

THE EVENT SOFTWARE BUYER'S GUIDE FOR MODERN MARKETERS

A Comparison of Leading Platforms



INTRODUCTION

Events have always held a special place in marketing strategies. There's the rush of getting to see prospects and customers in-person, of bringing a brand to life, of building a community. However, it's not always been possible to tie these outcomes to the bottom line.

This is changing. A new generation of event software is rising to the occasion. These technologies enable organizations to see how an attendee's actions map to their larger journey throughout the funnel. They can integrate with marketing automation platforms, CRMs, and other critical business technologies to form a complete event marketing stack. Above all, this next generation of event software comes with the data and analytics to make it possible, once and for all, to prove that events are an invaluable marketing channel.

There's no question that disruptive event software is changing how we analyze and report on events. However, event software providers are making seismic shifts in how to engage and build relationships with customers. For next-generation event software providers, a seamless and delightful customer experience is important to product and brand evolution.

Companies like Bizzabo recognize the value of being a partner of their customers' event programs. This includes scaling with customers and providing tools and solutions that maximize product value while delivering ROI. This symbiotic partnership between event software providers and customers will continue to change how software is developed, deployed, and iterated specifically with the customer in mind.

Event planners are moving into 2020 with greater expectations for the software that they choose to invest in. The best platforms on the market are meeting these expectations with intuitive user design, comprehensive reporting and ROI features, open platforms that integrate with other platforms in a marketing stack, and providing customers with a voice in shaping the growth of a product.

As the event landscape continues to change, four key areas to consider when evaluating your technology include: product payback, ease of use, scalability, and product momentum.

Bizzabo is excited to publish the 3rd edition of The Event Technology Buyer's Guide for Modern Planners: A Comparison of Leading Platforms to help marketers and event organizers select the ideal solution for their event technology stack.

The report starts by examining the state of the event software industry and provides

readers with a framework for thinking about event software. Next, the report reviews the types of platforms available today and uses third-party data to compare the benefits of industry leading providers. Following this comparison, the report reviews 80 questions buyers should ask vendors and concludes with a workbook that buyers can use when comparing vendors.

The data used to assess the event software solutions covered in this report is sourced from publicly available reviews by real customers on the software comparison platform G2. The result is a reliable source for buyers to reference as they explore various technology solutions.



Alon Alroy

Chief of Customer Success
and Co-founder, Bizzabo

A handwritten signature in black ink, appearing to read 'Alon'.

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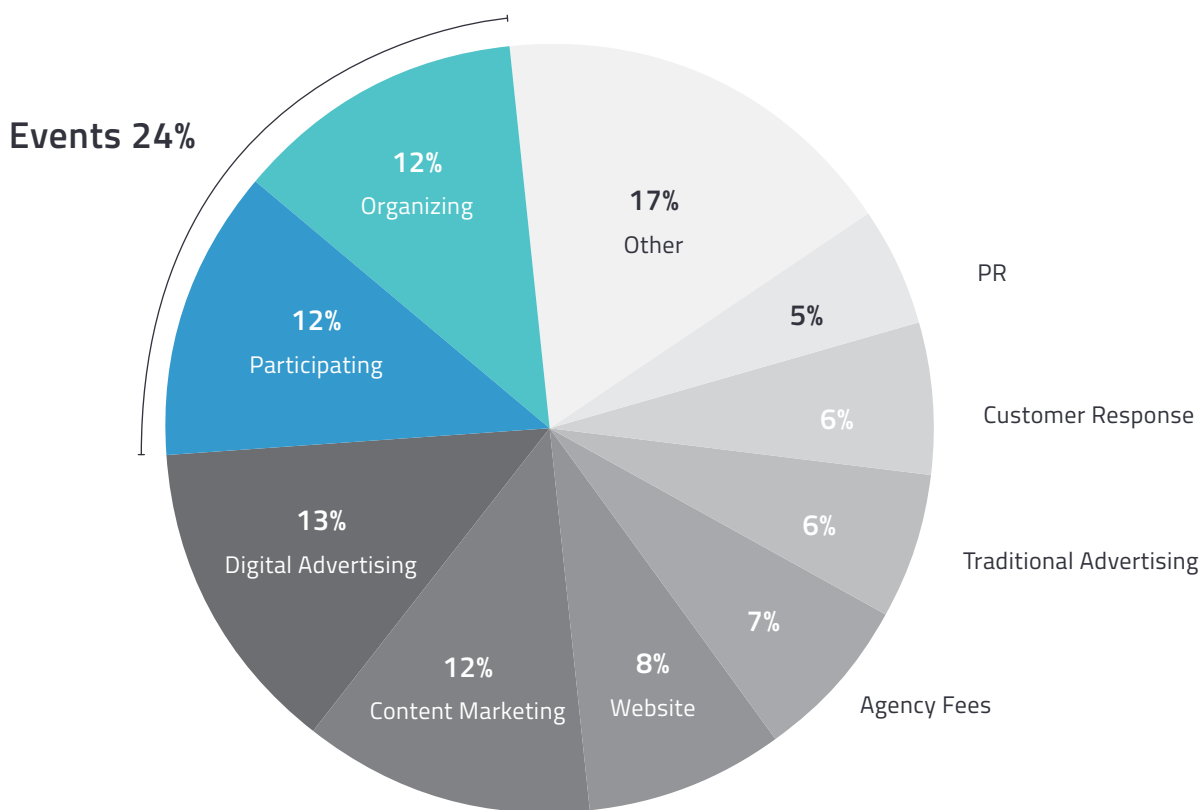
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THE STATE OF THE INDUSTRY

The event technology industry is highly valued and is growing quickly. According to a report by Frost and Sullivan, the “event management software” industry is worth \$28 billion and is projected to have a CAGR of 3.3% moving forward.¹ The same study finds that while the industry is already large, only 80% of professional organizers planning B2B events currently use some sort of event management software, meaning the industry will continue to grow as those organizing professional events increasingly embrace technology. It comes as no surprise that the event management software industry is large and is growing, considering that B2B events account for \$512 billion in annual spend.

24% of the average B2B marketing budget is spent on events



Source: Forrester Research, Inc

¹ Frost and Sullivan: Financial Analysis and Market Sizing of the Event Management Software Market

This value is mirrored by the value that marketing teams place in events. According to a recent report based on the responses of over 1,000 marketers and executives, respondents believe that event marketing is the single most effective marketing channel for driving business goals.²

Marketing teams are investing more than ever in live events, as well. In fact, events account for the single largest marketing expense for most B2B marketing departments. Chief marketing officers spend 24% of their total annual budgets on live events in order to connect with customers, educate attendees, and generate new leads.³

Consolidation of Legacy Providers

In 2016, a privately held investment firm called Vista Equity Partners purchased Cvent, an event management software provider founded in the 1990s, for \$1.65 billion.⁴ The same investment fund purchased another legacy solution, Lanyon, for \$1.05 billion.⁵ Following the purchase of both solutions, Vista Equity merged Lanyon into Cvent. The new company retains Cvent's name, headquarters and CEO.⁶

Some expert observers have noted, "[the the deal is] financial engineering at a major league, world-class level, as few other firms are capable of. ...These guys are respected operators, and they run their playbook extremely well. But technology innovation is not typically part of the equation."⁷ Meanwhile, Cvent President of Worldwide Sales Chuck Ghoorah more optimistically says, "When we sit down and listen to customers, there are so many exciting ideas out there and so many things we can add to the road map."⁸

Additionally, Cvent has acquired Social Tables, Kapow, and QuickMobile. The legacy platform Aventri (formerly branded as etouches) has followed suit, acquiring ITN International, Loopd, Zentila and TapCrowd.

2 Bizzabo: 2019 Event Marketing: Benchmarks and Trends

3 Forrester Research: 2016 B2B Budget Plans Show That It's Time For A Digital Wake-Up Call

4 April 17, 2016 SEC 8-K filing

5 Wall Street Journal: *Vista to Take Active Network Private in \$1.05B Deal*

6 Cvent.com: *Cvent and Lanyon Announce Merger*

7 Lawrence Coburn in Business Travel News: *Vista Closes Cvent Acquisition, Merges Cvent & Lanyon*

8 Business Travel News: *Vista Closes Cvent Acquisition, Merges Cvent & Lanyon*

Investments in Modern Solutions

While legacy event planning solutions have been consolidating, new players are successfully expanding and raising new rounds of investment. Bizzabo recently announced a \$27 million series D investment (and over \$56 million in total) to support growth in machine learning, personalization, and platform integrations.⁹ The company has announced plans to continue growing Product and Customer Success teams in order to continue to focus on delivering an innovative platform with world-class customer service. So far between April 2018 and April 2019, over \$73 million was invested in modern event management, which is a record-setting amount.

Account-based Event Marketing

A growing number of organizations are embracing account-based marketing strategies over traditional lead-based models. In a study conducted by SiriusDecisions, 93% of respondents reported that ABM is “extremely” or “very” important to their organization success.¹⁰ Another study by ITSMA and ABM Leadership Alliance finds that 72% of companies are planning to increase their ABM spending in the coming years.¹¹

In response to this demand for ABM strategies, the software industry has seen the creation of numerous ABM-specific platforms. Meanwhile, event platforms have begun to adopt features that are conducive to ABM reporting. These features include comprehensive CRM integrations, the categorization of event elements by topic and persona, and the ability to visualize event data at both the attendee and the account level.

Projected Future Trends

Continued Growth for Professional Events

Based on the current state of the industry, we expect the importance of professional events will continue to grow. A reflection of this will be increasing spending on event software, and as a result, increasing investment in providers offering effective solutions.

Insight-driven Solutions

As event organizers, marketers, salespeople, and HR specialists continue to invest in professional events, it's expected that some providers will begin offering “insights-driven” rather than “data-driven” solutions. We expect that soon some

9 Techcrunch.com: Enterprise events management platform Bizzabo scores \$27M Series D

10 SiriusDecisions: *2017 State of ABM Study*

11 ITSMA and ABM Leadership alliance: *Account-Based Marketing Benchmarking Survey 2017*

event platforms will be able to indicate to organizers what actions they should take in order to achieve event goals.

Precise Account-based Event Marketing

We also expect that, thanks to improved reporting and integrations, some providers will be able to help organizers build event attribution reports that track a contact's interactions from online to offline to online again. The resulting reporting systems will empower brands to better understand their attendees on both the account and the individual contact level. With this newfound intelligence, brands will be better able to operate account-based marketing (ABM) strategies and better prove ROI.

Personalization

The above advancements in reporting and analysis will spur on new advancements in attendee personalization. Successfully pioneered by brands like Amazon, Spotify and Netflix, personalization will provide attendees with unique event journeys from their initial visits to an event website to on-the-ground event activities.

User Experience

As event organizers of all kinds become more tech-savvy, we expect some platforms will provide customers with modern user-interfaces (both on the organizer side and on the attendee side). This means making it easier for organizers to set up registration, build event websites, and access reports. It also means providing event attendees with a networking community and mobile app that feels fit for the modern user.

Customer-First Products and Providers

SaaS providers are strategically focused on delivering value to customers by providing innovation that is aligned with market needs. Unique among customer-first products is anticipating market needs and educating business users on how to leverage technology to achieve business results.

This trend is driving companies to build more intuitive products while enabling teams to take a more expert, consultative approach when interacting with customers.

From the product perspective, this includes developing features based on customer feedback, designing for ease of use, and enabling customers to minimize product onboarding times. Together, these improvements empower customers to quickly adopt solutions and see impact sooner.

CHOOSING THE RIGHT EVENT TECHNOLOGY SOLUTION

Despite what some may say, there is no “one-size-fits-all” event technology solution for the modern event planner. Business events come in all shapes and sizes, with disparate goals and deliverables. As such, it’s important that buyers keep several key principles in mind when searching for event technology solutions:

1. Your Event Goals
2. Impact on Event Goals
3. Focus on Innovation
4. Ease of Use
5. Seamless Attendee Experiences
6. ABM Readiness and Personalization
7. Platform Reliability
8. Customer Support and Success

In the following pages we will review each of the above principles.

Your Events Goals

One of the most common mistakes event software buyers make is selecting a platform without first crystallizing event goals. As with any technology solution, some platforms can more readily help organizers reach some event goals, while it may be impossible for organizers to reach other goals using the same platform. Before making a choice, organizers must have event goals in mind in order to properly evaluate providers.

One common framework to do this is by using S.M.A.R.T. goals.



Specific



Measurable



Achievable



Result-Focused



Time Sensitive

Specific

The more specific you are when articulating your event goals, the closer you will be to achieving them. Your goal should be explained so clearly that it should be understood with little clarification needed.

Example: Increase registrations by 10%.

Measurable

Create goals that can be quantified. Easily measurable factors such as costs and deadlines are the best way to answer the question, "How will I know my goals have been achieved?" Some event management platforms can continuously monitor these goals for you.

Example: Increase registrations by 10% from "early bird" registrations.

Achievable

Setting competitive goals are a great way to make the most out of your event. However, there is a difference between setting aggressive goals and setting unreasonable goals. You should set a goal that you think you and your team will reach 50% of the time if you had to repeat the event over. As an additional motivator, you can set an additional "reach goal" that you think your team will reach only 10% of the time.

*Example: Increase registrations by 10% from "early bird" registrations. (low goal).
Increase registrations by 30% from "early bird" registrations. (high goal).*

Results-Focused

Goals should measure results and not activities. After all, that is what event stakeholders will use to evaluate event success. Make sure that you select an event technology platform that helps to deliver results.

*Example: Increase registrations by 10% from "early bird" registrations. (low goal).
Increase registrations by 30% from "early bird" registrations. (high goal).*

Avoid: Send 100 emails each week to previous event registrants.

Time-Sensitive

Keep time in mind when setting and assessing your goals. Create a timeline for your goal and analyze how it will develop and what it will look like at different points in time.

*Example: Increase registrations by 10% from "early bird" registrations. (low goal).
Increase registrations by 30% from "early bird" registrations. (high goal). Do this within the first 3 months of launching the event.*

Impact on Event Goals

The degree to which event software will impact event goals is the single best way to select a provider. Some platforms will perform core functions that organizers simply cannot forego, while other platforms will support secondary or tertiary goals that may be “nice-to-have,” but are not “must-have” solutions.

Once **S.M.A.R.T.** goals are in place it will be easier to evaluate how software will impact these goals.

Focus on Innovation

Is the vendor in question focused on innovation? In most cases event organizers will know the essential qualities a platform must perform in order to meet event goals, but this can miss the innovative new functions that organizers may not even be aware of.

To use a non-event technology example, before smartphones became popular, cell phone shoppers never would have looked for a device that could place calls, send email, surf the web and store thousands of files of music. Of course, once the iPhone was released, all of this changed, and early adopters were able to access a cutting-edge technology solution years before mainstream customers.

By investing in an event technology platform that has a history of innovation, customers will have access to game-changing solutions years before the competition. By selecting a provider that makes the “iPhone” equivalent of event technology, organizers will be years ahead of competitors who still rely on “flip phone” solutions.

In order to determine if a provider is committed to innovation, buyers should get to know the company and the people behind it. Browse the vendor’s social media pages and main website. Read their blog, check-out the LinkedIn profiles of the leadership team. Read recent product and official company announcements. Consider past performance and current events to predict whether this company is positioned to innovate.

Ease of Use

A common marketing trick among event technology providers is to sell based on breadth of features. Some companies assume that having more tools makes the software inherently more valuable. While it’s undoubtedly true that some features are highly valuable, having a large number of features is not the only consideration that should be made when selecting an event technology platform.

It is not about how many features an event technology vendor offers, it is about selecting the



vendor with the features that can best meet defined event goals.

An additional consideration is how easy it is for organizers and event attendees to use the platform. A platform with high “ease of use” will mean everyone involved will be able to put the platform to work, this often means greater ROI and increased efficiencies.

Event technology buyers should test the usability of the platform by asking vendors for a live-demonstration of the product and later for a free trial to make sure the user-interface is satisfactory.

Ease of use is more than a user-interface that is “easy on the eyes.” Often the suite of tools available within different platforms is similar. One key difference between platforms is that some make it simple for users to perform various tasks, while other platforms make the same tasks unnecessarily complicated.

Seamless Attendee Experience

Your brand should be accurately reflected in the event experience that you create for your attendees. Any disconnect in this experience—from the event website to the mobile event app to onsite check-in—runs the risk of coming across as unpolished.

In choosing an event management platform, be mindful of how much customization is allowed. For instance, does the event registration experience require a website visitor to leave the main website? Can the registration and agenda widgets be tailored to your brand? Does the platform come with an event app? If so, can it be white labeled?

ABM Readiness and Personalization

What if you could tell precisely which actions indicate that a lead is qualified? What if you could arm your sales team with that knowledge? What if your CRO could prioritize accounts in real-time with predictive triggers based on account-level information?

This is the promise of account-based event marketing and it goes hand-in-hand with personalization. In selecting an event software, choose one that will provide you with insights into the complete attendee journey.

These insights should include which promo codes bring in which attendees, when in the year attendees register for an event, how active attendees are in networking with others, which sessions they register for, which sessions they rate highest, and other actionable recommendations. This data should be accessible by ticket type, account and individual contact.

If you are able to find a platform that allows you to create and track event personas, this will provide you with another angle of analysis. The result is that you will better be able to personalize the attendee experience and follow-up in-line with an account-based methodology.

Platform Reliability

Downtime is an event organizers worst nightmare. If event registration software or the event networking app is down (even for just a few minutes), it can mean lost revenue, frustrated event-goers, and lost data. Selecting a reliable event software is crucial to the success of your events. Make sure to speak with referral customers, and read online reviews about the platform's reliability.

Customer Support and Success

In addition to reliability, buyers should also inquire about customer support and customer success. Customer support refers to employees who are available to troubleshoot unexpected issues. If event registration is no longer working, you will want to contact customer support to get the issue resolved.

Customer success on the other hand, refers to a dedicated account manager who will be available to show customers how to use the platform, and who can provide customers with helpful guidance year-round.

While most (though not all) event technology providers offer some form of customer support, many do not offer customer success. The difference can be night and day for organizers interested in collaborating with someone on how best to use an event technology platform to reach various event goals.

EVENT MANAGEMENT SOFTWARE COMPARISON

Event management software is the Swiss Army Knife of event technology. These platforms are designed to provide one tool that is capable of tackling a wide array of challenges, from event registration to event marketing to event networking, among many other functionalities. Since these platforms are so comprehensive, it means that organizers often work more efficiently and are able to create more successful events as compared to those who use siloed tools.

Comparison Overview

This section is designed to provide readers with an unbiased and reliable head-to-head comparison by examining four leading solutions available today.

To create this report, we reference comprehensive data collected and analyzed from G2, a business software and review platform that aggregates hundreds of reviews from real and unbiased users. G2's latest User Satisfaction Rating Report compared the four largest event management solutions (Bizzabo, Cvent, Certain, and Aventri) to determine product functionality, customer satisfaction, and product payback.

Some of the below visuals are taken directly from G2's User Satisfaction Rating Report, while others are based on data from this report. We have segmented that data into four key areas: "Measuring ROI," "Quality of Experience," "Product Scalability & Integrations," and "Product Momentum."



Bizzabo



Cvent



Certain



Aventri

Rating

★★★★★ (108)

★★★★★ (1,103)

★★★★★ (29)

★★★★★ (125)

Ease of Doing Business With

 97%
Based on 74 answers to this question

 84%
Based on 642 answers to this question

 76%
Based on 14 answers to this question

 84%
Based on 85 answers to this question

Ease of Use

 93%
Based on 100 answers to this question

 76%
Based on 927 answers to this question

 65%
Based on 26 answers to this question

 76%
Based on 115 answers to this question

Quality of Support

 96%
Based on 100 answers to this question

 88%
Based on 909 answers to this question

 80%
Based on 24 answers to this question

 85%
Based on 112 answers to this question

Meets Requirements

 88%
Based on 100 answers to this question

 85%
Based on 926 answers to this question

 81%
Based on 26 answers to this question

 81%
Based on 115 answers to this question

Ease of Admin

 92%
Based on 75 answers to this question

 79%
Based on 657 answers to this question

 81%
Based on 15 answers to this question

 81%
Based on 89 answers to this question

Ease of Setup

 92%
Based on 75 answers to this question

 73%
Based on 650 answers to this question

 66%
Based on 15 answers to this question

 74%
Based on 88 answers to this question

Source: G2

Some readers may wonder why each company's Glassdoor rating was included in the report. In the course of researching this ebook, we found that Glassdoor reviews elucidate how the people who are most familiar with each company—employees—feel about the company's direction, management, and ability to innovate.

Based on G2 data, Bizzabo is the top-rated event management software in each of the four categories identified by the G2 User Satisfaction Rating Report. Bizzabo leads other competitors with a 96% quality of support, 93% ease of use, 92% ease of setup, 92% performance and reliability. Bizzabo also won the G2 award for 2019 Easiest Setup for both Enterprise and Mid-Market companies, validating Bizzabo's promise to deliver an enterprise-ready solution for teams running complex event programs.

Bizzabo



Year Founded

| 2012



Notable Customers

| **Bloomberg** **Uber** **looker** **Rakuten**



Headquarters

| New York, NY & Tel Aviv, Israel



Glassdoor Rating

| 4.8/5 stars

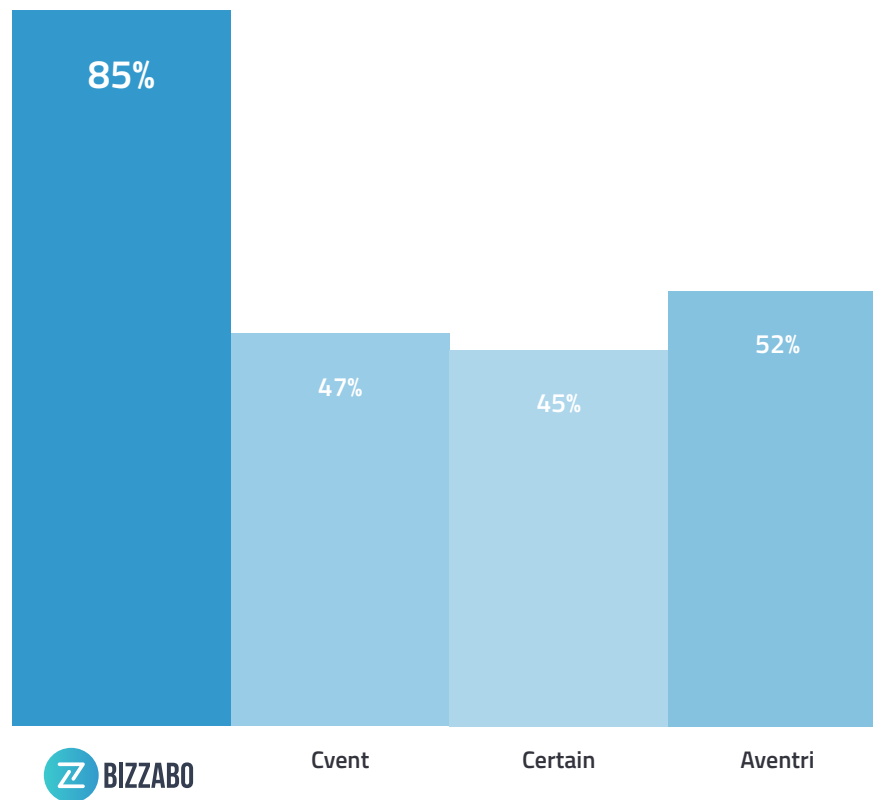
[Bizzabo](#) is the world's only event success software. The company's Events Cloud empowers marketers and organizers to manage, measure, and grow professional events across the globe.

Bizzabo offers a truly all-in-one platform. Customers have access to a suite of tools ranging from event registration, website builder, event networking app, reporting, agenda management and much more. The platform also integrates with other 1,900 other platforms should organizers want to utilize other tools as well.

Bizzabo is designed for marketers and event organizers who plan professional business events—from large user conferences to intimate networking events to many others in between. Customers enjoy Bizzabo's product functionality, scoring Bizzabo 4 percentage points above average. Bizzabo's outstanding customer support was rated 9 percentage points above average. Overall, customers rate Bizzabo a considerable 9 percentage points higher than the competition, the highest rating of any other platform featured in this report.

Seeing ROI Faster

Percentage of customers that went live in one month or less

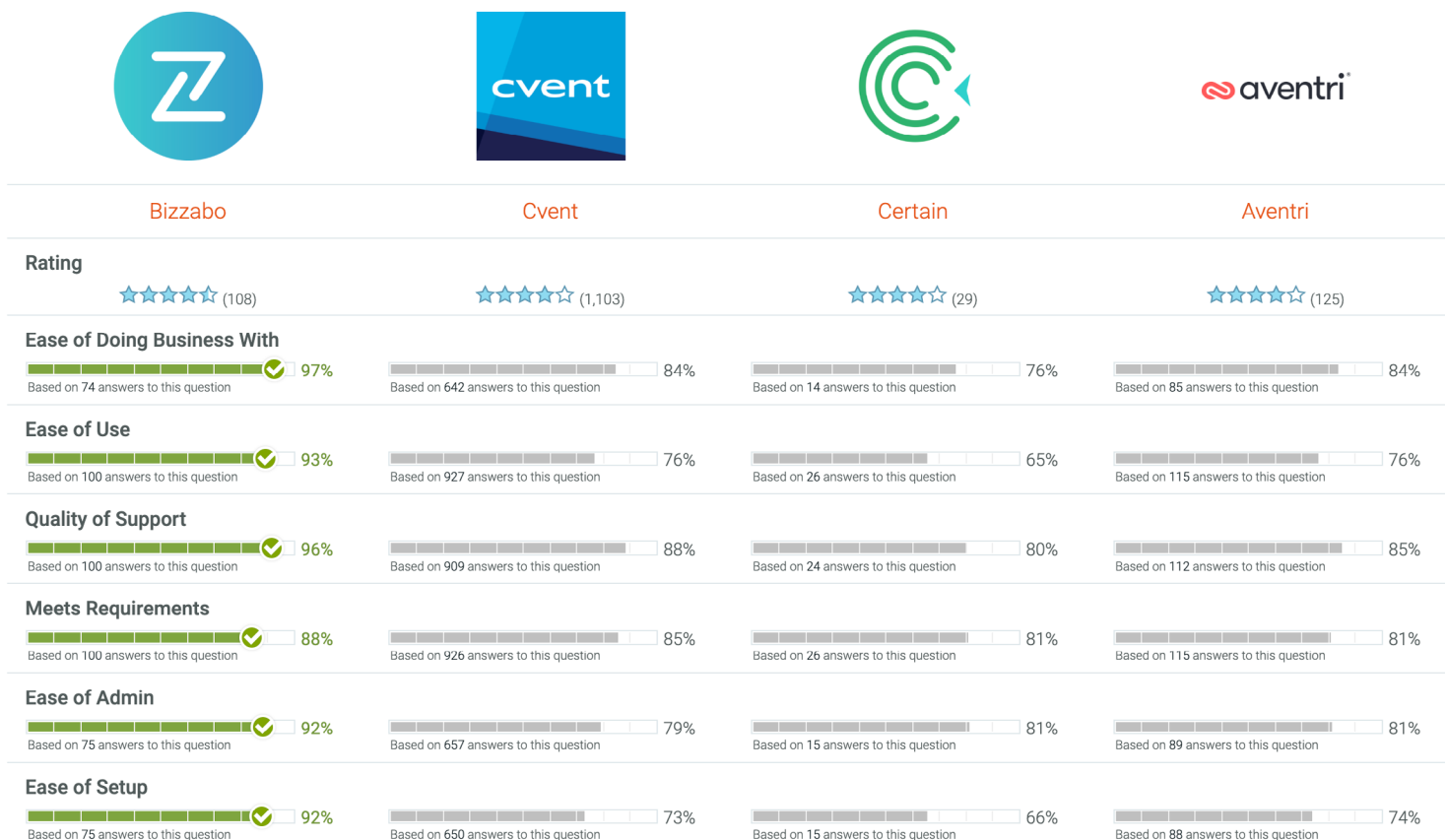


Source: G2

When procuring any software, it's important for organizations to see ROI on product purchases. **85%** of Bizzabo users who reviewed our software on G2 say they saw product payback within 2 years or less, signifying that the majority of Bizzabo customers experienced operational efficiencies and the power to sustain and scale event programs. Bizzabo outpaced competitors like Cvent and Aventri whose users both saw payback at slower rates (5 months and 8 months slower, respectively) than Bizzabo users.

In addition, **18%** of Cvent users, **33%** of Certain users, and **26%** of Aventri users never saw full product payback. To validate why **85%** of Bizzabo users saw product payback in 2 years or less, G2 also reported that most users go live in under three months when using Bizzabo. In addition, **85%** of Bizzabo users go live in one month or less further validating the product's usability and performance.

Quality of Experience



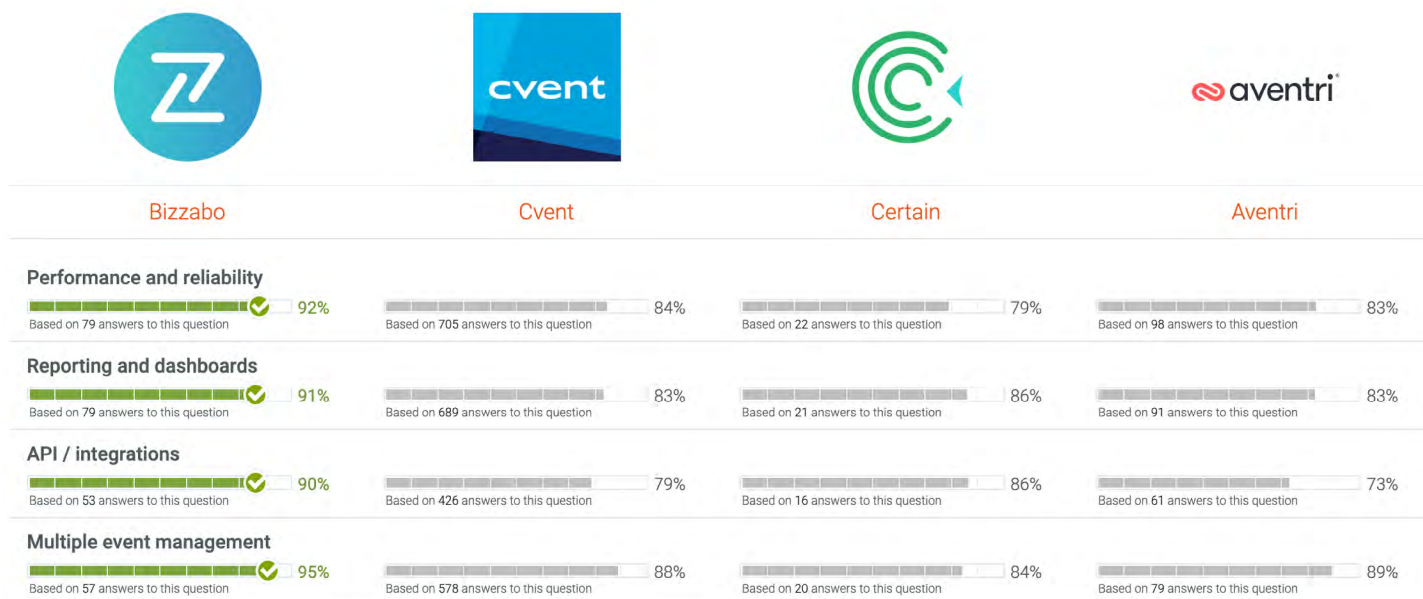
Source: G2

Bizzabo's disruptive technology is complemented by excellent customer experience.

G2 user data validates Bizzabo's customer-first approach with **97%** of Bizzabo users expressing satisfaction regarding the ease of doing business with Bizzabo in comparison to the **84%** of Cvent users, **75%** of Certain users, **84%** of Aventri users who reported ease of doing business with their preferred vendor. **96%** of Bizzabo users report satisfaction with the quality of their support services while **88%** of Cvent users, **80%** of Certain users, **85%** of Aventri users believe their quality of support is satisfactory. Bizzabo's long standing commitment to provide best-in-class customer service and experience is executed with an industry-leading customer success and client support team.

Along with comprehensive customer support, Bizzabo consistently holds top rankings for product usability, edging out competitors in terms of ease of use, ease of admin, ease of setup, and meeting product requirements. Based on user data, Bizzabo's product outperforms legacy competitors in areas that matter most to building a successful events program, including usability and product requirements. The comparison report shows

Scalability & Integrations



Source: G2

Customer ratings suggest Bizzabo is consistent in offering an event management platform that scales to customer needs. When evaluating platform performance and reliability, Bizzabo customers give a **92%** satisfaction rating in comparison to **84%** of Cvent customers, **79%** of Certain customers, and **83%** of Aventri customers who rated the performance and reliability of their technology vendors.

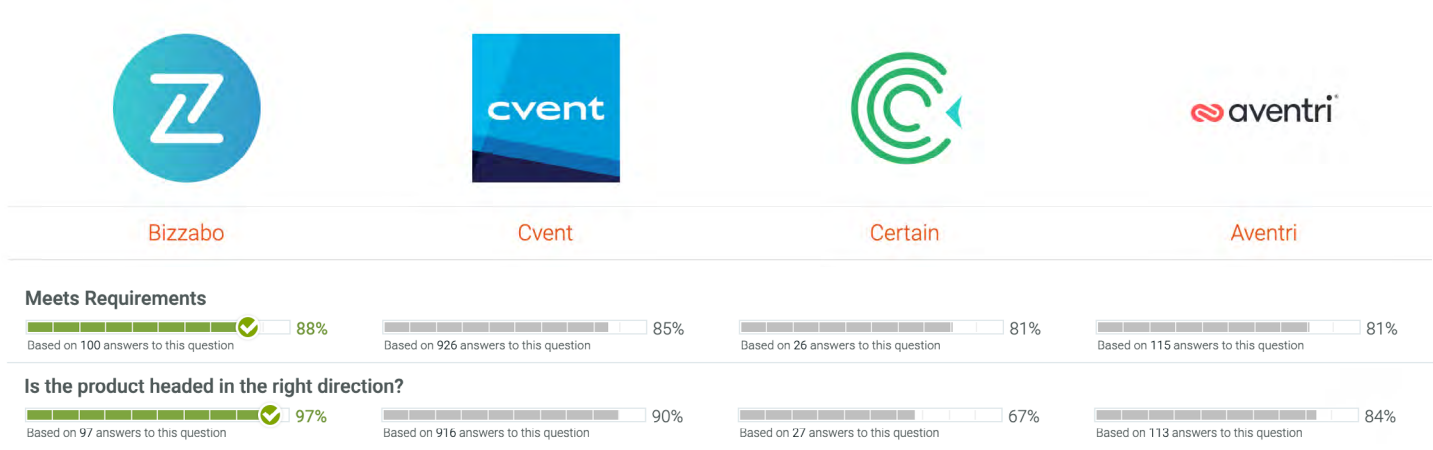
Reporting and dashboards are key to capturing important metrics for event performance. G2 reports Bizzabo users have a **91%** satisfaction with their reporting and dashboard functionality in comparison to **83%** of Cvent users, **86%** of Certain users, and **83%** of Aventri users who gave feedback related to their product's reporting and dashboard features.

Integrating into your larger tech stack is essential for marketers who collaborate with multiple stakeholders across different business units. Bizzabo users give a **90%** satisfaction rating with their API and software integrations in comparison to **79%** of Cvent users, **86%** of Certain users, and **73%** of Aventri users who rated their platform on API and integration options. Bizzabo's integrations with CRMs, marketing automation tools, productivity tools, along with other current and future business systems ensure a fully connected attendee journey. For event organizers that prioritize a seamlessly executed events program, Bizzabo offers a fully integrated event marketing ecosystem.

When building a sophisticated events program, event organizers are looking at technology

that can support multiple events. Bizzabo received a 95% customer rating for managing multiple events within the platform. Other vendors including Cvent saw 88% customer rating, Certain saw an 84% customer rating, and Aventri saw an 89% customer satisfaction rating when proving the tools to power multiple events.

Product Momentum



Source: G2

Bizzabo’s industry-leading approach to event technology focuses on an intuitive user interface and a holistic solution designed specifically to help users and organizers drive business outcomes. G2 reports 88% of Bizzabo users surveyed said their platform met their requirements in comparison to 85% of Cvent users, 81% of Certain users, and 81% of Aventri users who reported on the same metric. Key features related to an optimized attendee experience, robust agenda and personalization features, and a seamless and on-brand registration and check-in experience make Bizzabo a strong choice for event organizers.

Bizzabo’s solution offers a comprehensive platform that supports event organizers needs today and tomorrow. Of customers surveyed in the G2 report, 97% of Bizzabo users believe the product is headed in the right direction while 90% of Cvent users, 67% of Certain users, and 84% Aventri users reported satisfaction related to their vendor’s product direction.

Certain



Year Founded

| 2012

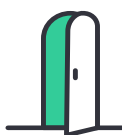


Notable Customers



Headquarters

| New York, NY & Tel Aviv, Israel



Glassdoor Rating

| 3.7/5 stars

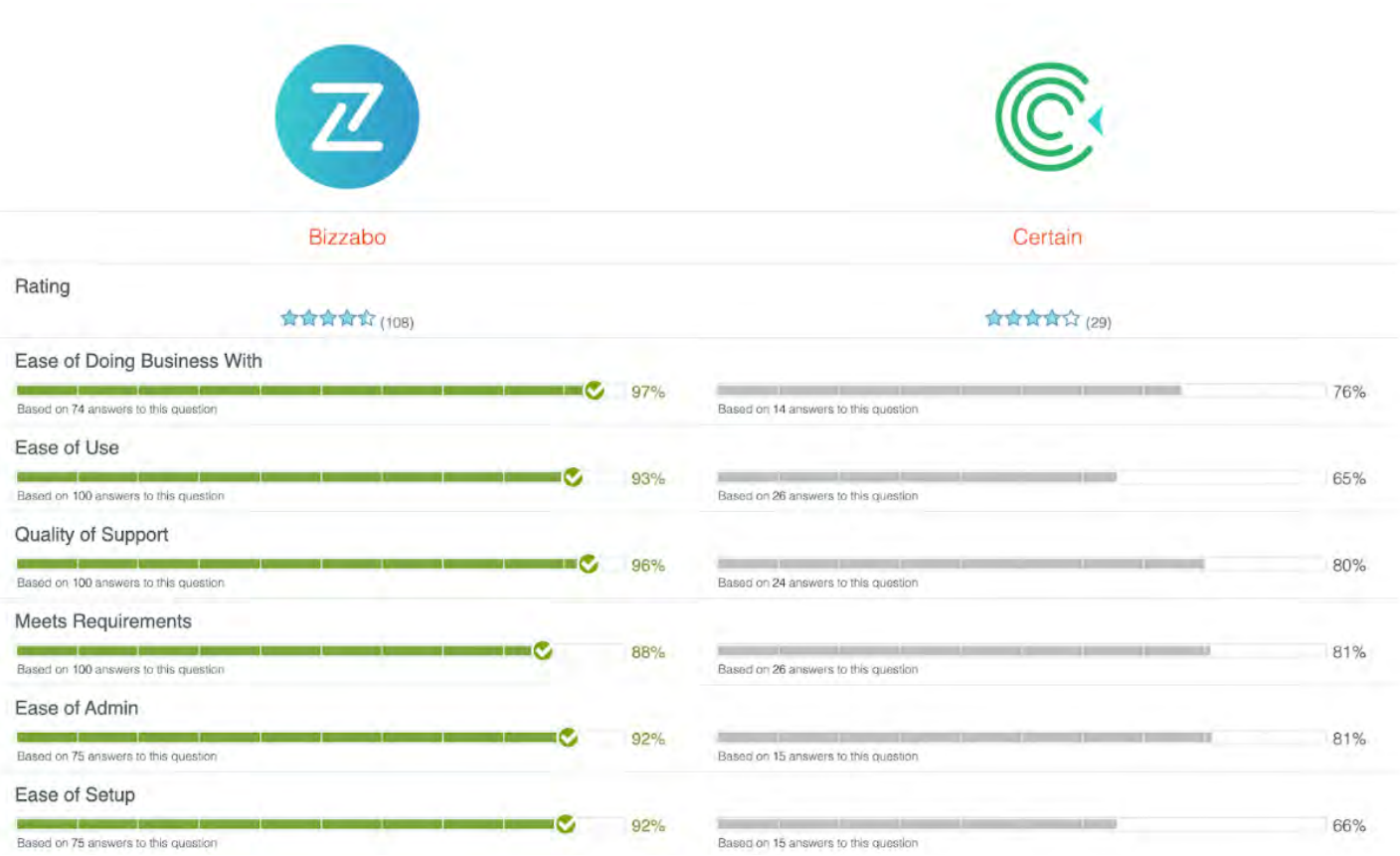
Certain¹ offers customers an enterprise-level event management platform that has a notable integration with Oracle Marketing Cloud, among other solutions. The company's LinkedIn profile says Certain is an "enterprise event automation solution that helps both data-driven marketers and event professionals to bring events into cross-channel marketing campaigns; use rich attendee insights to improve sales & marketing result."

According to the aggregated data, Certain has an overall score that is 7 percentage points below average. Certain customers rate product functionality 3 percentage points below average, and rate Certain's quality of support 7 percentage points below average.

¹ Sources: [Crunchbase](#) | [G2 Crowd](#)

Seeing ROI Faster

Event organizers using Certain for their event management platform are keen to measure return on their investments. However, based on G2 reporting **33%** of Certain users never see product payback after making a purchase. Of the Certain users who contributed data to G2, **45%** of users are able to go live within a month compared to **85%** of Bizzabo users who were able to go live within the same timeframe.



Source: G2

Quality of Experience

Certain users value usability, reliability, and functionality as they scale and optimize their event programs. G2 reports **76%** of Certain users believe Certain is **easy to do business with** compared to the **97%** of Bizzabo users who report satisfaction when doing business with their event platform provider. When users need resources for troubleshooting or support, **80%** of Certain users believe the **quality of support** is satisfactory in comparison to the **96%** of Bizzabo users who report the customer success and client support resources fill their needs. In addition, **66%** of Certain users surveyed reported back on the product’s **ease of setup** while **92%** of Bizzabo users also report their product’s **ease of setup** met their expectations.

Scalability & Integrations

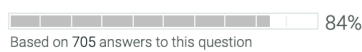


Bizzabo

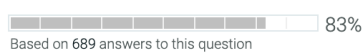


Certain

Performance and reliability



Reporting and dashboards



API / integrations



Multiple event management

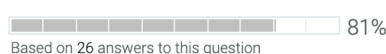


Source: G2

When evaluating an enterprise event product, buyers are looking for platforms that emphasize scalability and integrations. Based on G2 reporting, **79%** of Certain users reported satisfactory results when evaluating product **performance and reliability** compared to **92%** of Bizzabo users who reported satisfactory ratings for Bizzabo's product performance. **84%** of Certain users believe their platform can successfully power multiple events compared to **95%** of Bizzabo users who reported a satisfactory experience when going live with multiple or concurrent events. Based on this data, buyers should thoroughly review each event management platform if they're looking to support a multi-event program or global event program.

Product Momentum

Meets Requirements



Is the product headed in the right direction?



Source: G2

As event organizers look to the future, it's imperative to make investments in solutions that are future-proof. When looking at the product evolution, **67%** of Certain users are confident in the **product direction** while **97%** of Bizzabo users reported that Bizzabo's

product meets expectations for the future. From this data, we can see that Bizzabo is meeting the product expectations of the majority of users and customers, which aligns to a goal of being a customer-centric product. In conclusion, event organizers evaluating technology should closely review features and functionality to make sure their provider meets necessary requirements for specific event projects.

Cvent



Year Founded

| 1999



Notable Customers

| 



MetLife



NOKIA



Headquarters

| Tysons Corner, VA



Glassdoor Rating

| 3.5/5 stars

Founded in 1999, Cvent¹ was a publicly traded event technology company before being acquired by Vista Equity Partners in 2016. Since then, Cvent has acquired Lanyon (another platform previously acquired by Vista Equity Partners), QuickMobile and Social Tables. The platform is feature-rich, offering everything from event registration to venue sourcing to event budgeting tools. However, many features require an additional fee. Traditionally, Cvent encourages potential customers to sign a multi-year contract, which prevents customers from switching to other providers should the need arise.

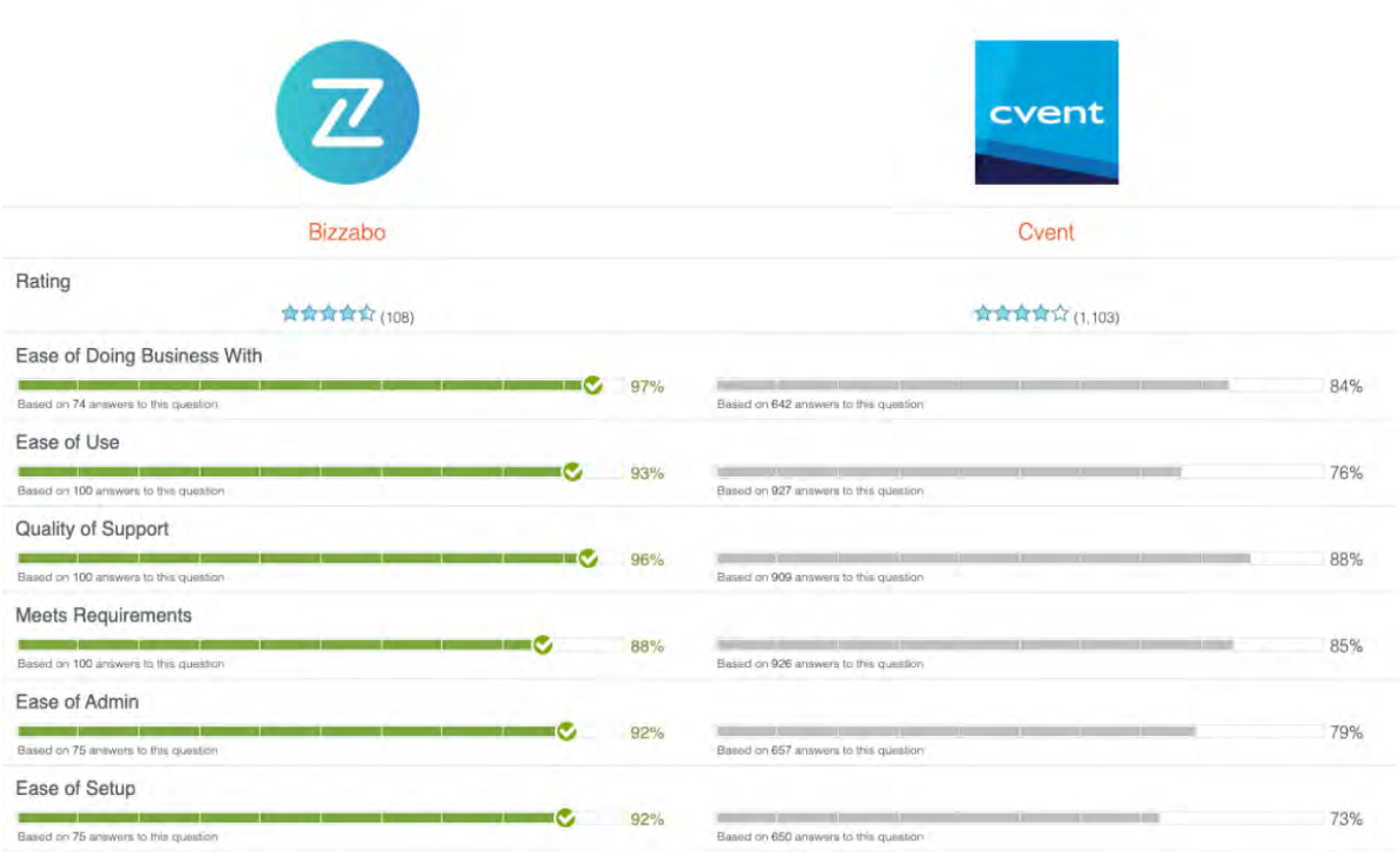
According to the report, Cvent scores 1 percentage point lower than the average for overall score. The company scores 1 percentage points above average when it comes to product functionality, and similarly scores 1 percentage point above average with regard to quality of support.

¹ Sources: [Cvent.com](https://www.cvent.com) | [G2 Crowd](https://www.g2crowd.com)

Seeing ROI Faster

Event organizers using Cvent for their event management platform, product payback and ROI is an increasingly important metric when evaluating technology purchases. 18% of Cvent users reported to G2 that they never saw product payback after making a purchase. Additionally, 47% of Cvent users are able to go live within a month compared to 85% of Bizzabo users who were able to go live within the same timeframe.

Quality of Experience



Source: G2

In G2, Cvent users report satisfactory numbers related to the ease of engagement with their vendor. G2 analytics show 84% of Cvent users reported positive business relations with their vendors while 97% of Bizzabo users reported on the same metric. When evaluating customer resources and support, 88% of Cvent users report satisfactory numbers regarding quality of support compared to 96% of Bizzabo users who found their customer and support resources satisfactory. Additionally, 73% of Cvent users reported an ease of setup compared to 92% Bizzabo’s users who reported ease of setup for their technology.

Scalability & Integrations

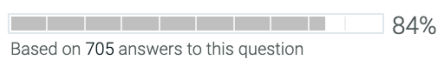


Bizzabo

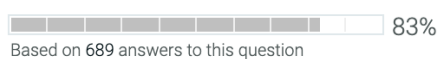


Cvent

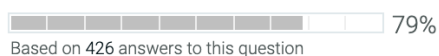
Performance and reliability



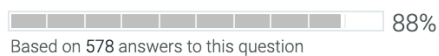
Reporting and dashboards



API / integrations



Multiple event management



Source: G2

For enterprise organizations running events around the globe, scalability and technology integrations are important when keeping your entire organization aligned with event activities. When considering platform **performance and reliability**, Cvent users reported **84%** satisfactory ratings in comparison to **92%** of Bizzabo users who also reported in the same category.

In order to see the value of events data, event organizers need tools and features that allow them to push data into other business applications like CRMs, marketing automation tools, and analytics tools in order to show value and ROI. This is why APIs and integration options are key when evaluating an event management solution. Data from G2's report show **79%** of Cvent users have found satisfactory results with the **API and integrations** options while **90%** of Bizzabo users see satisfactory results with their product offering.

Product Momentum



Bizzabo

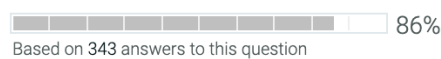


Cvent

Is the product headed in the right direction?



On-site tickets and registration



Source: G2

As users become more proficient in their events platform, they're able to evaluate how a suite of features and products solve important problems. For example, a key feature for professional events is a seamless on-site registration experience. In the G2 report, Cvent users report **86%** satisfaction on **on-site ticketing and registrations** while **93%** of Bizzabo users report satisfactory experiences related to on-site ticketing and registrations.

When looking to the future of the product's evolution, **90%** of Cvent users believe the product was pacing to meet future needs while **97%** of Bizzabo users believe Bizzabo was on track to meet future product expectations.

Aventri (Formerly etouches)



Year Founded

| 1999



Notable Customers

Amway

MARY KAY

 VILLANOVA
UNIVERSITY

AIRBUS



Headquarters

| Norwalk, CT



Glassdoor Rating

| 4/5 stars

In July, 2018 the legacy platform etouches rebranded as Aventri.¹ This vendor offers customers a wide array of event management features related to registration, venue sourcing, and measurement among other categories. The company has acquired TapCrowd, Loopd and ITN International in a move to broaden its technology and service offerings. Similar to other providers in the market, Aventri structure product packages in such a way that not all essential features are available to all customers. For instance, tools such as event networking features are available for an additional fee.

The company performs 3 percentage points worse average for overall score, 4 percentage points worse than average for product functionality and 2 percentage points worse compared to the average for quality of support.

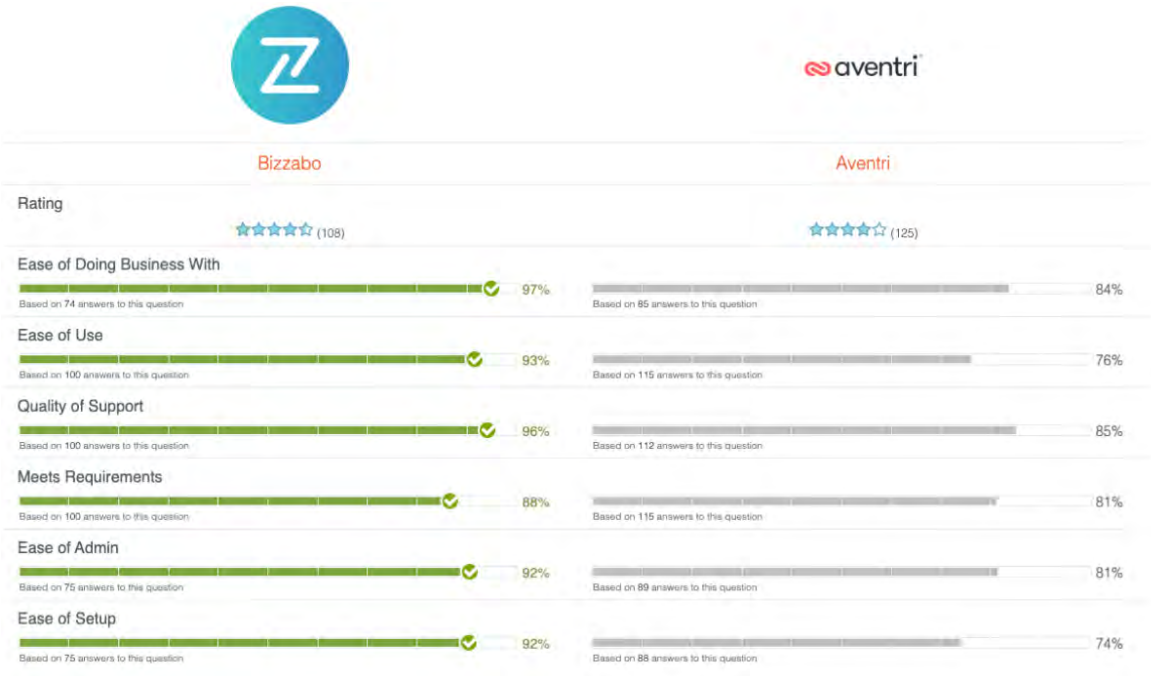
¹ Sources: etouches.com | [G2 Crowd](https://www.g2crowd.com)

Seeing ROI Faster

Of the Aventri customers who participated in the G2 report, **64%** reported seeing product payback within 2 years compared to **85%** of Bizzabo customers who reported product payback in the same timeframe. Of those who participated, **26%** of Aventri users reported never seeing product payback after making an investment.

Another essential component to seeing ROI on your event management investment is the ability to go live on the product after purchase. **52%** of Aventri users reported the ability to go live within a month compared to **85%** of Bizzabo users who were able to go live within the same timeframe. For event organizers evaluating different technologies, a shorter go-live time accelerates the ability to launch events and see product payback earlier.

Quality of Experience



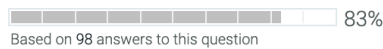
Source: G2

In G2, Aventri users report satisfactory numbers related to the ease of engagement with their vendor. When looking at the **ease of use** of their platform, **76%** of Aventri users reported satisfactory numbers while **93%** of Bizzabo users were satisfied with product usability.

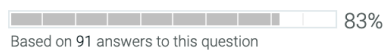
97% of Bizzabo users on G2 reported positive business relations with their vendor compared to **84%** of Aventri users who report the same metric. Additionally, **74%** of Aventri users report **ease of setup** compared to **92%** of Bizzabo’s users who provided the same feedback in the G2 report.

Scalability & Integrations

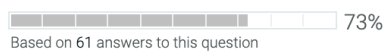
Performance and reliability



Reporting and dashboards



API / integrations



Multiple event management



Source: G2

When considering platform **performance and reliability**, Aventri users reported **83%** satisfactory ratings while **92%** of Bizzabo users reported satisfactory performance and reliability. Data from G2 show **73%** of Aventri users have found satisfactory results with the **API/integrations** options while **90%** of Bizzabo users see satisfactory results with their integrations offering.

Product Momentum

Meets Requirements



Is the product headed in the right direction?



Source: G2

When evaluating a platform's full offering, event organizers and business leaders are spending more time on procurement based on specific requirements and product roadmaps to make sure technology aligns with business needs.

Of the Aventri users who report on Aventri's ability to meet product requirements, **81%** of users reported satisfactory results of features and functionality while **88%** of Bizzabo users reported their solution met their technology requirements.

When looking to the future of the product's evolution, **84%** of Aventri users report their product is pacing to meet future needs while **97%** of Bizzabo users believe Bizzabo's technology is on track. Based on the two isolated metrics, we can conclude Bizzabo's product offering holds a lead in both meeting customer requirements and customer feedback regarding future product direction.

THE EVENT SOFTWARE BUYER’S WORKBOOK

Now it’s time to go out and research various event management platforms. Use this workbook to manage the research process. This section provides buyers with an opportunity to list key event goals and also includes a list of 80 questions buyers should ask event technology vendors in order to make an informed decision.



You can use a PDF reader to fill in your workbook.

Specific

Measurable

Achievable

Result-Focused

Time-Sensitive

My Overall SMART Goal(s)

Event Tech Vendor:

- Impact on Event Goals
- Focus on Innovation
- Attendee Experience
- Ease of Use
- Reliability and Support
- Industry Reputation

Vendor Score:

Event Tech Vendor:

- Impact on Event Goals
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- Attendee Experience
- Ease of Use
- Reliability and Support
- Industry Reputation

Vendor Score:

80 QUESTIONS BUYERS SHOULD ASK EVENT TECHNOLOGY SALESPEOPLE

General Questions

1. Can I get a trial of the platform?
2. Are there fees or add-ons? If so, what is not included in the base price?
3. Do I have to sign a multi-year contract to use your platform?
4. Can I speak with a few customers from my industry who use your platform?
5. How do you deal with customer feedback about the product?
6. What is your policy should I want to stop using your product? Are there additional fees to end my contact?
7. What are the weak points in your software compared to the competition?
8. Tell me about a few exciting product updates your team is working on?
9. When will those updates be released? How confident are you in the release date?

Event Registration

10. Does your registration system charge per registrant as I go, or do I pay up-front?
11. Can attendees register for specific sessions? Do you offer "session registration"?
12. Can I set capacity limits for each session?
13. Can I create various ticket types such as invisible, conditional (revealed when choosing certain ticket types) and so on?
14. Is the registration form customizable?
15. Does the registration flow redirect registrants to a third-party website in order to complete their order?
16. Can I host registration widgets on my own website?
17. Does your platform offer tools to help me increase registrations?
18. Can I monitor event registration performance in real-time?
19. Can I compare event registration performance to my goals?
20. Does your event registration system integrate with social media platforms to help attendees promote my event?
21. Can I easily upload bulk promo codes to your platform?
22. Does your platform offer on-site check-in? If so, what is the method of check-in (iPads, QR scanning, badge printing)? Do check-in features cost extra?
23. What payment gateways does your integration system work with?
24. Does your registration system have an RSVP workflow?
25. If an attendee needs to transfer a registration or change their registration information, do I need to change that myself or can I give them a link to make the change on their own?

Event Website Builder

26. Does your platform offer a WYSIWYG (What You See Is What You Get) website editor?
27. Can you show me examples of event websites that were created with your platform without the help of engineers or designers?
28. Does your platform support custom HTML or CSS editing?
29. Do you offer white label websites so that I can use a custom URL of my choosing?
30. Does your platform offer SEO tools to help my event website rank higher on search engines?
31. Can I embed images, videos, or other widgets into the event website without needing a developer?
32. Does it cost extra to have a support person help me with my event website?
33. Does your event website integrate with Google Analytics or other website analytics platforms?
34. Does the website builder come with drag-and-drop elements like an agenda, speaker, sponsor, or community widget? Or would I need to build these elements myself?
35. How long should it take me to build an event website by myself?
36. Will I be able to clone event website designs I create to use for other events or will I have to create a new event website from scratch each time?
37. Does the event website design work across all devices? Is it mobile responsive?

Email Marketing and Automation

38. Am I limited to sending a certain number of emails? Will I have to pay extra to send additional emails over my plan?
39. Does your platform include a WYSIWYG (What You See Is What You Get) email editor?
40. Does your platform integrate with other email providers? Is this integration an additional fee?
41. Does your platform provide out-of-the-box email templates, or will I have to build my own?
42. Will your platform help me track and measure the success of online paid advertising on my event website, including views and clicks?
43. Does your platform offer email personalization (using contacts data in email campaigns to increase engagement)?
44. Will I be able to fully customize my email campaigns to put the event brand name front and center?

Contact Management

45. If I cancel my contract, will I be charged an additional fee to retrieve my contacts from your platform?
46. Can I easily segment contacts using your contact management tool?
47. Can I create auto-updating lists of contacts (sometimes called Smart Lists) with your tool?

- 48. Does your contact management tool allow me to see how contacts behave in my digital event networking community or event app?
- 49. Is your platform GDPR compliant? What other security credentials does it have?

Event Apps and Event Networking

- 50. Do you offer an event app? If so, does it cost extra to use it?
- 51. Is the app native to iPhone and Android or is it web-based only?
- 52. Do you offer a white-labeled event app?
- 53. Does your event app work offline? Or does it need to be connected to the internet to work?
- 54. Can I send real-time push notifications to attendees via the event app?
- 55. Can I edit the look and feel of the event app myself? Or will I need the help of a software engineer?
- 56. Does your event app integrate with social media platforms to make networking easier?
- 57. Does your event networking community integrate with the event registration process so that attendees can register for the event and join the community at the same time?
- 58. Does your community match event attendees with one another?
- 59. Does the community and app support one-on-one messaging?
- 60. Can event attendees add specific sessions they would like to attend to a personal calendar?
- 61. Does your event app support live polls and surveys? If so, is it an additional fee to use this feature?
- 62. Does your platform offer reporting about event app adoption and community engagement?
- 63. Does your platform offer out-of-the-box resources to encourage community and event app adoption?
- 64. Are there options to promote sponsors and exhibitors? Can attendee engagement with these promotions be measured?

Integrations, Reports and ABM Readiness

- 65. Does your platform integrate with marketing automation or CRM platforms? If so, which platforms does it integrate with? Do these integrations require additional fees?
- 66. Will your reporting show me what sources are contributing to event registrations and registration revenue if I am selling paid tickets?
- 67. Can I import and export contacts to your platform?
- 68. Can I view attendee engagement statistics such as event app adoption rate, event app engagement rate, and how many messages were sent via the app?
- 69. Does your platform allow me to view the attendee journey on a contact-by-contact basis? For instance, I can easily view the sessions that an attendee registers for and

the event website pages they visited?

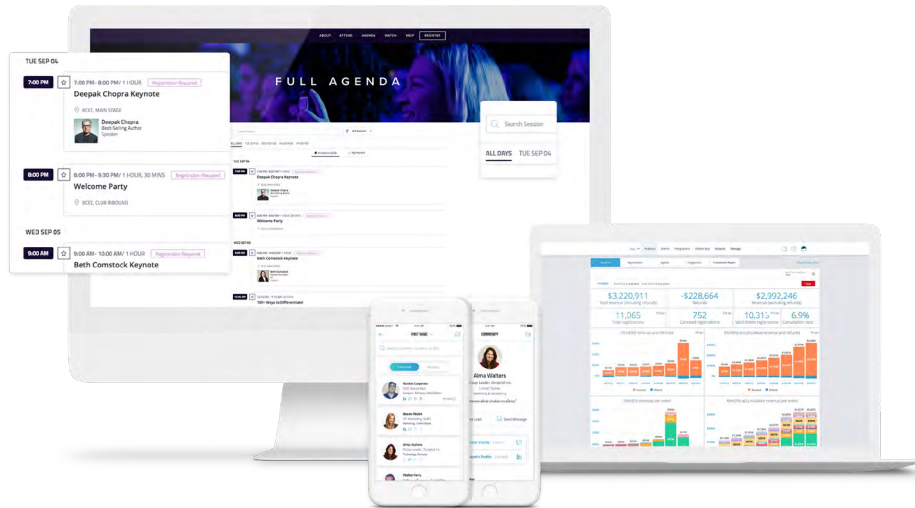
- 70. Can I define unique personas and segment attendees by them? Can I view insights on these personas?
- 71. Can I categorize sessions by topics to see which topics are most effective?
- 72. Does your platform offer account-based lead scoring predictions based on attendee activity?
- 73. Does your platform offer cross-event analytics so that I can quickly compare the performance of one event to another?

Customer Service and Support

- 74. How will the customer relationship be managed?
- 75. Will I be able to self-learn the software using product tutorials and step by step guides?
- 76. What is your platform uptime for the last year? Is it better than 99%? If not, why not?
- 77. Will my team and I have access to a dedicated customer support manager?
- 78. What methods can I use to contact support?
- 79. Does your company offer user-training so my team and I can get the most out of the platform? If so, does this cost extra?
- 80. Does your company provide a structured onboarding plan for new users?



EVENT SUCCESS, SIMPLIFIED



//CODiE//

CODiE Award for Best Event Management Software Solution in **2018/19**



People's Choice Award for Favorite:
Event Technology Supplier **2015/16/17/18**
Best Event Management Platform **2019**
Best Technology for Event Attendance **2019**



Gainsight Award for Best Product Experience in 2019



Crain's Award for Top 100 Places to Work



"From someone who has seen a lot of different platforms over the course of 15 years of running events, Bizzabo is by far the most intuitive platform that I've ever used."



Lauren Sommers
VP of Corporate Events
Gainsight