




Event Technology Buyers Guide

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There is no doubt about it. Event tech is here. According to [EventMB](#), 85% of event planners use event registration software, 61% use event marketing tools, and 54% use survey tools. Also, 52.6% will invest more in event tech in the next year. 25.3% say that cost is the most concerning thing about event tech, and 18% of planners said getting both team members and attendees to use tech is their toughest challenge.



But are we using event tech effectively both in terms of cost and time management? The data stated above begs this question. Are we using the best tools to plan, promote and execute events? Should we be using multiple tools or one overarching solution? Are we using the most intuitive tools? Are we spending too much money on the wrong tools? This guide will help you answer those questions. But first, let's define what we mean by "event technology".

Event technology is any digital tool or platform that assists event professionals with tasks pertaining to planning, promoting, and executing events. Event technology platforms could include event marketing software, event management software, CRM systems, registration software, and mobile event apps. From our perspective, the best tech solutions will address the entire event planning cycle, from start to finish. This means event planning, management, marketing, and execution.








To start planning for a new solution, first spend time defining your overarching goals and identifying pain points that keep you from achieving these goals. Are there tech solutions that could help? Also, pull out a typical event planning timeline and pinpoint all of the touchpoints where you could use digital support. Make a list of these pain points and touchpoints. This is the start of your event tech wish list. Then, make a list of all of the digital platforms and tools you already use. You will need to make sure that any solution you choose integrates or replaces those tools effectively.

Once you're clear on what you need, set a budget and start your search. A simple Google search can get you started. Visit review sites like Capterra for highly rated platforms. Also, leverage your relationships with other event colleagues and thought leaders in your industry. Don't just review each solution's website and online reviews. Ask for a demo, case studies, and a customized proposal based on your needs. That will help make comparisons easier. Keep track of your learnings using the worksheet below. We left blank spaces to add details, features, and benefits that are important to your business.

PLATFORMS	Eventzilla	Platform #2	Platform #3	Platform #4
Basics: Outline the basics of each platform.				
URL	www.eventzilla.net/us/home			

Pricing	No set up fees, no monthly fees Free for free event/meeting tickets Basic \$1.25 per ticket Pro \$.99 per ticket			
	Custom pricing available			
Processing Fees	Basic none Pro 1.9% per ticket Custom pricing available Credit card fees also apply			
Minimum Contract Length	No minimum contract			
Number of Allowed Users	unlimited			
Integrations	Integrate 500+ apps with Zapier Customized API available			
Types of Events Supported	Conferences, Fundraisers, Meetings/ Classes/Training			
Customers/Case Studies	Honda, Virgin Australia, Subway, TEDx, USO, MGM Resorts, Salvation Army			
Reviews	www.eventzilla.net/us/clients www.capterra.com/p/117828/Eventzilla/			
Features: Compare the details of each platform's features				
Event Website	✓			
Registration Management	✓			
Multiple Ticket Levels	✓			
Secure Payment	✓			
Marketing Automation	✓			
Social Media	✓			
Abstract Management	✓			

Speaker Management	✓			
Vendor Management	✓			
Volunteer/Staff Management	✓			
Hotel Room Block Management	✓			
Event Agenda Builder	✓			
Event Check In App	✓			
Event Attendee App	✓			
Reporting	✓			
Analytics	✓			
Surveys	✓			
Benefits: How would you rate each platform on these benefits?				
Simple Set-up	👍			
Ease of Use for Team	👍			
Ease of Use for Attendees	👍			
Provides Customization Options	👍			
Saves Time	👍			
Secure Information and Processing	👍			
Integrates with Existing Databases and Tools	👍			

Mobile Responsive/ App				
Cost Reduction				
Provides Revenue Generation/RO				
Provides Set Up Support				
Provides Ongoing Support				
Provides Training				
Provides Functional Reporting				
Provides Actionable Analytics				
Final Thoughts: Detail your final assessment of each platform.				

No matter how tech-savvy you may be, it's important to do your research before choosing an event tech tool. There is no such thing as the perfect solution, but you can get close if you are clear on your strategy, budget, and needs. By using this simple diagnostic tool, you will be on your way to successfully find the best event technology platform for your team.



To learn more about the power of the Eventzilla's Event Management & Registration Platform, get in touch with us [here](#).

Thank You

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