Global Event Management as a Service Market 2015-2019

Description:
About Event Management as a Service
Event management software is used for managing and coordinating professional and academic conferences, exhibitions, and shows. Its applications include online registration, online payment, venue selection, procurement, sourcing, paper management, exhibition management, content management, and booking and billing. The software also enables on-site operations such as registration and billing of supplies. This software helps maintain the quality of the event and provides complete visibility of all the events to customers. Nowadays, event management software is offered as a service by many vendors. It helps track and access data easily. Also, these service offerings help vendors connect with the social media and other marketing tools.

The analysts forecast the Global Event Management as a Service market to grow at a CAGR of 23.45 percent over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the Global Event Management as a Service market for the period 2015-2019. To calculate the market size, the report considers the revenue generated from the subscription of event management software and its maintenance. The report also provides the segmentation of the social networking sites used for the marketing of events.

It also presents the vendor landscape and a corresponding detailed analysis of the top four vendors in the Global Event Management as a Service market. In addition, the report discusses the major drivers that influence the growth of the market. It also outlines the challenges faced by vendors and the market at large, as well as the key trends that are emerging in the market.

Key Regions
- Americas
- APAC
- EMEA

Key Vendors
- Active Networks
- Cvent
- etouches
- Eventbrite

Other Prominent Vendors
- Certain
- Dean Evans and Associates
- EventPro (Profit Systems)
- Eventzilla
- Lyyti
- Member Solutions
- Movero
- Planetreg
- Pulse Network
- Regpack
- Regpoint Solutions
- Reserve Interactive
- Signup4
- Ungerboeck Software
- Xing Events

Market Drivers
- Rise in Number of Corporate Events
- For a full, detailed list, view our report
Market Challenges
- Uncertainty over ROI
- For a full, detailed list, view our report

Market Trends
- Increase in Number of Educational Events
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
06. Market Description
06.1 Event Management Process
06.1.1 Creation of Online Registration Pages
06.1.2 Event Management
06.1.3 Collection of Information
06.1.4 Promotion of Events
06.2 Features of Event Management Software
07. Market Landscape
07.1 Market Overview
07.2 Global Event Management Software Market
07.3 Global Event Management as a Service Market
07.4 Global Event Management as a Service Market as Segment of Global Event Management Software Market
07.5 Five Forces Analysis
08. Segmentation of Social Networking Sites
09. End-users Analysis
10. Geographical Segmentation
11. Buying Criteria
12. Market Growth Drivers
13. Drivers and their Impact
14. Market Challenges
15. Impact of Drivers and Challenges
16. Market Trends
17. Trends and their Impact
18. Vendor Landscape
18.1 Competitive Scenario
18.2 Market Share Analysis 2014
18.3 Other Prominent Vendors
18.4 Vendor Comparison
19. Key Vendor Analysis
19.1 ACTIVE Network
19.1.1 Key Facts
19.1.2 Business Overview
19.1.3 Business Segmentation
19.1.4 Business Segmentation by Revenue 2013
19.1.5 Geographical Segmentation by Revenue 2013
19.1.6 Recent Developments
19.1.7 SWOT Analysis
19.2 Cvent
19.2.1 Key Facts
19.2.2 Business Overview
19.2.3 Business Segmentation
19.2.4 Recent Developments
19.2.5 SWOT Analysis
19.3 etouches
19.3.1 Key Facts
19.3.2 Business Overview
19.3.3 Recent Developments
19.3.4 SWOT Analysis
19.4 Eventbrite
19.4.1 Key Facts
19.4.2 Business Overview
19.4.3 Recent Developments
19.4.4 SWOT Analysis
20. Market Traction
21. Other Reports in this Series

List of Exhibits:
Exhibit 1: Market Research Methodology
Exhibit 2: Event Management Process
Exhibit 3: Creation of Online Registration Pages
Exhibit 4: Event Management
Exhibit 5: Collection of Information
Exhibit 6: Promotion of Events
Exhibit 7: Global Event Management Software Market 2014-2019 (US$ billion)
Exhibit 8: Global Event Management as a Service Market 2014-2019 (US$ billion)
Exhibit 9: Global Event Management as a Service Market as Segment of Global Event Management Software Market 2014
Exhibit 11: Segmentation of Social Networking Sites 2014
Exhibit 12: Segmentation of Global Event Management as a Service by Geography 2014
Exhibit 13: ACTIVE Network: Business Segmentation
Exhibit 14: ACTIVE Network: Business Segmentation by Revenue 2013
Exhibit 15: ACTIVE Network: Geographical Segmentation by Revenue 2013
Exhibit 16: Cvent: Business Segmentation 2013
Exhibit 17: Market Traction

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