

Event Marketing & Management Software

Software platforms to manage event marketing and logistical requirements across virtual, in-person and hybrid events, conferences and meetings

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Events are bigger and busier than ever. As enterprise buyers and vendors alike consider where and how to engage, they must face the pressure to balance budgets, resources and the question of how much time they have available to invest in events. This has all added pressure on event organizers to keep tight controls on logistics, budget and experience. While attendees and organizations crave new experiences that break the mold...breaking things cost money. The need to orchestrate, manage and measure the impact of events remains constant, but the size, scale and scope of events to be managed has gained in complexity. Event staging now has choice between live, hybrid or fully virtual on top of the decision of size and location. The flow and operations of this complex model is still being formulated, but one thing is clear: event leaders do not intend to leave anyone behind no matter where or how they choose to participate.

From event registration to venue selection, logistic workflows, mobile app development, asset creation, audience development, in-event engagement, budget tracking, and post-event analytics and reporting, event marketing solutions must optimize and track the entire event value chain. Events have also become a critical component of a marketing team's content development process as venues become backdrops and sets for features, interviews and opportunities to extend storytelling.

Event management tools must seamlessly connect with CRM and marketing automation systems to integrate with sales planning and marketing strategy. Increasingly, marketing teams are looking to pull real-time event data into customer data platforms (CDP) to add to their robust view of customers and prospects. With a blend of live and online event content being deployed, recorded and archived for on-demand access, integration with digital asset management (DAM), virtual event hosting tools and web content management tools is also an increasing request. Reporting functions must measure and report on event impact and, through the introduction of AI tools, track the overall impact of event programs.

This past year has also seen the integration of Generative AI tools that enable scalable personalization and new pathways to address content creation, knowledge and research, analytics and lead management. Constellation expects to see more of these AI applications as event organizers look to automate more of the registration and engagement process including identifying new opportunities to personalize content from agendas to sessions and wrap up summaries.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

9 SOLUTIONS TO KNOW

Constellation evaluates more than 25 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. In alphabetical order:

-  **BIZZABO**
-  **CERTAIN**
-  **CVVENT**
-  **EVENTZILLA**
-  **RINGCENTRAL EVENTS**
-  **RAINFOCUS**
-  **STOVA**
-  **WHOVA**
-  **ZOHO BACKSTAGE**

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- End-to-end event management and tracking
- Customizable, easy-to-deploy event registration
- Option to personalize digital registration and event experience
- Capacity to manage live, virtual and hybrid event formats
- Cross-team and function collaboration with internal and external stakeholders
- Venue sourcing, planning and proposal management
- Digital promotion campaign (email, social) capabilities
- Event website-building functionality, including commerce engine to monetize events
- Lead retrieval, management and delivery
- Shared workflows and project management tools
- Speaker and content submission management
- Exhibitor management, services and sponsorship management tools
- Logistical planning tools, seating, planning
- Event engagement before, during and after event
- Mobile ready, including capacity to deploy mobile event apps
- Event content and asset management, including agendas, speaker bios, collateral, badges and signage
- Integration and API connection to key marketing, sales, ERP and analytics tools, and platforms
- Budget tracking, management and tools for spending optimization
- Security, role-based access and authorization, customer viewer controls
- Integration with content development and virtual event platforms
- Analytics and robust reporting
- Support, training and community for users

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES



Marketing Transformation



Next Gen Customer Experience



Liz Miller

VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.

