Event Management Software Market by Component, Software, Service, Deployment Mode, Organization size, Verticals, and Region - Global Forecast to 2020

Description:
The report segments the market into component, software, service, deployment mode, organization size, vertical and region. The rising budgetary expenditure on events and increasing adoption of cloud platform are expected to drive the growth in the market.

Cloud platform has gained significant traction among businesses of all sizes over the last 5 years. This popularity is due to its cost-effectiveness, easy deployment ability, high scalability, flexibility of work, and convenient access. This is the biggest factor driving the growth of this market. Large enterprises are deploying their own private cloud, while others are using public cloud for these solutions. The easy accessibility of software on other devices, which the cloud platform provides, increases its usage across all the industry verticals.

Top-down and bottom-up approaches were used to estimate and validate the size of the global EMS market and to estimate the size of various other dependent submarkets in the overall EMS market. The key players in the market were identified through secondary research and their market shares in respective regions were determined through primary and secondary research.

This entire procedure includes the study of the annual and financial reports of top market players and extensive interviews for key insights from industry leaders. All percentage shares, splits, and breakdowns were determined by using secondary sources and verified through primary sources. All possible parameters that affect the markets are covered in this research study, have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data.

Extensive interviews with key people such as CEOs, VPs, Directors and executives. 30% of the total interviews were with tier 1 companies while 40% of them were with tier 2 companies. 72% of the interviews were with C-level executives. Of the people interviewed, 57% of them belonged to North America, 14% were in Europe and 29% in APAC region.

The EMS ecosystem comprises EMS vendors such as Cvent, Xing Events, Active Networks, DEA, etouches and various others; service providers such as Zersita, Lanyon, SocialTables, RegPoint Solutions among others; end-users such as service providers, system integrators, and enterprises. Other stakeholders of the EMS market include event management service providers, mobile application providers, government organizations, resellers, research organizations, enterprise users and technology providers.

Scope of the Report

The research report categorizes the event management software market to forecast the revenues and analyze the trends in each of the following sub-markets:

On the basis of Components:
- Software
- Services

On the basis of Service:
- Professional services
- Managed services
- Deployment and integration

On the basis of Software:
- Venue management software
- Event registration software
- Ticketing software
- Event planning software
- Event marketing software
- Analytics software
- Others

On the basis of Deployment mode:
- On premise
- Cloud/ hosted

On the basis of Organization size:
- SMBs
- Enterprises

On the basis of Verticals:
- Corporate
- Education
- Government
- Third-party planners
- Others

On the basis of Regions:
- North America
- Europe
- Asia-Pacific
- Middle East & Africa
- Latin America

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