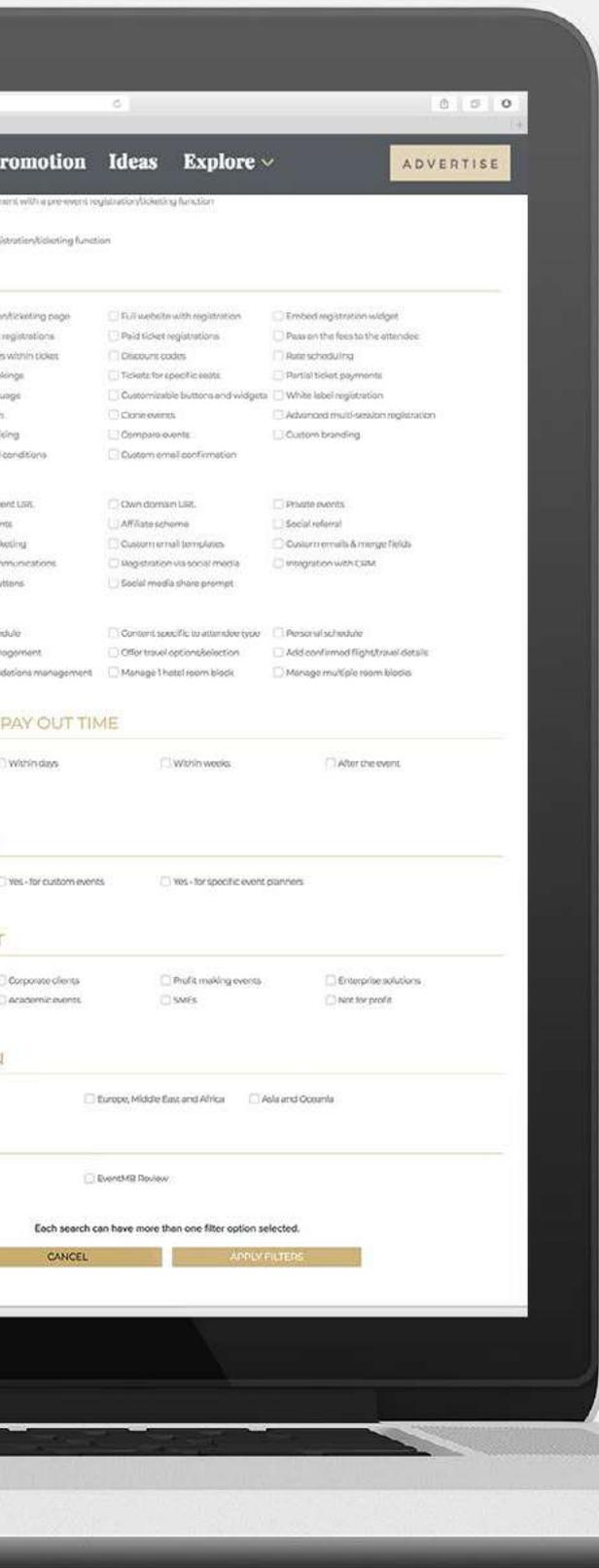
Organizations could choose to Not Disclose (ND) pricing information if they wished.

There are 4 supplier tables for your reference:

- The **overview table** giving some important initial information about the registration and ticketing suppliers featured
- The **feature tables** with the comparison of all platforms surveyed, with 50 features across 9 different categories shown in the report tables.
- The **pricing table** with a comparison of all those companies who disclosed pricing for different ticket price points.
- The **geolocation tables** with offices of all the companies surveyed worldwide.

If you need more information about the research please use the contact section at the end of the report.

To compare all 149 features we checked with providers and to view full details of each individual provider that may meet your precise needs please view the **online provider tables**.



# Overview Table

# Overview 1/2

	PRODUCT TYPE			MOST SUITABLE FOR	PRICING STRUCTURE								EVENT FUNDS PAYOUT	
	EVENT REGISTRATION/TICKETING PLATFORM	EVENT MANAGEMENT SOFTWARE WITH REGISTRATION/TICKETING FUNCTION	ON-SITE CHECK IN OR GUEST LIST MANAGEMENT WITH A PRE-EVENT REGISTRATION/TICKETING FUNCTION		FREE	MONTHLY FEE	ANNUAL FEE	CREDITS	FEE PER REGISTRATION (FREE PLACES ARE ALSO CHARGED)	FEE PER REGISTRATION (FREE PLACES/EVENTS ARE NOT CHARGED)	CARD PROCESSING FEES	COST ACCORDING TO THE MODULES REQUIRED		COST PER USER
aanmelder.nl				Corporate clients									Within Days	
Accelevents Event Management				Not for profit									Within Days	
Accredion				Enterprise solutions									After the event	
Aidaio hub				Corporate clients									Within Days	
Allcal				Profit making events									Within Days	
Attendase				Enterprise solutions									Within weeks	
Attendify				Corporate clients									Within Days	
Axaco Air				Independent/freelance event planners									Within 24 hours	
b2match				Associations									Within Days	
Billetteo				SMEs									After the event	
Bizly				Enterprise solutions									Within 24 hours	
Bizzabo				Corporate clients									Within Days	
Boomset				Enterprise solutions									Within 24 hours	
Brushfire Online Ticketing & Registration				Not for profit									Within Days	
ClearEvent Event Management Software				Profit making events									Within Days	
Concierge.com				Corporate clients									Within Days	
Conferize				SMEs									Within Days	
Connect Space				Associations									Within 24 hours	
CONREGO				SMEs									Within Days	
Consoft				Associations									Within Days	
Cvent				Corporate clients									Within weeks	
Delegia Meeting SYstem				Independent/freelance event planners									Within 24 hours	
Digitevent				Corporate clients									Within Days	
DoubleDutch Registration				Enterprise solutions									Within 24 hours	
Dryfta				Academic events									After the event	
Engage				Enterprise solutions									Within 24 hours	
Entegy Suite				Enterprise solutions									Within Days	
Enterprise Event Management Solution				Associations									Within 24 hours	
Epsilon Registration				Associations									Within 24 hours	
eRegNow.com				Enterprise solutions									Within Days	
eRSVP				Corporate clients									Within Days	
etouches				Enterprise solutions									Within Days	
Eventium				Corporate clients									Within weeks	
EventCatalyst				Corporate clients									Within weeks	
Event Espresso				Independent/freelance event planners									Within 24 hours	
Event Management Cloud from EventBank				Corporate clients									Within Days	
Event Smart				Profit making events									Within 24 hours	
Eventbee				Independent/freelance event planners									Within 24 hours	
Eventboost				Corporate clients									Within 24 hours	
Eventbrite				SMEs									After the event	
eventcloud				Corporate clients									Within 24 hours	
eventcore				Corporate clients									Within 24 hours	
EventCreate				Independent/freelance event planners									Within 24 hours	
EventERP				Enterprise solutions									After the event	
Eventfuel.io				Enterprise solutions									Within 24 hours	
Eventicious				Corporate clients									Within 24 hours	
eventmaker.io				Corporate clients									Within 24 hours	
EventMAX				Enterprise solutions									Within 24 hours	
EventMobi				Enterprise solutions									Within 24 hours	
EventPass				Enterprise solutions									Within Days	
EventRebels Event Management Software Suite				Associations									Within Days	
Eventree				Profit making events									Within Days	

# Overview 2/2

	PRODUCT TYPE			MOST SUITABLE FOR	PRICING STRUCTURE								EVENT FUNDS PAYOUT	
	EVENT REGISTRATION/TICKETING PLATFORM	EVENT MANAGEMENT SOFTWARE WITH REGISTRATION/TICKETING FUNCTION	ON SITE CHECK IN OR GUEST LIST MANAGEMENT WITH A PRE-EVENT REGISTRATION/TICKETING FUNCTION		FREE	MONTHLY FEE	ANNUAL FEE	CREDITS	FEE PER REGISTRATION (FREE PLACES ARE ALSO CHARGED)	FEE PER REGISTRATION (FREE PLACES/EVENTS ARE NOT CHARGED)	CARD PROCESSING FEES	COST ACCORDING TO THE MODULES REQUIRED		COST PER USER
EventsAIR				Independent/freelance event planners										Within 24 hours
EventsCase				Enterprise solutions										Within 24 hours
Eventsforce Registration				Enterprise solutions										Within 24 hours
EventsFrame				Profit making events										Within 24 hours
Eventtia				Enterprise solutions										Within Days
Eventus				Corporate clients										After the event
Eventuosity				Corporate clients										Within 24 hours
eventTwo Access				Corporate clients										After the event
EventXtra				Corporate clients										Within 24 hours
Eventzilla				SMEs										Within Days
evenzu				Corporate clients										After the event
Ex Ordo - Conference Management Software				Associations										Within Days
Explara				Profit making events										Within weeks
Floktu Swift				SMEs										After the event
Forms-Wizard				Independent/freelance event planners										After the event
Genius Meetings				Corporate clients										Within 24 hours
Grenadine Event Management Software				Corporate clients										Within 24 hours
Guestsnow				Corporate clients										Within Days
idloom-events				Associations										Within Days
InEvent				Enterprise solutions										Within 24 hours
JotForm				Enterprise solutions										Within 24 hours
Konfeo				SMEs										Within 24 hours
Lyyti				Corporate clients										Within months
MeetingHand				Academic events										Within 24 hours
MeetMax				Associations										Within 24 hours
Mitingu				Corporate clients										Within Days
Mix Events Platform				Enterprise solutions										Within 24 hours
Momice				Corporate clients										Within Days
myConferenceSuite				Associations										Within 24 hours
oDASH				Profit making events										Within 24 hours
Online-Reg.com				Profit making events										Within Days
Oveit				SMEs										Within 24 hours
Picatic				SMEs										Within Days
Ploxel				Profit making events										Within 24 hours
rsvpBOOK.com				Corporate clients										Within 24 hours
Shocklogic				Associations										Within 24 hours
SimpleTix				Academic events										Within 24 hours
Sussam				Independent/freelance event planners										Within 24 hours
Swoogo				Corporate clients										Within 24 hours
Symphony Event Management				Corporate clients										Within 24 hours
Ticket Tailor				Independent/freelance event planners										Within 24 hours
Ticketebo				Profit making events										After the event
TicketSauce				Enterprise solutions										Within Days
Tito				Corporate clients										Within Days
TOWNSCRIPT				Enterprise solutions										Within Days
TRS				Enterprise solutions										Within 24 hours
Universe				Enterprise solutions										Within Days
Visit by GES				Profit making events										Within 24 hours
Weemss				Profit making events										Within 24 hours
Whova				Corporate clients										After the event
XING TicketingManager				Corporate clients										Within months

# Features Tables

# Registration & Ticketing and Attendee Management

	REGISTRATION AND TICKETING FEATURES					ATTENDEE MANAGEMENT FEATURES			
	FULL WEBSITE INCLUDING REGISTRATION/TICKETING	OPTION TO EMBED A REGISTRATION/TICKETING WIDGET INTO ANY WEBSITE	MULTI-LANGUAGE	WHITE LABEL REGISTRATION	ADVANCED MULTI-SESSION REGISTRATION	PERSONAL SCHEDULE	TRAVEL MANAGEMENT	REAL TIME ACCOMMODATIONS MANAGEMENT	MANAGE THE ACCOMMODATION ROOM BLOCK WITH A SINGLE HOTEL
aanmelder.nl									
Accevents Event Management									
Accredion									
Aidaio hub									
Allcal									
Attendease									
Attendify									
Axaco Air									
b2match									
Billetteo									
Bizly									
Bizzabo									
Boomset									
Brushfire Online Ticketing&Registration									
ClearEvent Event Mgmt Software									
Concierge.com									
Conferize									
Connect Space									
CONREGO									
Consoft									
Cvent									
Delegia Meeting System									
Digitevent									
DoubleDutch Registration									
Dryfta									
Engage									
Entegy Suite									
Enterprise Event Mgmt Solution									
Epsilon Registration									
eRegNow.com									
eRSVP									
etouches									
Eventium									
EventCatalyst									
Event Espresso									
Event Mgmt Cloud from EventBank									
Event Smart									
Eventbee									
Eventboost									
Eventbrite									
eventcloud									
eventcore									
EventCreate									
EventERP									
Eventfuel.io									
Eventicious									
eventmaker.io									
EventMAX									
EventMobi									
EventPass									
EventRebels Event Mgmt Sw Suite									
Eventree									

	REGISTRATION AND TICKETING FEATURES					ATTENDEE MANAGEMENT FEATURES			
	FULL WEBSITE INCLUDING REGISTRATION/TICKETING	OPTION TO EMBED A REGISTRATION/TICKETING WIDGET INTO ANY WEBSITE	MULTI-LANGUAGE	WHITE LABEL REGISTRATION	ADVANCED MULTI-SESSION REGISTRATION	PERSONAL SCHEDULE	TRAVEL MANAGEMENT	REAL TIME ACCOMMODATIONS MANAGEMENT	MANAGE THE ACCOMMODATION ROOM BLOCK WITH A SINGLE HOTEL
EventsAIR									
EventsCase									
Eventsforce Registration									
EventsFrame									
Eventtia									
Eventtus									
Eventuosity									
evenTwo Access									
EventXtra									
Eventzilla									
evenzu									
Ex Ordo - Conference Mgmt Software									
Explara									
Floktu Swift									
Forms-Wizard									
Genius Meetings									
Grenadine Event Mgmt Software									
Guestsnow									
idloom-events									
InEvent									
JotForm									
Konfeo									
Lyyti									
MeetingHand									
MeetMax									
Mitingu									
Mix Events Platform									
Momice									
myConferenceSuite									
oDASH									
Online-Reg.com									
Oveit									
Picatic									
Ploxel									
rsvpBOOK.com									
Shocklogic									
SimpleTix									
Sussam									
Swoogo									
Symphony Event Management									
Ticket Tailor									
Ticketebo									
TicketSauce									
Tito									
TOWNSCRIPT									
TRS									
Universe									
Visit by GES									
Weemss									
Whova									
XING TicketingManager									

# Financial Management & Event Reporting

	FINANCIAL FEATURES					MANAGEMENT AND REPORTING FEATURES			
	FREE FOR FREE EVENTS (NO FEES FOR FREE EVENTS)	INTEGRATION WITH A VARIETY OF PAYMENT GATEWAYS	INVOICING/RECEIPTS	REFUNDS AND CANCELLATIONS (REFUND IN FULL)	DONATIONS	CLIENT MANAGEMENT	ATTENDEE CAN UPDATE THEIR DETAILS AND BOOKING DIRECTLY	CUSTOMIZED REPORTS	WAITING LIST
aanmelder.nl									
Accevents Event Management									
Accredion									
Aidaio hub									
Allcal									
Attendease									
Attendify									
Axaco Air									
b2match									
Billetteo									
Bizly									
Bizzabo									
Boomset									
Brushfire Online Ticketing&Registration									
ClearEvent Event Mgmt Software									
Concierge.com									
Conferize									
Connect Space									
CONREGO									
Consoft									
Cvent									
Delegia Meeting System									
Digitevent									
DoubleDutch Registration									
Dryfta									
Engage									
Entegy Suite									
Enterprise Event Mgmt Solution									
Epsilon Registration									
eRegNow.com									
eRSVP									
etouches									
Eventium									
EventCatalyst									
Event Espresso									
Event Mgmt Cloud from EventBank									
Event Smart									
Eventbee									
Eventboost									
Eventbrite									
eventcloud									
eventcore									
EventCreate									
EventERP									
Eventfuel.io									
Eventicious									
eventmaker.io									
EventMAX									
EventMobi									
EventPass									
EventRebels Event Mgmt Sw Suite									
Eventree									

	FINANCIAL FEATURES					MANAGEMENT AND REPORTING FEATURES			
	FREE FOR FREE EVENTS (NO FEES FOR FREE EVENTS)	INTEGRATION WITH A VARIETY OF PAYMENT GATEWAYS	INVOICING/RECEIPTS	REFUNDS AND CANCELLATIONS (REFUND IN FULL)	DONATIONS	CLIENT MANAGEMENT	ATTENDEE CAN UPDATE THEIR DETAILS AND BOOKING DIRECTLY	CUSTOMIZED REPORTS	WAITING LIST
EventsAIR									
EventsCase									
Eventsforce Registration									
EventsFrame									
Eventtia									
Eventus									
Eventuosity									
eventTwo Access									
EventXtra									
Eventzilla									
evenzu									
Ex Ordo - Conference Mgmt Software									
Explara									
Floktu Swift									
Forms-Wizard									
Genius Meetings									
Grenadine Event Mgmt Software									
Guestsnow									
idloom-events									
InEvent									
JotForm									
Konfeo									
Lyyti									
MeetingHand									
MeetMax									
Mitingu									
Mix Events Platform									
Momice									
myConferenceSuite									
oDASH									
Online-Reg.com									
Oveit									
Picatic									
Ploxel									
rsvpBOOK.com									
Shocklogic									
SimpleTix									
Sussam									
Swoogo									
Symphony Event Management									
Ticket Tailor									
Ticketebo									
TicketSauce									
Tito									
TOWNSCRIPT									
TRS									
Universe									
Visit by GES									
Weemss									
Whova									
XING TicketingManager									

# Event Management 1/2

## EVENT MANAGEMENT FEATURES

	STRATEGIC MEETINGS MANAGEMENT	PROJECT MANAGEMENT	CANTT CHART	ROOM SET UPS	MEETING ROOM MANAGEMENT (CAPACITY, AVAILABILITY, LAYOUT)	VENUE SEARCH	VENUE RFP
aanmelder.nl							
Accelevents Event Management							
Accredion							
Aidaio hub							
Allcal							
Attendease							
Attendify							
Axaco Air							
b2match							
Billetteo							
Bizly							
Bizzabo							
Boomset							
Brushfire Online Ticketing&Registration							
ClearEvent Event Management Software							
Concierge.com							
Conferize							
Connect Space							
CONREGO							
Consoft							
Cvent							
Delegia Meeting System							
Digitevent							
DoubleDutch Registration							
Dryfta							
Engage							
Entegy Suite							
Enterprise Event Mgmt Solution							
Epsilon Registration							
eRegNow.com							
eRSVP							
etouches							
Evenium							
EventCatalyst							
Event Espresso							
Event Management Cloud from EventBank							
Event Smart							
Eventbee							
Eventboost							
Eventbrite							
eventcloud							
eventcore							
EventCreate							
EventERP							
Eventfuel.io							
Eventicious							
eventmaker.io							
EventMAX							
EventMobi							
EventPass							
EventRebels Event Mgmt Software Suite							
Eventree							

## EVENT MANAGEMENT FEATURES

	STRATEGIC MEETINGS MANAGEMENT	PROJECT MANAGEMENT	CANTT CHART	ROOM SET UPS	MEETING ROOM MANAGEMENT (CAPACITY, AVAILABILITY, LAYOUT)	VENUE SEARCH	VENUE RFP
EventsAIR							
EventsCase							
Eventsforce Registration							
EventsFrame							
Eventtia							
Eventtus							
Eventuosity							
eventTwo Access							
EventXtra							
Eventzilla							
evenzu							
Ex Ordo - Conference Mgmt Software							
Explara							
Floktu Swift							
Forms-Wizard							
Genius Meetings							
Grenadine Event Managemrnt Software							
Guestsnow							
idloom-events							
InEvent							
JotForm							
Konfeo							
Lyyti							
MeetingHand							
MeetMax							
Mitingu							
Mix Events Platform							
Momice							
myConferenceSuite							
oDASH							
Online-Reg.com							
Oveit							
Picatic							
Ploxel							
rsvpBOOK.com							
Shocklogic							
SimpleTix							
Sussam							
Swoogo							
Symphony Event Management							
Ticket Tailor							
Ticketebo							
TicketSauce							
Tito							
TOWNSCRIPT							
TRS							
Universe							
Visit by GES							
Weemss							
Whova							
XING TicketingManager							

## Event Management 2/2

### EVENT MANAGEMENT FEATURES

### EVENT MANAGEMENT FEATURES

	INTEGRATED MOBILE APP FOR ATTENDEES	HOSTED BUYER MANAGEMENT	EVENT BUDGET	EXPENSES TRACKING	DIETARY/DISABILITY/SPECIAL REQUIREMENTS	DESIGN CUSTOM TABLE/SEATING PLANS
aanmelder.nl						
Accelevents Event Management						
Accredion						
Aidaio hub						
Allcal						
Attendase						
Attendify						
Axaco Air						
b2match						
Billetteo						
Bizly						
Bizzabo						
Boomset						
Brushfire Online Ticketing & Registration						
ClearEvent Event Management Software						
Concierge.com						
Conferize						
Connect Space						
CONREGO						
Consoft						
Cvent						
Delegia Meeting System						
Digitevent						
DoubleDutch Registration						
Dryfta						
Engage						
Entegy Suite						
Enterprise Event Management Solution						
Epsilon Registration						
eRegNow.com						
eRSVP						
etouches						
Eventium						
EventCatalyst						
Event Espresso						
Event Management Cloud from EventBank						
Event Smart						
Eventbee						
Eventboost						
Eventbrite						
eventcloud						
eventcore						
EventCreate						
EventERP						
Eventfuel.io						
Eventicious						
eventmaker.io						
EventMAX						
EventMobi						
EventPass						
EventRebels Event Management Software Suite						
Eventree						

	INTEGRATED MOBILE APP FOR ATTENDEES	HOSTED BUYER MANAGEMENT	EVENT BUDGET	EXPENSES TRACKING	DIETARY/DISABILITY/SPECIAL REQUIREMENTS	DESIGN CUSTOM TABLE/SEATING PLANS
EventsAIR						
EventsCase						
Eventsforce Registration						
EventsFrame						
Eventtia						
Eventus						
Eventuosity						
eventTwo Access						
EventXtra						
Eventzilla						
evenzu						
Ex Ordo - Conference Management Software						
Explara						
Floktu Swift						
Forms-Wizard						
Genius Meetings						
Grenadine Event Management Software						
Guestsnow						
idloom-events						
InEvent						
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Konfeo						
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Mitingu						
Mix Events Platform						
Momice						
myConferenceSuite						
oDASH						
Online-Reg.com						
Oveit						
Picatic						
Ploxel						
rsvpBOOK.com						
Shocklogic						
SimpleTix						
Sussam						
Swoogo						
Symphony Event Management						
Ticket Tailor						
Ticketebo						
TicketSauce						
Tito						
TOWNSCRIPT						
TRS						
Universe						
Visit by GES						
Weemss						
Whova						
XING TicketingManager						

# Marketing & Promotion and Sponsors & Exhibitors

	MARKETING AND PROMOTION FEATURES				SPONSOR AND EXHIBITOR FEATURES			
	AFFILIATE SCHEME	SOCIAL REFERRAL	EMAIL MARKETING/INVITATIONS VIA THE PLATFORM	INTEGRATION WITH CRM	SPONSORSHIP PACKAGES CAN BE SELECTED AND PURCHASED ONLINE	EXHIBITION BOOTH/FLOORPLAN MANAGEMENT FOR REAL TIME AVAILABILITY	EXHIBITION MANAGEMENT E.G. EXHIBITORS CAN ALLOCATE AND BOOK PASSES AND TICKETS FOR STAFF AND GUESTS	LEAD RETRIEVAL
aanmelder.nl								
Accevents Event Management								
Accredion								
Aidaio hub								
Allcal								
Attendase								
Attendify								
Axaco Air								
b2match								
Billetteo								
Bizly								
Bizzabo								
Boomset								
Brushfire Online Ticketing & Registration								
ClearEvent Event Management Software								
Concierge.com								
Conferize								
Connect Space								
CONREGO								
Consoft								
Cvent								
Delegia Meeting System								
Digitevent								
DoubleDutch Registration								
Dryfta								
Engage								
Entegy Suite								
Enterprise Event Management Solution								
Epsilon Registration								
eRegNow.com								
eRSVP								
etouches								
Evenium								
EventCatalyst								
Event Espresso								
Event Mgmt Cloud from EventBank								
Event Smart								
Eventbee								
Eventboost								
Eventbrite								
eventcloud								
eventcore								
EventCreate								
EventERP								
Eventfuel.io								
Eventicious								
eventmaker.io								
EventMAX								
EventMobi								
EventPass								
EventRebels Event Mgmt Software Suite								
Eventree								

	MARKETING AND PROMOTION FEATURES				SPONSOR AND EXHIBITOR FEATURES			
	AFFILIATE SCHEME	SOCIAL REFERRAL	EMAIL MARKETING/INVITATIONS VIA THE PLATFORM	INTEGRATION WITH CRM	SPONSORSHIP PACKAGES CAN BE SELECTED AND PURCHASED ONLINE	EXHIBITION BOOTH/FLOORPLAN MANAGEMENT FOR REAL TIME AVAILABILITY	EXHIBITION MANAGEMENT E.G. EXHIBITORS CAN ALLOCATE AND BOOK PASSES AND TICKETS FOR STAFF AND GUESTS	LEAD RETRIEVAL
EventsAIR								
EventsCase								
Eventsforce Registration								
EventsFrame								
Eventtia								
Eventus								
Eventuosity								
eventTwo Access								
EventXtra								
Eventzilla								
evenzu								
Ex Ordo - Conference Mgmt Software								
Explara								
Floktu Swift								
Forms-Wizard								
Genius Meetings								
Grenadine Event Management Software								
Guestsnow								
idloom-events								
InEvent								
JotForm								
Konfeo								
Lyyti								
MeetingHand								
MeetMax								
Mitingu								
Mix Events Platform								
Momice								
myConferenceSuite								
oDASH								
Online-Reg.com								
Oveit								
Picatic								
Ploxel								
rsvpBOOK.com								
Shocklogic								
SimpleTix								
Sussam								
Swoogo								
Symphony Event Management								
Ticket Tailor								
Ticketebo								
TicketSauce								
Tito								
TOWNSCRIPT								
TRS								
Universe								
Visit by GES								
Weemss								
Whova								
XING TicketingManager								

# On-site Check in

## ON-SITE CHECK IN FEATURES

	BARCODE INTEGRATED TICKETS	NFC	RFID	GUEST LIST MANAGEMENT	SELF SERVICE CHECK IN (KIOSK MODE)	SMART BADGES	FACIAL RECOGNITION	SUPPORT VIA PHONE	24/7 SUPPORT	SUPPORT ON SITE	DEDICATED ACCOUNT MANAGER
aanmelder.nl											
Accelevents Event Management											
Accredion											
Aidaio hub											
Allcal											
Attendase											
Attendify											
Axaco Air											
b2match											
Billetto											
Bizly											
Bizzabo											
Boomset											
Brushfire Online Ticketing&Registration											
ClearEvent Event Mgmt Software											
Concierge.com											
Conferize											
Connect Space											
CONREGO											
Consoft											
Cvent											
Delegia Meeting System											
Digitevent											
DoubleDutch Registration											
Dryfta											
Engage											
Entegy Suite											
Enterprise Event Mgmt Solution											
Epsilon Registration											
eRegNow.com											
eRSVP											
etouches											
Eventium											
EventCatalyst											
Event Espresso											
Event Mgmt Cloud from EventBank											
Event Smart											
Eventbee											
Eventboost											
Eventbrite											
eventcloud											
eventcore											
EventCreate											
EventERP											
Eventfuel.io											
Eventicious											
eventmaker.io											
EventMAX											
EventMobi											
EventPass											
EventRebels Event Mgmt SW Suite											
Eventree											

## ON-SITE CHECK IN FEATURES

	BARCODE INTEGRATED TICKETS	NFC	RFID	GUEST LIST MANAGEMENT	SELF SERVICE CHECK IN (KIOSK MODE)	SMART BADGES	FACIAL RECOGNITION	SUPPORT VIA PHONE	24/7 SUPPORT	SUPPORT ON SITE	DEDICATED ACCOUNT MANAGER
EventsAIR											
EventsCase											
Eventsforce Registration											
EventsFrame											
Eventtia											
Eventtus											
Eventuosity											
eventTwo Access											
EventXtra											
Eventzilla											
evenzu											
Ex Ordo - Conference Mgmt Software											
Explara											
Floktu Swift											
Forms-Wizard											
Genius Meetings											
Grenadine Event Mgmt Software											
Guestsnow											
idloom-events											
InEvent											
JotForm											
Konfeo											
Lyyti											
MeetingHand											
MeetMax											
Mitingu											
Mix Events Platform											
Momice											
myConferenceSuite											
oDASH											
Online-Reg.com											
Oveit											
Picatic											
Ploxel											
rsvpBOOK.com											
Shocklogic											
SimpleTix											
Sussam											
Swoogo											
Symphony Event Management											
Ticket Tailor											
Ticketebo											
TicketeSauce											
Tito											
TOWNSCRIPT											
TRS											
Universe											
Visit by GES											
Weemss											
Whova											
XING TicketingManager											

# Pricing Tables

# Free Ticket

NA = NOT APPLICABLE  
ND = NOT DISCLOSED

## FREE TICKET

	SET UP FEE	EVENT FEE PER REGISTRATION	CARD PROCESSING FEE	MONTHLY FEE	ANNUAL FEE	MODULE FEE	CREDIT (PURCHASED IN BULK IN ADVANCE)	OTHER FEES (PLEASE DETAIL)
aanmelder.nl	0	-	-	-	-	-	NA	NA
Accelevents Event Management	0	0	0	0	0	0	0	0
Accredion	ND	ND	ND	ND	ND	ND	ND	ND
Aidaio hub	-	\$0.10	NA	\$99	-	Depends on modules	-	-
Allcal	-	-	-	-	-	-	-	-
Attendase	ND	ND	ND	ND	ND	ND	ND	ND
Attendify	0	0	NA	0	0	0	0	0
Axaco Air	ND	ND	ND	ND	ND	ND	ND	ND
b2match	ND	ND	ND	ND	ND	ND	ND	ND
Billetteo	0	0	0	0	0	0	0	0
Bizly	ND	ND	ND	ND	ND	ND	ND	ND
Bizzabo	ND	ND	ND	ND	ND	ND	ND	ND
Boomset	ND	ND	ND	ND	ND	ND	ND	ND
Brushfire Online Ticketing & Registration	0	\$1 +1%	Varies, depending on payment gateway	0	0	0	0	0
ClearEvent Event Management Software	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Concierge.com	ND	ND	ND	ND	ND	ND	ND	ND
Conferize	0	0	0	0	0	0	0	0
Connect Space	0	0	0	NA	0	0	0	0
CONREGO	NA	NA	NA	NA	\$564	NA	NA	NA
Consoft	ND	ND	ND	ND	ND	ND	ND	ND
Cvent	ND	ND	ND	ND	ND	ND	ND	ND
Delegia Meeting System	\$2,000	ND	ND	ND	ND	ND	ND	ND
Digitevent	ND	ND	ND	ND	ND	ND	ND	ND
DoubleDutch Registration	0	0	0	ND	ND	0	0	Flat-rate for full access, unlimited events, and unlimited registrants
Dryfta	0	0	0	\$229	\$1,899	0	0	0
Engage	\$360	0	0	0	0	-	0	\$3000 (One-off cost)
Entegy Suite	ND	ND	ND	ND	ND	ND	ND	ND
Enterprise Event Management Solution	ND	ND	ND	ND	ND	ND	ND	ND
Epsilon Registration	ND	ND	ND	ND	ND	ND	ND	ND
eRegNow.com	ND	ND	ND	ND	ND	ND	ND	ND
eRSVP	ND	ND	ND	ND	ND	ND	ND	ND
etouches	ND	ND	ND	ND	ND	ND	ND	ND
Evenium	0	0	0	0	0	0	0	0
EventCatalyst	ND	ND	ND	ND	ND	ND	ND	ND
Event Espresso	0	0	0	0	0	0	0	0
Event Management Cloud from EventBank	ND	ND	ND	ND	ND	ND	ND	ND
Event Smart	0	0	0	0	0	0	0	0
Eventbee	0	0	0	0	0	0	0	0
Eventboost	\$390	-	-	-	-	-	-	Charge for additional email messages
Eventbrite	ND	ND	ND	ND	ND	ND	ND	ND
eventcloud	0	\$1	3%	0	0	0	0	0
eventcore	ND	ND	ND	ND	ND	ND	ND	ND
EventCreate	0	0	0	0-\$19/mo (depending on required features)	0	0	0	0
EventERP	ND	\$1.00	5.5%	0	0	ND	ND	ND
Eventfuel.io	0	NA	NA	\$1,500	\$15,000	NA	NA	NA
Eventicious	ND	ND	ND	ND	ND	ND	ND	ND
eventmaker.io	0	0.2	0.1	ND	ND	ND	12	ND
EventMAX	ND	ND	ND	ND	ND	ND	ND	ND
EventMobi	ND	ND	ND	ND	ND	ND	ND	ND
EventPass	-	-	-	-	-	-	-	Events 50 = from 20c per participants
EventRebels Event Management Software Suite	ND	ND	ND	ND	ND	ND	ND	ND

**FREE TICKET**

	SETUP FEE	EVENT FEE PER REGISTRATION	CARD PROCESSING FEE	MONTHLY FEE	ANNUAL FEE	MODULE FEE	CREDIT (PURCHASED IN BULK IN ADVANCE)	OTHER FEES (PLEASE DETAIL)
Eventree	0	0	0	0	0	0	0	0
EventsAIR	0	0	0	0	0	0	0	0
EventsCase	ND	ND	ND	ND	ND	ND	ND	ND
Eventsforce Registration	ND	ND	ND	ND	ND	ND	ND	ND
EventsFrame	0	0	0	0	0	0	0	0
Eventtia	0	0	0	0	0	0	0	0
Eventus	0	0	0	0	0	0	0	0
Eventuosity	0	0	0	0	0	0	0	0
eventTwo Access	NA	NA	NA	NA	NA	NA	NA	NA
EventXtra	ND	ND	ND	ND	ND	ND	ND	ND
Eventzilla	0	0	0	0	0	0	0	0
evenzu	ND	ND	ND	ND	ND	ND	ND	ND
Ex Ordo - Conference Management Software	ND	ND	ND	ND	ND	ND	ND	ND
Explara	0	First 25 registrations free, \$0.99 >25 registrations	-	-	-	-	-	-
Floktu Swift	-	-	Avg processing fee 3% if selected	-	-	-	-	-
Forms-Wizard	ND	0	0	0	0	0	0	0
Genius Meetings	0	0	0	0	0	0	0	0
Grenadine Event Management Software	0	0	Depends on payment gateway	0	0	0	-	0
Guestsnow	0	0	23% + \$0.3	0	0	0	0	\$/ticket sale
idloom-events	0	0	NA	0	0	ND	NA	NA
InEvent	ND	ND	ND	ND	ND	ND	ND	ND
JotForm	0	0	Depending on processor choosen, typically 2.7%	0	0	0	0	-
Konfeo	0	0	0	0	0	0	0	0
Lytyi	0	0	-	NA	NA	NA	-	-
MeetingHand	0	\$5	0	0	0	0	0	0
MeetMax	0 (DIY set up - no special customization)	\$4	0	NA	NA	NA	NA	Only for customization, outsourcing of setup, other modules
Mitingu	ND	ND	ND	ND	ND	ND	ND	ND
Mix Events Platform	ND	ND	ND	ND	ND	ND	ND	ND
Momice	0	0	0	0	Annual license starts at \$2,275 per year	0	0	0
myConferenceSuite	-	\$0.75	3.9%	-	\$2,000	-	-	-
oDASH	ND	ND	ND	ND	ND	ND	ND	ND
Online-Reg.com	\$2,500	\$3	0	0	0	0	0	0
Oveit	0	2.4%	Paypal, Stripe or IDEAL standard fees	N/A	N/A	N/A	N/A	N/A
Picatic	0	0	0	0	0	0	0	0
Ploxel	-	-	-	-	-	-	-	-
rsvpBOOK.com	0	\$2.95	0	0	0	0	0	0
Shocklogic	ND	ND	ND	ND	ND	ND	ND	ND
SimpleTix	0	0	0	0	0	0	0	0
Sussam	0	0	0	\$18	\$110	0	0	0
Swoogo	NA	NA	NA	\$550	\$6,600	NA	NA	NA
Symphony Event Management	ND	ND	ND	ND	ND	ND	ND	ND
Ticket Tailor	0	0	14% + 30c	\$25	0	0	0	0
Ticketebo	0	0	0	0	0	0	0	0
TicketSauce	ND	ND	ND	ND	ND	ND	ND	ND
Tito	ND	ND	ND	ND	ND	ND	ND	ND
TOWNSCRIPT	0	0	0	0	0	0	0	0
TRS	150	\$1	0	0	0	0	0	0
Universe	ND	ND	ND	ND	ND	ND	ND	ND
Visit by GES	ND	ND	ND	ND	ND	ND	ND	ND
Weemss	-	0.57	-	-	-	-	-	-
Whova	ND	ND	ND	ND	ND	ND	ND	ND
XING TicketingManager	ND	ND	ND	ND	ND	ND	ND	ND

# \$100 Ticket

NA = NOT APPLICABLE  
ND = NOT DISCLOSED

## \$100 TICKET

	SET UP FEE	EVENT FEE PER REGISTRATION	CARD PROCESSING FEE	MONTHLY FEE	ANNUAL FEE	MODULE FEE	CREDIT (PURCHASED IN BULK IN ADVANCE)	OTHER FEES (PLEASE DETAIL)
aanmelder.nl	0	-	\$5.65	-	-	-	NA	NA
Accelevents Event Management	0	\$2	\$3.20	0	0	0	0	0
Accredion	ND	ND	ND	ND	ND	ND	ND	ND
Aidaio hub	-	-	-	-	-	-	-	-
Allcal	-	-	-	-	-	-	-	-
Attendase	ND	ND	\$4.40	ND	ND	ND	ND	ND
Attendify	0	\$3.50	\$3.20	0	0	0	0	0
Axaco Air	ND	ND	ND	ND	ND	ND	ND	ND
b2match	ND	ND	ND	ND	ND	ND	ND	ND
Billetto	0	\$6.16	0	0	0	0	0	0
Bizly	ND	ND	ND	ND	ND	ND	ND	ND
Bizzabo	ND	ND	ND	ND	ND	ND	ND	ND
Boomset	ND	ND	ND	ND	ND	ND	ND	ND
Brushfire Online Ticketing & Registration	0	\$2	Estimate: \$2.80	0	0	0	0	0
ClearEvent Event Management Software	0	\$3.05	\$3.29	0	0	0	0	0
Concierge.com	ND	ND	ND	ND	ND	ND	ND	ND
Conferize	0	0	0	0	0	0	0	0
Connect Space	0	0	\$5.30	0	0	0	0	0
CONREGO	NA	NA	NA	NA	\$564	NA	NA	NA
Consoft	ND	ND	ND	ND	ND	ND	ND	ND
Cvent	ND	ND	ND	ND	ND	ND	ND	ND
Delegia Meeting System	\$2,000	ND	ND	ND	ND	ND	ND	ND
Digitevent	ND	ND	ND	ND	ND	ND	ND	ND
DoubleDutch Registration	0	0	0	ND	ND	0	0	Not charged on a per-process or per-transaction basis.
Dryfta	0	0	0	\$229	\$1899	0	0	0
Engage	\$360	0	0	0	0	0	0	\$3000 (One-off cost)
Entegy Suite	ND	ND	ND	ND	ND	ND	ND	ND
Enterprise Event Management Solution	ND	ND	ND	ND	ND	ND	ND	ND
Epsilon Registration	ND	ND	ND	ND	ND	ND	ND	ND
eRegNow.com	ND	ND	ND	ND	ND	ND	ND	ND
eRSVP	ND	ND	ND	ND	ND	ND	ND	ND
etouches	ND	ND	ND	ND	ND	ND	ND	ND
Evenium	0	\$1	\$3	0	0	0	\$1	0
EventCatalyst	ND	ND	ND	ND	ND	ND	ND	ND
Event Espresso	0	0	0	0	0	0	0	0
Event Management Cloud from EventBank	ND	ND	ND	ND	ND	ND	ND	ND
Event Smart	0	0	\$3.20	\$10	0	0	0	0
Eventbee	0	\$1	Depends on the payment gateway	0	0	0	0	0
Eventboost	-	-	2.6% (+ \$0.3 per ticket sold)	-	-	\$550	-	Service Fee 2.75% (max \$10/tkt. min fee \$450)
Eventbrite	ND	ND	ND	ND	ND	ND	ND	ND
eventcloud	0	\$1	3%	0	0	0	0	0
eventcore	ND	ND	ND	ND	ND	ND	ND	ND
EventCreate	0	\$1.99 - \$3.99 (depending on monthly plan type)	\$3.20 (Stripe)	0-\$19/mo (depending on required features)	0	0	0	0
EventERP	-	\$1	\$5.50	-	-	-	-	-
Eventfuel.io	0	NA	NA	\$1,500	\$15,000	NA	NA	NA
Eventicious	ND	ND	ND	ND	ND	ND	ND	ND
eventmaker.io	0	0	0	0	0	0	12	different if annual subscription. Then it is down to 300 \$/event
EventMAX	ND	ND	ND	ND	ND	ND	ND	ND
EventMobi	ND	ND	ND	ND	ND	ND	ND	ND
EventPass	-	-	5%	-	-	-	-	From 20c per participant

**\$100 TICKET**

	SETUP FEE	EVENT FEE PER REGISTRATION	CARD PROCESSING FEE	MONTHLY FEE	ANNUAL FEE	MODULE FEE	CREDIT (PURCHASED IN BULK IN ADVANCE)	OTHER FEES (PLEASE DETAIL)
EventRebels Event Management Software Suite	ND	ND	ND	ND	ND	ND	ND	ND
Eventree	0	\$5	0	0	0	0	0	0
EventsAIR	0	0	0	0	0	0	0	0
EventsCase	ND	ND	ND	ND	ND	ND	ND	ND
Eventsforce Registration	ND	ND	ND	ND	ND	ND	ND	ND
EventsFrame	0	0	-	\$99	\$999	-	-	-
Eventtia	0	0	\$1.65	0	0	0	0	0
Eventtus	0	\$10	\$3	0	0	0	0	VAT
Eventuosity	0	0	0	0	0	0	0	0
evenTwo Access	NA	NA	NA	NA	NA	NA	NA	NA
EventXtra	ND	ND	ND	ND	ND	ND	ND	ND
Eventzilla	0	\$2.49	\$3.89	0	0	0	0	0
evenzu	ND	ND	ND	ND	ND	ND	ND	ND
Ex Ordo - Conference Management Software	ND	ND	ND	ND	ND	ND	ND	ND
Explara	0	\$0.99	Paypal/Stripe rate	-	-	-	-	-
Floktu Swift	-	ND	-	-	-	-	-	-
Forms-Wizard	ND	0	0	0	0	0	0	ND
Genius Meetings	0	0	0	0	0	0	0	0
Grenadine Event Management Software	0	\$3.50	Depends on payment gateway	0	0	0	-	0
Guestsnow	0	0	2.3% + \$0.3	0	0	0	0	\$1/ticket sale
idloom-events	0	0	NA	\$115	NA	ND	NA	NA
InEvent	ND	ND	ND	ND	ND	ND	ND	ND
JotForm	0	0	\$2.70	0	0	0	0	0
Konfeo	0	\$3	Depends on payment processor	0	0	0	0	0
Lyti	0	0	\$4	NA	NA	NA	NA	-
MeetingHand	0	\$5	0	0	0	0	0	0
MeetMax	0 (DIY set up - no special customization)	\$4	0 (client processor) or 5% if client has no processor	0	0	0	0	Only for customization, outsourcing of setup, other modules
Mitingu	ND	ND	ND	ND	ND	ND	ND	ND
Mix Events Platform	ND	ND	ND	ND	ND	ND	ND	ND
Momice	0	0	\$3	0	Annual license starts at \$2,275 per year	0	0	0
myConferenceSuite	-	\$0.75	3.9%	-	\$2,000	-	-	-
oDASH	ND	ND	ND	ND	ND	ND	ND	ND
Online-Reg.com	\$2,500	\$3	0	0	0	0	0	0
Oveit	0	\$2.40	Paypal, Stripe or IDEAL standard fees	0	0	0	0	0
Picatic	0	\$3.50	\$3.20	0	0	0	0	0
Ploxel	-	-	-	-	-	-	-	-
rsvpBOOK.com	0	\$2.95	\$0.75	0	0	0	0	0
Shocklogic	ND	ND	ND	ND	ND	ND	ND	ND
SimpleTix	0	\$0.99	\$2.90	0	0	0	0	0
Sussam	0	0	0	\$18	\$110	0	0	0
Swoogo	NA	NA	NA	\$550	\$6,600	NA	NA	NA
Symphony Event Management	ND	ND	ND	ND	ND	ND	ND	ND
Ticket Tailor	0	0	1.4% + 30c	\$25	0	0	0	0
Ticketebo	0	\$2.95	0	0	0	0	0	0
TicketSauce	ND	ND	ND	ND	ND	ND	ND	ND
Tito	ND	ND	ND	ND	ND	ND	ND	ND
TOWNSCRIPT	ND	\$5	ND	ND	ND	ND	ND	ND
TRS	\$150	\$1	0	0	0	0	0	0
Universe	ND	ND	ND	ND	ND	ND	ND	ND
Visit by GES	ND	ND	ND	ND	ND	ND	ND	ND
Weemss	-	\$2.50	-	-	-	-	-	-
Whova	ND	ND	ND	ND	ND	ND	ND	ND
XING TicketingManager	ND	ND	ND	ND	ND	ND	ND	ND

# \$1000 Ticket

NA = NOT APPLICABLE  
ND = NOT DISCLOSED

## \$1000 TICKET

	SETUP FEE	EVENT FEE PER REGISTRATION	CARD PROCESSING FEE	MONTHLY FEE	ANNUAL FEE	MODULE FEE	CREDIT (PURCHASED IN BULK IN ADVANCE)	OTHER FEES (PLEASE DETAIL)
aanmelder.nl	0	-	\$40,75	-	-	-	NA	NA
Accelevents Event Management	0	\$11	\$29.30	0	0	0	0	0
Accredion	ND	ND	ND	ND	ND	ND	ND	ND
Aidaio hub	-	-	-	-	-	-	-	-
Allcal	-	-	-	-	-	-	-	-
Attendase	ND	ND	\$44	ND	ND	ND	ND	ND
Attendify	0	\$20	\$29.30	0	0	0	0	0
Axaco Air	ND	ND	ND	ND	ND	ND	ND	ND
b2match	ND	ND	ND	ND	ND	ND	ND	ND
Billetto	0	\$9.99	0	0	0	0	0	0
Bizly	ND	ND	ND	ND	ND	ND	ND	ND
Bizzabo	ND	ND	ND	ND	ND	ND	ND	ND
Boomset	ND	ND	ND	ND	ND	ND	ND	ND
Brushfire Online Ticketing & Registration	0	\$11	Estimate: \$25.30	0	0	0	0	0
ClearEvent Event Management Software	0	\$15.00 (Cap at \$15)	\$29.74	0	0	0	0	0
Concierge.com	ND	ND	ND	ND	ND	ND	ND	ND
Conferize	0	0	0	0	0	0	0	0
Connect Space	0	0	\$50.30	0	0	0	0	0
CONREGO	NA	NA	NA	NA	\$564	NA	NA	NA
Consoft	ND	ND	ND	ND	ND	ND	ND	ND
Cvent	ND	ND	ND	ND	ND	ND	ND	ND
Delegia Meeting System	\$2,000	ND	ND	ND	ND	ND	ND	ND
Digitevent	ND	ND	ND	ND	ND	ND	ND	ND
DoubleDutch Registration	0	0	0	ND	ND	0	0	Not charged on a per-process or per-transaction basis.
Dryfta	0	0	0	\$229	\$1899	0	0	0
Engage	\$360	0	0	0	0	0	0	\$3000 (One-off cost)
Entegy Suite	ND	ND	ND	ND	ND	ND	ND	ND
Enterprise Event Management Solution	ND	ND	ND	ND	ND	ND	ND	ND
Epsilon Registration	ND	ND	ND	ND	ND	ND	ND	ND
eRegNow.com	ND	ND	ND	ND	ND	ND	ND	ND
eRSVP	ND	ND	ND	ND	ND	ND	ND	ND
etouches	ND	ND	ND	ND	ND	ND	ND	ND
Eventium	0	\$1	\$30	0	0	0	\$1	0
EventCatalyst	ND	ND	ND	ND	ND	ND	ND	ND
Event Espresso	0	0	0	0	0	0	0	0
Event Management Cloud from EventBank	ND	ND	ND	ND	ND	ND	ND	ND
Event Smart	0	0	\$29.30	\$10	0	0	0	0
Eventbee	0	\$1	Depends on the payment gateway	0	0	0	0	0
Eventboost	-	-	2.6% (+ \$0.3 per ticket sold)	-	-	\$550	-	Service Fee 2.75% (max \$10/tkt. min fee \$450)
Eventbrite	ND	ND	ND	ND	ND	ND	ND	ND
eventcloud	0	\$1	3%	0	0	0	0	0
eventcore	ND	ND	ND	ND	ND	ND	ND	ND
EventCreate	0	\$10.99 - \$19.95 (depending on monthly plan type)	\$29.30 (Stripe)	0 \$19/mo (depending on required features)	0	0	0	0
EventERP	-	\$1	\$55.00	-	-	-	-	-
Eventfuel.io	0	NA	NA	\$1,500	\$15,000	NA	NA	NA
Eventicious	ND	ND	ND	ND	ND	ND	ND	ND
eventmaker.io	0	0	0	0	0	0	\$1.20	Annual subscription charges are different - \$300/event
EventMAX	ND	ND	ND	ND	ND	ND	ND	ND
EventMobi	ND	ND	ND	ND	ND	ND	ND	ND
EventPass	-	-	5%	-	-	-	-	From 20c per participant

**\$1000 TICKET**

	SETUP FEE	EVENT FEE PER REGISTRATION	CARD PROCESSING FEE	MONTHLY FEE	ANNUAL FEE	MODULE FEE	CREDIT (PURCHASED IN BULK IN ADVANCE)	OTHER FEES (PLEASE DETAIL)
EventRebels Event Management Software Suite	ND	ND	ND	ND	ND	ND	ND	ND
Eventree	0	\$20	0	0	0	0	0	0
EventsAIR	0	0	0	0	0	0	0	0
EventsCase	ND	ND	ND	ND	ND	ND	ND	ND
Eventsforce Registration	ND	ND	ND	ND	ND	ND	ND	ND
EventsFrame	0	0	-	\$99	\$999	-	-	-
Eventtia	0	0	\$14.25	0	0	0	0	0
Eventtus	0	\$100	\$30	0	0	0	0	VAT
Eventuosity	0	0	0	0	0	0	0	0
evenTwo Access	NA	NA	NA	NA	NA	NA	NA	NA
EventXtra	ND	ND	ND	ND	ND	ND	ND	ND
Eventzilla	0	\$4.99	\$29.99	0	0	0	0	0
evenzu	ND	ND	ND	ND	ND	ND	ND	ND
Ex Ordo - Conference Management Software	ND	ND	ND	ND	ND	ND	ND	ND
Explara	0	\$0.99	Paypal/Stripe rate	-	-	-	-	-
Floktu Swift	-	ND	-	-	-	-	-	-
Forms-Wizard	ND	ND	ND	ND	ND	ND	ND	ND
Genius Meetings	0	0	0	0	0	0	0	0
Grenadine Event Management Software	0	\$10	Depends on payment gateway	0	0	0	-	0
Guestsnow	0	0	2.3% + \$0.3	0	0	0	0	\$1/ticket sale
idloom-events	0	0	NA	\$115	NA	ND	NA	NA
InEvent	ND	ND	ND	ND	ND	ND	ND	ND
JotForm	0	0	\$20.70	0	0	0	0	0
Konfeo	0	\$5	Depends on payment processor	0	0	0	0	0
Lyti	0	0	\$22	NA	NA	NA	NA	-
MeetingHand	0	\$5	0	0	0	0	0	0
MeetMax	0 (DIY set up - no special customization)	\$4	0 (client processor) or 5% if client has no processor	0	0	0	0	Only for customization, outsourcing of setup, other modules
Mitingu	ND	ND	ND	ND	ND	ND	ND	ND
Mix Events Platform	ND	ND	ND	ND	ND	ND	ND	ND
Momice	0	0	\$30	0	Annual license starts at \$2,275 per year	0	0	0
myConferenceSuite	-	\$0.75	3.9%	-	\$2,000	-	-	-
oDASH	ND	ND	ND	ND	ND	ND	ND	ND
Online-Reg.com	\$2,500	\$3	0	0	0	0	0	0
Oveit	0	\$9	Paypal, Stripe or IDEAL standard fees	0	0	0	0	0
Picatic	0	15	\$29.30	0	0	0	0	0
Ploxel	-	-	-	-	-	-	-	-
rsvpBOOK.com	0	\$2.95	\$7.50	0	0	0	0	0
Shocklogic	ND	ND	ND	ND	ND	ND	ND	ND
SimpleTix	0	\$0.99	\$29	0	0	0	0	0
Sussam	0	0	0	\$18	\$110	0	0	0
Swoogo	NA	NA	NA	\$550	\$6,600	NA	NA	NA
Symphony Event Management	ND	ND	ND	ND	ND	ND	ND	ND
Ticket Tailor	0	0	1.4% + 30c	\$25	0	0	0	0
Ticketebo	0	\$29.50	0	0	0	0	0	0
TicketSauce	ND	ND	ND	ND	ND	ND	ND	ND
Tito	ND	ND	ND	ND	ND	ND	ND	ND
TOWNSCRIPT	ND	\$50	ND	ND	ND	ND	ND	ND
TRS	\$150	\$1	0	0	0	0	0	0
Universe	ND	ND	ND	ND	ND	ND	ND	ND
Visit by GES	ND	ND	ND	ND	ND	ND	ND	ND
Weemss	-	\$25	-	-	-	-	-	-
Whova	ND	ND	ND	ND	ND	ND	ND	ND
XING TicketingManager	ND	ND	ND	ND	ND	ND	ND	ND

# Geolocation Tables

# Americas



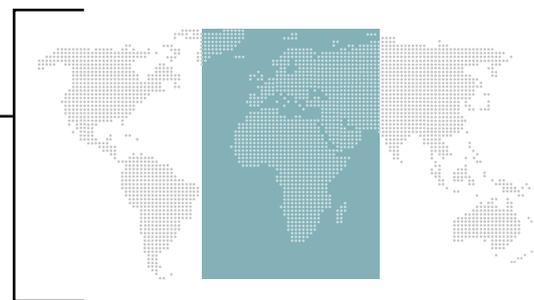
<b>Accelevents Event Management</b>	Boston, USA	Chicago, USA	-	-	-
<b>Allcal</b>	North Richland Hills, USA	-	-	-	-
<b>Attendease</b>	Vancouver, Canada	-	-	-	-
<b>Attendify</b>	Palo Alto, USA	Phoenix, USA	-	-	-
<b>Bizly</b>	New York, USA	-	-	-	-
<b>Bizzabo</b>	New York, USA	-	-	-	-
<b>Boomset</b>	New York, USA	-	-	-	-
<b>Brushfire Online Ticketing &amp; Registration</b>	Fort Worth, USA	-	-	-	-
<b>ClearEvent Event Management Software</b>	Oakville, Canada	-	-	-	-
<b>Concierge.com</b>	New York, USA	-	-	-	-
<b>Connect Space</b>	Ann Arbor, USA	Detroit, USA	-	-	-
<b>Cvent</b>	Tysons Corner, USA	Portland, USA	Atlanta, USA	Austin, USA	Dallas, USA
	Draper, USA	Lexington, USA	Philadelphia, USA	Vancouver, Canada	Fredericton, Canada
<b>Digitevent</b>	São Paulo, Brazil	-	-	-	-
<b>DoubleDutch Registration</b>	San Francisco, USA	Phoenix, USA	-	-	-
<b>Dryfta</b>	Delaware, USA	-	-	-	-
<b>Enterprise Event Management Solution</b>	Washington, USA	Toronto, Canada	-	-	-
<b>Epsilon Registration</b>	Baltimore, USA	Williamsburg, USA	-	-	-
<b>eRegNow.com</b>	Detroit, USA	-	-	-	-
<b>eRSVP</b>	New York, USA	-	-	-	-
<b>etouches</b>	Norwalk, USA	Orlando, USA	-	-	-
<b>Evenium</b>	Sunnyvale, USA	-	-	-	-
<b>Event Espresso</b>	Utah, USA	-	-	-	-
<b>Event Management Cloud from EventBank</b>	Tysons, USA	-	-	-	-
<b>Eventbee</b>	San Francisco, USA	Medellin, Colombia	-	-	-
<b>Eventboost</b>	New York, USA	-	-	-	-
<b>Eventbrite</b>	San Francisco, USA	Nashville, USA	São Paulo, Brazil	Mendoza, Argentina	Toronto, Canada
<b>eventcloud</b>	New York, USA	-	-	-	-
<b>eventcore</b>	Seattle, USA	-	-	-	-
<b>EventCreate</b>	Seattle, USA	-	-	-	-
<b>EventERP</b>	Sunnyvale, USA	-	-	-	-
<b>Eventicious</b>	Miami, USA	-	-	-	-
<b>EventMAX</b>	Corte Madera, USA	Minneapolis, USA	-	-	-
<b>EventMobi</b>	Toronto, Canada	-	-	-	-
<b>EventRebels Event Management Software Suite</b>	Baltimore, USA	-	-	-	-
<b>EventsAIR</b>	Seattle, USA	-	-	-	-
<b>EventsCase</b>	Austin, USA	-	-	-	-
<b>Eventsforce Registration</b>	Denver, USA	-	-	-	-
<b>Eventtia</b>	New York, USA	Medellin, Colombia	-	-	-

# Americas



<b>Eventuosity</b>	Philadelphia, USA	-	-	-	-
<b>evenTwo Access</b>	Santiago, Chile	-	-	-	-
<b>EventXtra</b>	San Francisco, USA	-	-	-	-
<b>Eventzilla</b>	Wilmington, USA	-	-	-	-
<b>Grenadine Event Management Software</b>	Montreal, Canada	-	-	-	-
<b>Guestsnow</b>	Los Angeles, USA	-	-	-	-
<b>idloom-events</b>	Tempe, USA	-	-	-	-
<b>InEvent</b>	Wilmington, USA	São Paulo, Brazil	-	-	-
<b>JotForm</b>	San Francisco, USA	-	-	-	-
<b>MeetingHand</b>	New York, USA	-	-	-	-
<b>MeetMax</b>	New York, USA	Saratoga Springs, USA	-	-	-
<b>Mix Events Platform</b>	New York, USA	-	-	-	-
<b>myConferenceSuite</b>	Ottawa, Canada	Toronto, Canada	-	-	-
<b>oDASH</b>	New York, USA	-	-	-	-
<b>Online-Reg.com</b>	San Diego, USA	Charlotte, USA	Austin, USA	-	-
<b>Oveit</b>	Newark, USA	-	-	-	-
<b>Picatic</b>	Vancouver, Canada	-	-	-	-
<b>rsvpBOOK.com</b>	Mesa, USA	-	-	-	-
<b>Shocklogic</b>	Merida, Venezuela	Boa Vista, Brazil	Caracas, Venezuela	Miami, USA	-
<b>SimpleTix</b>	Alexandria, USA	Asheville, USA	-	-	-
<b>Swoogo</b>	Newport, USA	-	-	-	-
<b>TicketSauce</b>	San Diego, USA	Calgary, Canada	Los Angeles, USA	St. Louis, USA	-
<b>TOWNSCRIPT</b>	Newark, USA	-	-	-	-
<b>TRS</b>	Indianapolis, USA	-	-	-	-
<b>Universe</b>	San Francisco, USA	Toronto, Canada	New York, USA	-	-
<b>Visit by GES</b>	Chicago, USA	-	-	-	-
<b>Whova</b>	San Diego, USA	-	-	-	-

# Europe, Africa & Middle East



<b>aanmelder.nl</b>	Delft, The Netherlands	-	-	-	-	-
<b>Accredion</b>	Amsterdam, The Netherlands	-	-	-	-	-
<b>Attendify</b>	Kyiv, Ukraine	-	-	-	-	-
<b>Axaco Air</b>	Stockholm, Sweden	Gothenburg, Sweden	Oslo, Norway	Malaga, Spain	-	-
<b>b2match</b>	Vienna, Austria	Zagreb, Croatia	-	-	-	-
<b>Billetto</b>	Copenhagen, Denmark	London, UK	Stockholm, Sweden	Skien, Norway	-	-
<b>Bizzabo</b>	Tel Aviv, Israel	-	-	-	-	-
<b>Boomset</b>	Istanbul, Turkey	-	-	-	-	-
<b>Conferize</b>	Copenhagen, Denmark	-	-	-	-	-
<b>CONREGO</b>	Gorzów Wielkopolski, Poland	-	-	-	-	-
<b>Cvent</b>	London, UK	Maidenhead, UK	-	-	-	-
<b>Delegia Meeting System</b>	Stockholm, Sweden	-	-	-	-	-
<b>Digittevent</b>	Paris, France	-	-	-	-	-
<b>DoubleDutch Registration</b>	Amsterdam, The Netherlands	-	-	-	-	-
<b>Engage</b>	Birkenhead, UK	Dubai, UAE	-	-	-	-
<b>etouches</b>	Reading, UK	Ghent, Belgium	-	-	-	-
<b>Evenium</b>	Paris, France	-	-	-	-	-
<b>EventCatalyst</b>	Paris, France	-	-	-	-	-
<b>Event Management Cloud from EventBank</b>	Moscow, Russia	-	-	-	-	-
<b>Eventbee</b>	Amsterdam, The Netherlands	-	-	-	-	-
<b>Eventboost</b>	Chiasso, Switzerland	-	-	-	-	-
<b>Eventbrite</b>	Amsterdam, The Netherlands	Berlin, Germany	Cork, Ireland	Madrid, Spain	London, UK	Antwerp, Belgium
<b>eventcloud</b>	Dubai, UAE	Frankfurt, Germany	London, UK	Cape Town, South Africa	-	-
<b>Eventfuel.io</b>	Lisbon, Portugal	-	-	-	-	-
<b>Eventicious</b>	Moscow, Russia	-	-	-	-	-
<b>eventmaker.io</b>	Paris, France	-	-	-	-	-
<b>EventMobi</b>	Berlin, Germany	-	-	-	-	-
<b>EventPass</b>	Lausanne, Switzerland	-	-	-	-	-

# Europe, Africa & Middle East



<b>Eventree</b>	Birmingham, UK	-	-	-	-	-	-
<b>EventsAIR</b>	Luton, UK	-	-	-	-	-	-
<b>EventsCase</b>	London, UK	Valencia, Spain	-	-	-	-	-
<b>Eventsforce Registration</b>	London, UK	-	-	-	-	-	-
<b>EventsFrame</b>	Prague, Czech Republic	London, UK	-	-	-	-	-
<b>Eventtia</b>	Paris, France	-	-	-	-	-	-
<b>Eventtus</b>	Dubai, UAE	Cairo, Egypt	-	-	-	-	-
<b>eventTwo Access</b>	Madrid, Spain	Düsseldorf, Germany	Paris, France	Oporto, Portugal	Istanbul, Turkey	Pardesia, Israel	Pardesia, Israel
<b>evenzu</b>	Copenhagen, Denmark	-	-	-	-	-	-
<b>Ex Ordo - Conference Management Software</b>	Galway, Ireland	-	-	-	-	-	-
<b>Forms-Wizard</b>	Jerusalem, Israel	Budapest, Hungary	-	-	-	-	-
<b>Genius Meetings</b>	Paris, France	-	-	-	-	-	-
<b>idloom-events</b>	Brussels, Belgium	Berlin, Germany	Paris, France	London, UK	Zürich, Switzerland	-	-
<b>JotForm</b>	Ankara, Turkey	Izmir, Turkey	-	-	-	-	-
<b>Konfeo</b>	Gdynia, Poland	-	-	-	-	-	-
<b>Lyyti</b>	Helsinki, Finland	Turku, Finland	Stockholm, Sweden	Paris, France	-	-	-
<b>MeetingHand</b>	Istanbul, Turkey	Dubai, UAE	-	-	-	-	-
<b>Mitingu</b>	Cornwall, UK	-	-	-	-	-	-
<b>Mix Events Platform</b>	London, UK	Munich, Germany	-	-	-	-	-
<b>Momice</b>	Amsterdam, The Netherlands	Beirut, Lebanon	Cape Town, South Africa	-	-	-	-
<b>Oveit</b>	Bucharest, Romania	-	-	-	-	-	-
<b>Shocklogic</b>	London, UK	Bilbao, Spain	Warsaw, Poland	-	-	-	-
<b>Sussam</b>	Varna, Bulgaria	-	-	-	-	-	-
<b>Swoogo</b>	Reading, UK	-	-	-	-	-	-
<b>Symphony Event Management</b>	Sheffield, UK	-	-	-	-	-	-
<b>Ticket Tailor</b>	London, UK	-	-	-	-	-	-
<b>Tito</b>	Dublin, Ireland	-	-	-	-	-	-
<b>TRS</b>	London, UK	-	-	-	-	-	-
<b>Universe</b>	London, UK	-	-	-	-	-	-
<b>Visit by GES</b>	London, UK	Lausanne, Switzerland	Haarlem, The Netherlands	Dubai, UAE	-	-	-
<b>XING TicketingManager</b>	Munich, Germany	-	-	-	-	-	-

# Europe, Africa & Middle East



<b>Aidaio hub</b>	Bangalore, India	-	-	-	-
<b>Consoft</b>	Pune, India	-	-	-	-
<b>Cvent</b>	Melbourne, Australia	Gurgaon, India	Singapore, Singapore	-	-
<b>Delegia Meeting System</b>	Bangkok, Thailand	-	-	-	-
<b>eRegNow.com</b>	Mumbai, India	Kuala Lumpur, Malaysia	-	-	-
<b>etouches</b>	Singapore, Singapore	Taipei, Taiwan	Pune, India	Sydney, Australia	-
<b>Event Management Cloud from EventBank</b>	Hong Kong, Hong Kong	Singapore, Singapore	Beijing, China	Shanghai, China	Bangalore, India
<b>Eventbee</b>	Hyderabad, India	-	-	-	-
<b>Eventbrite</b>	Melbourne, Australia	-	-	-	-
<b>Eventfuel.io</b>	Melbourne, Australia	-	-	-	-
<b>EventsAIR</b>	Brisbane, Australia	Auckland, New Zealand	-	-	-
<b>EventsCase</b>	Malaysia	-	-	-	-
<b>EventsFrame</b>	Bangkok, Thailand	-	-	-	-
<b>EventXtra</b>	Hong Kong, Hong Kong	Taipei, Taiwan	Shenzhen, China	-	-
<b>Explara</b>	Singapore, Singapore	Bangalore, India	New Delhi, India	Pune, India	-
<b>Floktu Swift</b>	Sydney, Australia	-	-	-	-
<b>Mix Events Platform</b>	Quarry Bay, Hong Kong	-	-	-	-
<b>oDASH</b>	Noida, India	-	-	-	-
<b>Shocklogic</b>	Newcastle, Australia	-	-	-	-
<b>Ticketebo</b>	Melbourne, Australia	-	-	-	-
<b>TOWNSCRIPT</b>	Pune, India	Bangalore, India	Delhi, India	-	-
<b>Visit by GES</b>	Hong Kong, Hong Kong	-	-	-	-

# Glossary

The glossary explains features and functionality listed in this report and the online tables, listed in alphabetical order.

## **1 TO 1 APPOINTMENT SCHEDULING**

The functionality to book face-to-face appointments through the platform. Particularly useful for conferences and tradeshows.

## **24/7 SUPPORT**

Availability of customer service and support is guaranteed 24/7.

## **ABSORB FEES WITHIN THE TICKET PRICE**

The fees for purchasing the ticket are not passed to the attendee - they are included in the cost shown.

## **ABSTRACT EVALUATION**

The functionality to share and evaluate abstracts via the platform.

## **ABSTRACT SUBMISSION**

Abstracts can be submitted via the registration portal.

## **ACCESS LEVELS AND PERMISSIONS**

Different levels of access and control can be given to different users.

## **ACCOUNT MANAGER**

A dedicated point of contact in terms of support.

## **AFFILIATE SCHEME**

The functionality for affiliate links to be set up and shared to track where traffic and bookings are being generated from and to reward those that help you to promote and sell tickets for your event.

## **ALLOCATED SEATS**

Tickets are purchased for specific seat numbers.

## **ATTENDEE CAN UPDATE THEIR DETAILS DIRECTLY**

The ability for the user to update details and permissions in real-time. Important for GDPR.

## **AUTOMATIC SCHEDULED REMINDERS**

The platform can send a message to remind attendees to attend, send payment reminders or important final information. This may be

scheduled automatically on some platforms with basic text but can be adapted or can be set up and scheduled in advance.

## **BADGE DESIGN AND PRINTING**

The ability to create a customized badge design and print directly from the list of guests who registered for the event.

## **BARCODE/QR CODE INTEGRATION**

Many platforms provide an automatic e-ticket which generally includes a 2D or 3D barcode. When scanned, generally by an app on a smartphone or tablet, or via special barcode scanners this can automatically check-in the guest and sometimes this can automatically trigger the printing of the delegates badge.

## **BEACON INTEGRATION**

Beacons can be used to speed up the registration check-in process. For example, the transmitters can be at the entrance(s) to the venue and can send a QR code reminding the attendee to find their booking confirmation or encouraging the attendee to check themselves in.

## **BEO**

Banquet Event Order sheets. Information for the venue about the event final details.

## **BRANDED MARKETING**

Special branded marketing for the event. For instance, invitations jointly branded with the event and exhibitor logo to help the exhibitor promote the event and invite guests to attend.

## **BUTTONS AND WIDGETS**

Create and add buttons (e.g. Register Now) or widgets (a snippet of the ticket form) onto any webpage.

## **CALENDAR VIEW**

A view on the calendar of forthcoming events, tasks, etc.

## **CARD PAYMENTS**

Payments by credit or debit card.

## **CASHLESS PAYMENTS**

Transactions onsite can be charged to the attendees' pre-authorized account to remove the need to carry cards and cash.

## **CERTIFICATES OF ATTENDANCE**

Some events issue certificates to verify attendance, particularly for training courses and continuing education credits.

**CLIENT MANAGEMENT**

A client CRM to help agencies keep track of multiple clients, and to share information, updates and communications with them

**CLONE EVENTS**

The ability to copy a similar event and update the details as required to save time, rather than setting up an event from scratch.

**COLLABORATIVE DOCUMENT SHARING**

A shared document that multiple people can edit or add to at the same time.

**COMPARE EVENTS**

The ability to analyze data between event projects for comparison and benchmarking.

**CONFIRMATION OF BOOKING**

Verification that a booking has been received/ approved.

**CRM**

Customer Relationship Management system to manage relationships better.

**CUSTOM BRANDING**

The ability to update the look of something, for instance, logo, colors, fonts, background images.

**CUSTOM EMAIL TEMPLATES**

Create an email template to match your event and branding and to save it for multiple uses.

**CUSTOMIZED REPORTS**

The ability to create and save templates for the specific customized reports you need.

**DISCOUNT CODES**

Set up and offer discounted rates on event tickets, for example, 10% off or \$50 off the ticket fee. These may be set up for a limited period or as a special offer code which speakers and exhibitors can share with their networks.

**DONATIONS**

Donations accepted via the platform, sometimes available alongside or instead of the event registration fee.

**EMAIL MARKETING**

Issue marketing emails or invitations via the platform.

**EQUIPMENT AND SET UP INVENTORY**

A report detailing the equipment and set up details for the event.

**EVENT BUDGET**

A listing of budget items for each event.

**EVENT BUDGET TRACKING**

To monitor estimated and actual expenditure in terms of the event budget so that adjustments can be made.

**EVENT URL**

The registration page/website link.

**EXHIBITION BOOTH/FLOORPLAN MANAGEMENT**

For real-time availability of booth space via an online portal.

**EXHIBITION SALES**

The ability to sell exhibition space and booth packages via the platform.

**EXHIBITOR LISTINGS**

Details of exhibitors that will be present at the event.

**EXHIBITOR MANAGEMENT**

The ability to manage exhibitors via the platform. For example, exhibitors can allocate and book passes and tickets for staff and guests.

**EXPENSES TRACKING**

Keep track of expenses relating to the event that need to be accounted for.

**EXPORT**

Share information from the platform into a different file format. Most commonly used for attendee registration lists exporting to CSV/Excel.

**FACIAL RECOGNITION**

Identifying an attendee from a database of faces without entering any other information.

**FILE UPLOAD**

The option for files to be uploaded as part of the registration process. This may be a picture, logo, reference document, copy of ID, etc.

**FLOOR PLANS**

The layout of the event.

**FREE FOR FREE EVENTS**

Some platforms have no charges for free events.

**GANTT CHART**

A visual organization and tracking system, useful for the planning and execution of events.

### **GROUP BOOKINGS**

Accepting registrations from more than one person at a time.

### **GROUP MESSAGING**

Sending a message to multiple people at once.

### **GUEST LIST MANAGEMENT**

A checklist of verified guests attending an event to make check-in easier.

### **HOSTED BUYER MANAGEMENT**

The capability to manage hosted buyer programmes and appointments.

### **INTEGRATION**

Compatibility to share information between different tools and systems.

### **INTELLIGENT TAX/VAT RATE**

The tax/VAT rate applied varies according to the country the attendee is booking from.

### **INTERNATIONAL CURRENCIES**

International currencies accepted for payments. Important for events with an international audience. Sometimes only one currency can be accepted, others allow multiple currencies to be accepted to pay for one event.

### **INVOICE/RECEIPTS**

Many attendees will require a receipt or invoice, particularly for B2B events. Some registration systems produce these documents automatically.

### **LEAD RETRIEVAL**

The scanning and recording of contact details for follow up after the event.

### **MANAGE ROOM BLOCKS**

Coordinate accommodation bookings with one or multiple hotels in real-time.

### **MAXIMUM CAPACITY**

A maximum booking number can be set against different sessions/rooms.

### **MEETING ROOM MANAGEMENT**

Details of capacity, availability, layout, equipment and other details to help with scheduling efficiencies and event set up instructions.

### **MERCHANDISING**

Sell event merchandising alongside the ticket for the event as an extra revenue stream.

### **MERGE FIELDS**

Personalize emails with merge fields such as first name and event booking details.

Mobile app for attendees

An app for use by attendees sharing event information.

### **MOBILE APP FOR ORGANIZERS**

A mobile application which integrates with the event management platform to help event planners to manage their event on the go.

### **MULTI-LANGUAGE**

If an international audience will be attending your event than a platform that has multiple languages or translation options available will be important.

### **MULTI-SESSION REGISTRATION**

Attendees can sign up for additional sessions and fringe events they wish to register for, which may or may not have additional costs associated.

### **NFC**

Near Field Communication (NFC) is a form of wireless communication. NFC works on a very short range, of about 4 to 20 cm.

### **NOTIFICATION WHEN VIPS CHECK-IN**

An alert is sent automatically when specific people check into the event.

### **OFFLINE PAYMENTS**

If offline payments are accepted it means that check or cash payments can be allowed.

### **ON-DEMAND BADGE PRINTING ON SITE**

Instead of pre-printing badges, badges are printed out at the event as required.

### **ONSITE REGISTRATION SERVICES (CHECK-IN)**

Check-in and registration of attendees onsite at the event.

### **OWN PAYMENT GATEWAY INTEGRATION**

The option to use your own preferred payment gateway, rather than one proposed by the registration provider.

### **PAID TICKET REGISTRATIONS**

A registration with a charge involved.

## **PARTIAL TICKET PAYMENTS/PAY BY INSTALLMENTS**

Some providers allow you to choose if you wish to offer payments in installments or an initial deposit payment, rather than paying for the total ticket price at once.

## **PASS THE FEES TO THE ATTENDEE**

Often you can choose to pass any fees onto the attendee so there is no charge to the event planner. On some systems you can specify to split the cost, for instance, 50% paid by the attendee and 50% paid by the event.

## **PAYMENT GATEWAYS**

The method of accepting payments for your paid events.

## **PERSONAL SCHEDULE**

A personalized event schedule detailing the sessions, workshops, and events registered for and any other notable information.

## **PRINTABLE TICKETS**

Attendees receive tickets ahead of the event which they can print out and bring to the event check-in desks. Alternatively, it can often be read from a mobile device screen directly to remove the need for printing.

## **PRIVATE EVENTS**

Events that are not open to the general public, only specific guests can register.

## **PROJECT MANAGEMENT**

The planning and management to deliver specific tasks within a specific timeframe.

## **PUBLIC EVENTS**

Events that are promoted publicly and anyone may register.

## **RATE SCHEDULING**

The ability to schedule different rates and the time periods they are available for, such as Early Bird rates.

## **REFUNDS AND CANCELLATIONS**

Refunds of tickets and cancellation of places handled via the platform. This may be full or partial refunds, for instance, if your terms and conditions specify that an admin fee is deductible.

## **REGISTRATION VIA SOCIAL MEDIA**

Register for an event using a social media profile.

## **REGISTRATION/TICKETING PAGE**

An online webpage where registrations can be made.

## **RFID**

Radio Frequency Identification (RFID) is a form of wireless communication, similar to NFC. A RFID tag inserted into a name-badge or wristband can be used by attendees to collect key information. In ideal conditions, the RFID range is up to five metres, but it may be less than one meter if conditions are not perfect. However ultra high-frequency RFID tags can reach up to 500 meters.

## **SELF-SERVICE CHECK-IN (KIOSK MODE)**

Guests can use a self-service kiosk to check themselves in, rather than going to a traditional manned desk.

## **SHARING BUTTONS**

Easy ways to share information or event details via social media, email, and other tools.

## **SMART BADGES**

Smart badges are available for intelligent event networking. Badges will signal if a person that matches your criteria is nearby.

## **SMART COMMUNICATIONS**

Emails are sent only to those that it is relevant to, for example, if someone has already registered for the event or responded to say they cannot make it they will not receive any subsequent reminder emails.

## **SMART LINKS**

Smart links can be shared with colleagues, clients and event partners to see real-time data about the event without giving them log-in details or full access to the system. For example, you may want them to be able to see the number of confirmed bookings at their convenience, without the event planner needing to give them updates every time.

## **SOCIAL LOGIN**

The option to log in via one of your social networks to save re-entering data.

## **SOCIAL REFERRAL**

Attendees and social media followers can turn into promoters to help market your event, sometimes in return for an incentive, such as a refund on their ticket price.

### **STRATEGIC MEETINGS MANAGEMENT**

Enterprise-wide management of all meeting and event processes to ensure everything is on track to meet the business objectives. Focused on managing your meetings more efficiently to minimize costs and maximize outcomes.

### **SURVEY, FEEDBACK OR POLLS**

Set up, manage and send out surveys or polls via the registration platform.

### **TABLE/SEATING PLANS**

The design of a floor plan showing the room setup and furniture layout.

### **TASK LIST**

The items each team member needs to undertake.

### **TAX/VAT RATE**

The tax/VAT chargeable on a transaction.

### **TERMS AND CONDITIONS**

The legal agreement an attendee agrees to when completing a booking.

### **TRAVEL MANAGEMENT**

Travel arrangement booking options for attendees.

### **VENDOR MANAGEMENT**

The functionality to manage and inform suppliers via the platform.

### **VENUE RFP**

Some providers offer the ability to send out venue RFPs, monitor responses, negotiate and compare directly through their registration platform.

### **VENUE SEARCH**

Some providers offer the ability to search for venues through their platform.

### **WAITING LIST**

The ability to open waiting lists for guests to register their interest in attending an event or purchasing a ticket for an event or activity that is currently sold-out.

### **WEBSITE TRAFFIC**

Information to demonstrate the interest received by sponsors/exhibitors, where clicks and interactions can be monitored and reports generated.

### **WHITE LABEL**

A white label product can be fully customized to company branding, without any reference to the supplier that created the platform.

### **WRISTBANDS**

Smart wristbands are offered for attendees to make cashless payments.

# About The Authors

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## **JULIUS SOLARIS**

Julius Solaris is the editor of *Event Manager Blog*. Started in 2007, EventMB is the number one blog worldwide for event professionals. He is the founder of the *Event Innovation Lab*, an immersive training program for Fortune 500 companies and high-growth event teams.

He has been named one of the 25 most influential individuals in the Meeting Industry.

He is the author of over 10 books on event technology and innovation (The Eventtech Bible, Meeting Design, The Future of Event Marketing, The Art of Venue Negotiation, the annual Event Trends Report, Social Media for Events, The Event App Bible, Engaging Events and The Venue of the Future).



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## **BECKI CROSS**

Becki Cross set up UK based event management company and SME, Events Northern Ltd, in 2004. Becki has organized events ranging from conferences to exhibitions, festivals to awards ceremonies, fashion shows to golf tournaments and everything in between. Organizing conferences and corporate events are Becki's passion and she believes that conferences should never be boring!

Becki is the Deputy Editor of EventMB, which she describes as her dream job alongside event planning! Follow Becki on Twitter: [@beckitrain](https://twitter.com/beckitrain).



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## **CORBIN BALL**

Corbin Ball, CSP, CMP, DES, MS is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and he has been quoted in the U.S. News & World Report, Wall Street Journal, the New York Times, USA Today, Fast Company, PC Magazine and others. Corbin serves or has served on numerous hotel, corporate, convention bureau and association boards. Corbin is being inducted into the EIC Hall of Leaders for 2018, the most prestigious honor in the meetings, conventions, exhibitions and events industry. He is the only person to have received both the MPI International Supplier of the Year and the MPI International Chapter Leader of the Year awards.

Corbin has been named as one of "The 25 Most Influential People in the Meetings Industry" five times by Successful Meetings/MeetingNews magazines.



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# Disclaimer

This report is based on a research carried out between January and June 2018.

While this report has been sponsored by event suppliers and technology providers the analysis is completely unbiased.

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