

Magic Quadrant for Event Marketing and Management Platforms

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Using comprehensive event technology is a necessity for marketers to effectively reach event audiences and deliver engaging experiences. Use this research to match your business requirements for virtual and in-person events and select technology vendors to deliver high-value event experiences.

Market Definition/Description

This Magic Quadrant for Event Marketing and Management Platforms replaces the Magic Quadrant for Event Technology Platforms.

Gartner defines event marketing and management platforms as tools that enable B2B marketers to execute virtual and/or in-person events for external audiences. These platforms provide native capabilities to engage and communicate with prospective attendees, registrants and sponsors, manage logistics, deliver content and enable attendees to engage with other participants. Out-of-the-box integrations with sales force automation and marketing automation platforms are provided to track engagement. Features and capabilities are provided in a self-service model, with some platforms offering managed service support to run the technology when preferred. The event technology market does not include webinars or internal meeting-specific solutions.

Event marketing and management platforms help B2B event and marketing teams to create events, tradeshow, conferences, roundtables and field marketing events for engaging prospective buyers, customers and partners via in-person and/or virtual formats. To support

this effort, event technology platforms offer capabilities to manage the end-to-end development and delivery of event experiences across multiple use cases.

Use cases are specific to external audiences and multiple-session or in-person event formats rather than meetings with internal audiences and/or webinars.

Common use cases include:

Hosted Conferences with Exhibitors — This use case includes first-party-hosted, large-scale events, delivered in person with hundreds or thousands of attendees, with multiple tracks and concurrent sessions. The event is typically an organization's annual flagship conference. For this use case, the platform includes website, mobile-application and agenda capabilities to support the event, registration and payment processing for attendees, and on-site badge printing and check-in support. The platform includes sponsor management to support tiered sponsorships, exhibit hall management and lead capture.

Hosted Conferences/Roadshows — This use case includes first-party hosted events, typically with hundreds of attendees, and may include multiple tracks and concurrent sessions. This scenario may be delivered in person, or virtually using live, "simulive," or on-demand models. For this use case, the platform includes website and mobile-application access to the agenda, along with content development and distribution to support the event and attendee registration.

Hosted Field Marketing Events — This use case includes first-party-hosted, smaller events to support sales prospecting and/or customer retention and growth initiatives. They typically include fewer than 100 attendees and are held in-person with single or concurrent sessions. The attendees are often high-value target audiences, including prospects and existing customers. For this use case, the platform includes website, mobile-application and agenda capabilities to support the event and registration processing for attendees, in addition to agenda management.

Mandatory Features

The mandatory features for this market include:

- Attendee management — to facilitate registration and check-in processes and to support pre- and postevent communication.
- Attendee experience management — to communicate with attendees during an event, including through chat, Q&A moderation and gamification, and to deliver relevant

content in a single dynamic experience across multiple concurrent sessions to support engagement with attendees before, during and after an event.

- Agenda management — to support call-for-papers activity, speaker management, session selection and content repository capabilities.
- Mobile experience management — to provide attendees with agenda access, venue maps, networking capabilities and real-time alerts for logistical changes via a smartphone or tablet device.
- Reporting and analytics — to track registration, measure event and session performance, and compare year-over-year insights, including integrations to the marketing technology (martech) stack.
- Admin access management — to provide administrative access rights, and build additional user/admin profiles to control user access to data and/or features/capabilities, and ensure compliance with corporate guidelines.
- Sponsor management — includes sponsor and exhibitor booth management and sponsor attendee engagement, including lead capture and tracking.

Common Features

The common features for this market include:

- AI automation — to inform and guide development of marketing promotional material, event content and workflow management. In addition, AI capabilities support predictive analytics, data insights and reporting.
- Role-based attendee experiences — to assign registrant and attendee roles and enable access to content and/or features/functions within the attendee-facing experience.
- Budget management — to manage venue, food and beverage, travel and promotional costs at the event level and across multiple events to support ROI justification.
- Martech and sales force automation (SFA) integrations — APIs or prebuilt integrations enable marketers to push data into the martech stack to provide visibility and transparency into event activity and results.
- Managed services — to support end-to-end development and delivery of events.

- Venue management — to manage location sourcing, room bookings and meal preferences for attendees.

Magic Quadrant

Figure 1. Magic Quadrant for Event Marketing and Management Platforms



Vendor Strengths and Cautions

Bizzabo

Bizzabo is a Leader in this Magic Quadrant. Its Event Experience OS product helps to orchestrate in-person events and large multisession virtual events for supporting the needs of complex events and their marketing teams. Its operations are geographically diversified, and its customers range from midsize to large B2B organizations in the tech, services, media, finance and events industries. Bizzabo's roadmap includes the incorporation of agentic AI for attendee matchmaking, AI session recommendations, content repurposing and AI agenda creation.

Strengths

- **Continuous innovation:** Bizzabo offers a product feature request system that allows customers to suggest enhancements, and it continuously improves its app marketplace, allowing partners to connect to the platform with new offers. In addition, the company has an AI-centric roadmap, and its sustained focus on the Klik Smartbadge technology provides a variety of customized experiences for attendees.
- **Flexible pricing strategy:** Bizzabo's core platform is based on an annual subscription model that provides customers with different options for unlimited events and per-event pricing for Klik smart wearables. This is different from the more common per-registration pricing strategy and enables more price predictability to customers.
- **Attendee experience:** By leveraging the Klik Smartbadge technology, attendees are able to actively engage in sessions through gamification (e.g., polls, leaderboards and badges). In addition, attendees can make meaningful connections with other attendees through AI matchmaking and other networking features.

Cautions

- **Vertical-specific offerings:** While Bizzabo continues to have a horizontal customer base and vertical-specific partners, it has not advanced its vertical-specific capabilities. Buyers seeking vertical-specific solutions will need to request customer references from those industries to understand product fit.
- **Overall viability:** Bizzabo's software sales revenue has declined year over year due to a below-average customer retention rate, attributed to a decline in virtual events. To address this challenge, it has shifted focus to in-person events and customers with larger event portfolios.
- **Sponsor management:** While enhancements are on its roadmap, sponsor management capabilities are lacking today (for example, exhibit-hall floor planning requires a third-

party integration). In addition, Bizzabo lacks preevent and postevent outreach features and relies on integrations for sponsor outreach, such as email, to deliver communication to attendees.

Cvent

Cvent is a Leader in this Magic Quadrant. Its event marketing and management platform supports both virtual and in-person events through its Registration and core solutions. Its in-person event package also includes OnArrival and Attendee Hub (Cvent's mobile app), and its virtual event package includes Cvent Webinar. Cvent's operations and clients are geographically diversified, with a focus on the business services, financial, healthcare and IT software verticals. Cvent's roadmap includes AI features to simplify the event planning process, increase event planner efficiency, improve the attendee journey and provide event planners with actionable insights.

Strengths

- **New capabilities through acquisitions:** Within the past 12 months, Cvent has completed three acquisitions: iCapture, to support tradeshow lead capture and enhance exhibitor and sponsor ROI; JiffleNow, to support meeting scheduling automation at tradeshows and hosted events; and Splash, to support management of high volumes of smaller in-person events.
- **Responsiveness to dynamic customer needs:** Due to its diverse customer listening and feedback mechanisms (e.g., communities, customer success groups and customer advisory boards), Cvent can adjust its product offerings and capabilities based on shifting customer needs. For example, recognizing that customer demand was growing for smaller, repeatable in-person events, Cvent acquired Splash in 2024 to increase its ability to serve buyer needs.
- **Personalized attendee registration:** The Cvent platform allows administrators (admins) to create personalized registration experiences by segmenting registrants based on personas. The platform allows admins to develop different workflows and paths for personas when moving through the registration process.

Cautions

- **Global customer support:** Although Cvent is globally available, most of its staff is located in the U.S. and India. With the exception of phone support in German, it has limited

customer support in local languages in other regions.

- **Pricing strategy:** Cvent offers a pricing model for its three core solutions (Registration, Attendee Hub and OnArrival) based on an annual license fee for professional or enterprise usage and a per-registration fee. This makes pricing more complex and less predictable, and event marketers will need greater forecasting capabilities to estimate costs.
- **Reporting and analytics:** Although Cvent offers 80 out-of-the-box report templates, these are focused on providing event-centric insights. The reports do not leverage data from integrations to provide customers with a greater level of insight about attendee or account-centric data in its platform, relative to other Leaders in this research.

EventMobi

EventMobi is a Niche Player in this Magic Quadrant. Its platform is mostly focused on enabling users to create engaging experiences for those attending hosted events of various sizes and complexities. EventMobi supports in-person and virtual events using the EventMobi Mobile Event App and can enable hybrid experiences when both delivery models are required. Its operations are in Canada, and its largest customer base is in North America. A smaller portion of customers are located in EMEA. Its customers tend to be association and member-based organizations, with a vertical focus on tech, finance and healthcare.

Strengths

- **Ease of product implementation:** EventMobi has recently received positive reviews in third-party websites for product ratings that highlighted its ease of customer adoption, implementation and usability. Nonevent marketers or companies that lack sophisticated event marketing teams should be able to set up virtual and simple in-person events quickly and easily.
- **Transparent and flexible pricing:** EventMobi publishes base pricing for a single-event package directly on its website. Also, for larger, more sophisticated event strategies, it offers an unlimited events annual contract that includes unlimited administrations, speakers and exhibitors.
- **Attendee experience:** EventMobi offers native attendee engagement features including chat, Q&A, and live polling. Documentation for each session is stored and available for download through the desktop or mobile app experience, and an interactive agenda allows registrants to sort sessions by date and time, or track and then mark sessions as favorites to build a personalized schedule.

Cautions

- **Sponsor management:** EventMobi lacks support for large conferences with a significant expo hall and more than 500 exhibitors. It doesn't support wayfinding or exhibitor engagement with attendees on a large-scale tradeshow floor.
- **AI strategy:** EventMobi has made limited progress in using AI for event concierge support and event planner automation improvements, including reporting assistance.
- **Martech integrations:** EventMobi's primary mode of connecting its tool to the customer's martech ecosystem consists of integration platforms such as Zapier. Organizations that do not use this method and prefer direct, prebuilt application integrations to common B2B marketing automation platforms and CRM platforms should review their integration requirements before purchase.

EventMobi declined requests for supplemental information or to review the draft contents of this document. Gartner's analysis is therefore based on other credible sources.

RainFocus

RainFocus is a Leader in this Magic Quadrant. The RainFocus platform provides event marketers with a strong set of capabilities to support hosted conferences and roadshows, as well as smaller field marketing events. The majority of its operations are in North America, and its clients tend to be enterprise organizations in technology that host large user conferences, in addition to a substantial number of smaller event series or programs each year. The roadmap for RainFocus includes video on demand (VOD) enhancements for the creation of smart snippets to be used on social platforms, and the creation of an agentic AI assistant to act as a concierge for event attendees.

Strengths

- **AI product innovation:** RainFocus has incorporated significant AI-driven enhancements over the past 12 months, including reporting, survey sentiment analysis, session recommendations and chat moderation. These robust AI capabilities enable advanced usage when supporting a large volume of events at scale.
- **Robust customer feedback channels:** RainFocus utilizes its Customer Advisory Board, UserVoice platform, Certified Partner Program and customer success managers to listen to client feedback. Its rigorous approach to collecting feedback enables a clear

understanding of customer needs that is used to inform roadmap planning and prioritization.

- **Advanced reporting and analytics:** RainFocus offers out-of-the box reporting that can provide year-over-year event trends, product-centered event insights for ROI, and sales and attendee engagement data versus target goals. Custom reports can be built by modifying out-of-the-box reports, including up to more than 1,300 custom column options.

Cautions

- **Geographic strategy:** RainFocus primarily targets large B2B tech enterprises headquartered in North America. Companies that fall outside of this region and lack a large-scale flagship event should thoroughly evaluate in-region support and alignment to business requirements.
- **Packaging and pricing:** RainFocus' packaging is complex due to extensive add-on modules, such as lead management, one-to-one meetings and integrations. In third-party websites for product ratings and Gartner inquiries, customers cite concerns around high costs.
- **Sponsor management:** The RainFocus platform lacks sponsor management capabilities, such as the creation of tradeshow booth layouts and self-selection of booth space for sponsors. It also does not offer self-service customizable reporting insights for sponsors.

SpotMe

SpotMe is a Challenger in this Magic Quadrant. The SpotMe platform is focused mainly on providing dynamic event experiences within the life sciences vertical (where it goes to market as Onomi). It supports professional and financial services industries as well. SpotMe is headquartered in Switzerland with additional operations in North America and Asia/Pacific (APAC). Its clients tend to be large healthcare and pharmaceutical providers producing a mix of in-person and virtual events for their B2B audience. Its roadmap consists of registration-process improvements, including the creation of a native payment processing platform, headless registration capabilities and AI-powered venue sourcing.

Strengths

- **Multifaceted customer engagement:** SpotMe conducts user group and workshop events in 26 cities globally, such as the SpotMe Academy for delivering additional training to

customers. In addition, SpotMe provides 24/7 support with guaranteed connection to a human agent within 30 seconds, leading to positive customer feedback.

- **Customer-centric development:** SpotMe continues to listen to customer needs through its customer advisory board, routine surveys and quarterly business reviews. This ongoing feedback informs development and roadmap plans that have led to consistent year-over-year revenue expansion across industries, especially healthcare.
- **Admin access management:** SpotMe's user access features support for custom roles for admins, members and organizers. These can be set at the account or event level, and the access options include manager, editor and viewer of event-related features.

Cautions

- **Vertical support:** SpotMe excels at customizations for life sciences, but offers few custom features for other verticals at this time. However, though capabilities and roadmaps are focused on the life sciences, SpotMe plans to expand into professional/financial services and manufacturing industries.
- **Packaging and go-to-market strategy:** SpotMe packages its offering as a core product, SpotMe Anywhere, with many features, such as content hub, data platform and gamification offered via add-on modules. Because SpotMe uses the name Onomi in its life sciences vertical go-to-market and plans to use additional names for industry-specific offerings, buyers may be confused by the packaging and pricing complexity.
- **Reporting and analytics:** SpotMe's out-of-the-box reports provide comparatively less engagement data than other vendors evaluated in this Magic Quadrant. In addition, custom reports and dashboards are not supported in SpotMe and require third-party integrations.

Stova

Stova is a Niche Player in this Magic Quadrant. The Stova core event management platform supports large in-person, virtual and hybrid event experiences. Its operations are headquartered in the U.S., and its customers are primarily from the financial services, technology, tradeshow and associations industries. Stova's roadmap includes the implementation of AI for content generation, advanced machine learning algorithms, and advanced reporting and analytics to demonstrate event ROI.

Strengths

- **Robust partner strategy:** Stova reaches buyers across channels via a robust set of partner and reseller relationships. These include ITA Group (reseller of Stova solutions), Executivevents (Stova's largest reseller, which leverages the platform for event registrations, mobile, on-site solutions and virtual capabilities), and ConferenceDirect (which uses Stova's platform for its registration and mobile experience to support on-site and virtual events).
- **Holistic customer experience:** In addition to standard methods of feedback collection through account teams and other VoC practices, Stova leverages a customer feedback portal, customer advisory boards and a beta testing program. Furthermore, Stova provides dedicated training staff and onboarding support, self-guided learning, weekly live training, monthly webinars, virtual live meetings, and 24/7 support by phone, chat and email.
- **Martech and CRM integrations:** Stova offers drag-and-drop setup for common integrations such as CRM/sales force automation and marketing automation platforms, which can be set up at the account or event level, with bidirectional sync. In addition, its integration with Salesforce supports the creation of opportunities with specific products attached.

Cautions

- **Product strategy:** Stova offers a suite of products with the intention of being agnostic to industry, geography and event-delivery-model requirements. Buyers seeking specific vertical capabilities or complex, exhibitor-inclusive in-person events should seek customer references and evaluate the alignment to business requirements.
- **Marketing and awareness:** Stova lacks market visibility and does not have frequent mentions in third-party websites for product ratings or during Gartner client inquiries. In addition, Stova does not host its own in-person flagship conference compared with other vendors evaluated in this research.
- **Sponsor booth staffing:** Stova's exhibitor resource center lacks support for booth staffing plans. In addition, market development fund (MDF) management for partner sponsors is not available today.

Swoogo

Swoogo is a Niche Player in this Magic Quadrant. Its Swoogo platform is broadly focused on enabling B2B enterprise organizations to manage their conferences, roadshows and field marketing events. It is headquartered in Los Angeles, California, with operations in EMEA and APAC, serving clients within the technology, financial services, healthcare, associations, media and retail industries. Swoogo's roadmap includes registration-based automations, as well as native streaming capabilities to enable dynamic event experiences for both in-person and virtual attendees. By late 2025, Swoogo plans to launch an AI assistant for attendees, and a field marketing product to help teams generate event themes, create registration flows and scale their events.

Strengths

- **Partner program:** The Swoogo partner program offers clients the ability to purchase, integrate and receive support for partner solutions directly when using third-party integrations. For example, in addition to standard marketing and sales force automation, it offers integrations with Pigeonhole for in-session engagement features like chat or Q&A, or Walls.io for social wall activation.
- **Sales execution and pricing:** Swoogo uses its Event Maturity Model to guide prospects on their event journey and provide comparison data from peers to build a case for investment. It offers user-based licensing for a professional or enterprise package with additional add-ons available for call for papers and mobile applications.
- **Unique mobile application:** The Swoogo mobile application is configured using a drag-and-drop interface and can include all webpages created by the web editor. Push notifications can be enabled before, during and after an event, and third-party plug-ins offer unique engagement capabilities and personalized experiences.

Cautions

- **Support for large events:** Swoogo has chosen to focus the majority of its development on the expansion of field marketing events instead of balancing its roadmap across events of all formats and scale. As a result, it lacks robust sponsor and sophisticated agenda management capabilities that are necessary to support large-scale events.
- **Vertical strategy:** Swoogo does not offer industry-specific editions of its software, and vertical-specific capabilities are limited. It supports primarily technology, financial services and education verticals, and with the exception of launching education-specific pricing, it does not have plans for vertical-specific enhancements.

- **Sponsor management:** Third-party integrations are needed for lead capture and for exhibit-hall floor plan development. Buyers will need to secure additional agreements separately to use these features within the user interface.

vFairs

vFairs is a Leader in this Magic Quadrant. The vFairs event platform is focused mainly on supporting user conferences and tradeshow. Its operations are geographically diverse, and its customers tend to be midmarket and large B2B enterprises in the career and job fair, nonprofit, higher education, and retail industries. The vFairs roadmap includes extensive AI tools focused on building AI assistants, event analytics chatbots, AI content assistants, webinar transcription, AI-powered matchmaking and traffic heatmaps in venues.

Strengths

- **AI product innovation:** vFairs has a robust product roadmap that expands its strength in AI, with plans to implement an AI-powered event site builder, registration form builder and event launchpad. It is also planning an AI feedback tool to support calls for presentations and abstract submissions based on customer-defined evaluation criteria.
- **Strong customer support and outcomes:** With deep knowledge of its target industries, vFairs provides tailored offerings designed to deliver strong commercial outcomes for the food show, tradeshow, career and job fair industries. Third-party product rating websites indicate that customers appreciate the responsiveness of its customer experience and support teams.
- **Robust martech integrations:** vFairs offers a marketplace of application connectors to integrate with common CRM/sales force automation and B2B marketing automation platforms. It also offers the vFairs Payment Marketplace to accommodate global payment processing needs for ticketing, sponsorship transactions and exhibitor payments using common payment gateways like Stripe and PayPal.

Cautions

- **Global customer support:** The majority of vFairs' customers are in North America, and its support teams outside of North America are limited. In addition, its geographically based service partners are focused primarily on hardware rentals.
- **Customer retention:** Although its revenue growth is average, vFairs typically has shorter customer contract lengths than other vendors included in this research. This results in

lower-than-average customer retention rates.

- **Report customization:** The vFairs platform limits customization of reports to the selection of metrics and dimensions within out-of-the-box reports. For advanced customization, event data must be exported to a CSV file.

Vendors Added and Dropped

We review and adjust our inclusion criteria for Magic Quadrants as markets change. As a result of these adjustments, the mix of vendors in any Magic Quadrant may change over time. A vendor's appearance in a Magic Quadrant one year and not the next does not necessarily indicate that we have changed our opinion of that vendor. It may be a reflection of a change in the market and, therefore, changed evaluation criteria, or of a change of focus by that vendor.

Added

The following vendors were added:

- SpotMe
- Swoogo

Dropped

The following vendors were dropped due to acquisitions:

- 6Connex — acquired by Brandlive
- Splash — acquired by Cvent

The following vendors did not meet 2025 inclusion criteria, as market focus has shifted to in-person events and the following vendors primarily focus on virtual delivery:

- Brandlive
- Cisco
- Kaltura
- RingCentral

- Zoom

Inclusion and Exclusion Criteria

The inclusion criteria represent the specific attributes that Gartner analysts believe are necessary for inclusion in this research.

To qualify for inclusion, providers demonstrated:

- Proven ability to deliver event marketing and management technology functionality as defined in the Functionality section below.
- A purpose-built, stand-alone platform in General Availability (GA) as defined below, that does not have any prerequisite licensing dependencies to deliver the functionality listed below, such as a third-party streaming service or badge printing service. Companies that provide event tech capabilities as add-on modules or features, but do not package these capabilities as a stand-alone offering, are not eligible for inclusion in this research.
- General Availability
 - Products or services should be generally available.
 - GA is defined as something a vendor's clients have in a production environment, rather than something they are testing or evaluating.
 - GA doesn't make any assertions about quality, rather that the product or service is generally available for sale/use and is fully supported. Betas with limited distribution (e.g., invite only, limited user numbers) or finite duration (e.g., expiry date for use) are not generally available.
- The vendor is required to meet one of the following (reported as U.S. constant currency): (Note: SaaS subscription revenue includes software contract value [CV] for a calendar year but excludes any managed or professional services. For multiyear contracts, only include CV for the first 12 months):
 - **At least \$40 million** in 2024 fiscal-year SaaS subscription revenue for the vendor's event marketing and management technology, excluding advertising revenue, managed services and support, sponsorship revenue, data sharing revenue or revenue from internal audience/meeting use cases when compared to calendar year 2023

- **At least \$10 million** in fiscal-year SaaS subscription revenue for the vendor's event marketing and management technology, excluding advertising revenue, managed services and support, sponsorship revenue, data sharing revenue or revenue from internal audience/meeting use cases and **45 net new event** marketing and management platform customers (logos) when compared to calendar year 2023.
- At least **150** customers, not including pilot programs or free trials, using the vendor's platform for the event marketing and management technology use cases in the market definition.

Support all of the use cases defined in the market definition.

- **Hosted Conferences With Exhibitors** — This use case includes first-party-hosted, large-scale events, delivered in-person with hundreds or thousands of attendees, with multiple tracks and concurrent sessions. The event is typically the annual flagship conference. For this use case, the platform includes website, mobile application and agenda capabilities to support the event, registration and payment processing for attendees, and on-site badge printing and check-in support. The platform includes sponsor management to support tiered sponsorships, exhibit hall management and lead capture.
- **Hosted Conferences/Roadshows** — This use case includes first-party-hosted events, typically with hundreds of attendees and may include multiple tracks and concurrent sessions. This scenario may be delivered in person, or virtually using live, "simulive," on demand models. For this use case, the platform includes website and mobile application access to the agenda, along with content development and distribution to support the event and attendee registration.
- **Hosted Field Marketing Events** — This use case includes first-party-hosted, smaller events to support sales prospecting and/or customer retention and growth initiatives. They typically include less than 100 attendees, held in person with single or concurrent sessions. The attendees are often high-value target audiences, including prospects and existing customers. For this use case, the platform includes website, mobile application and agenda capabilities to support the event and registration processing for attendees, in addition to agenda management.
- The GA platform must support the seven mandatory capabilities in the market definition in the context of an event marketing and management technology use case. See below for details.

Functionality

- **Attendee Management** — This capability enables event marketing teams to facilitate registration and check-in processes, including payment processing and managing attendee preferences such as allergies and meal requirements.
- **Attendee Experience Management** — This capability enables marketers and attendees to communicate during an event, including attendee-to-host and attendee-to-attendee interactions. Types of communication include chat, Q&A moderation, gamification, emoji utilization, push notifications through mobile applications, surveys and polls. It includes the ability to deliver relevant interactions and content in a single dynamic experience across multiple concurrent sessions to support engagement with attendees, before, during and after an event.
- **Agenda Management** — This capability enables marketers to support call-for-papers activity, speaker management and session selection, and includes content repository capabilities. It includes track and session development that may be curated or fully personalized, in addition to enabling marketers to facilitate repurposing of content across events and/or nonevent campaign strategies.
- **Mobile Experience Management** — This capability supports providing attendees with agenda access, venue maps, networking capabilities and real-time alerts for logistical changes, as well as allows for survey, poll and gamification participation via smartphone or tablet device. Mobile applications and experiences are available preevent, during the event and postevent to encourage ongoing networking and content consumption.
- **Reporting and Analytics** — This capability enables marketers to track registration, measure event and session performance, and compare year-over-year insights across single events and across all events. It may also include content consumption to understand what's most important to each attendee across all events. It includes integrations to the marketing technology (martech) stack to enable pipeline and ROI tracking against key metrics.
- **Admin Access Management** — This capability provides administrative access rights to build additional user/admin profiles, control user access to data and/or features/capabilities, and ensure compliance with corporate guidelines. Admin role profiles are used to build additional user profiles to control user access. These functions are included within the platform's event design, to ensure brand consistency and data privacy.

- **Sponsor Management** — This capability includes sponsor and exhibitor booth management and sponsor attendee engagement, including lead capture and tracking. It may also include exhibit hall floor design, booth staffing plans and content management provided by sponsors.

Exclusion Criteria

- The event marketing and management market does not include webinars, video/streaming services or internal meeting-specific solutions.
- Use cases such as meetings with internal stakeholders and/or webinars are excluded.

Evaluation Criteria

Ability to Execute

Product or Service

This criterion refers to the vendor's core goods and services that compete in and/or serve the defined market. They include current product and service capabilities, quality, feature sets and skills, and so forth. They can be offered natively or through OEM agreements/partnerships as defined in the Market Definition/Description section and detailed in the subcriteria.

We specifically look for:

- Execution of the capabilities noted above in the mandatory features listed in the market definition section
- How vendors have enabled users to leverage the capability
- Differentiation of functional capability

Overall Viability

This criterion refers to an assessment of the vendor's overall financial health, as well as the financial and practical success of the relevant business unit. This criterion examines the likelihood that the vendor will continue to offer and invest in its event technology platform, as well as the platform's position in the vendor's current product portfolio.

We specifically look for:

- The health of the line of business offering the event marketing and management platform, as evidenced by a consistent ability to generate revenue and customer growth in the market
- The health of the line of business offering the event marketing and management technology platform, as evidenced by customer retention
- Research and development resource investment
- Debt to equity ratio and profitability

Sales Execution/Pricing

This criterion evaluates the vendor's capabilities in all presales activities and the structure that supports them. It includes deal management, pricing and negotiation, presales support, and the overall effectiveness of the vendor's sales channels.

We specifically look for:

- The number of customers using the platform to host conferences with exhibitors, roadshows and field marketing events
- The percentage of distribution of customers by revenue size
- Pricing model across product license models as it relates to competitors with comparable capabilities, including any optional modules needed to meet the minimum product requirements, annual maintenance fees (if any), and any required services, training, implementation fees, customization or related services
- Sales support of business case development by use case

Market Responsiveness and Track Record

This criterion refers to the vendor's ability to respond, change direction, be flexible and achieve competitive success as opportunities develop, competitors act, customer needs evolve and market dynamics change. This criterion also considers the vendor's history of responsiveness to changing market demands.

We specifically look for:

- The vendor's investment in monitoring customer input and responding to customer needs

- The vendor's demonstrated liability to pivot resources in response to market demand or need
- Differentiation related to market responsiveness

Marketing Execution

This criterion considers the ability to deliver clear, high-quality, creative and effective messaging via publicity, promotional activity, thought leadership, social media, referrals and sales activities. This includes the vendor's ability to influence the market, promote the brand, increase awareness of products and establish a positive reputation among customers.

We specifically look for:

- The vendor's go-to-market approach in creating awareness, driving engagement and achieving business outcomes
- Performance and effectiveness of the go-to-market approach in creating awareness and revenue growth
- The vendor's ability to effectively communicate and showcase its customer's success

Customer Experience

This criterion considers the products, services and/or programs that enable the vendor's customers to achieve anticipated results with the event technology platform evaluated. Specifically, the products, services and programs include high-quality supplier-buyer interactions, technical support or account support. They may also include ancillary tools, customer support programs, availability of user groups, service-level agreements and so forth.

We specifically look for:

- The quality of technical support available to customers, including global coverage
- Availability and viability of internal customer success resources
- Demonstrated ability to help customers achieve business value quickly as evidenced by ease of integration and deployment of the vendor's event technology platform(s)
- Depth of the vendor's managed service offering

Operations

This criterion evaluates the vendor’s ability to meet its stated goals and commitments. Factors include quality of the vendor’s organizational structure, skills, experiences, programs, systems and other vehicles that enable the vendor to operate effectively and efficiently.

We specifically look for:

- Overall operations health as demonstrated by functional team size and geographic locations
- The vendor’s ability to deliver a consistent product experience
- The quality of data privacy and security policies

Table 1. Ability to Execute Evaluation Criteria

| <i>Evaluation Criteria</i> | <i>Weighting</i> |
|------------------------------|------------------|
| Product or Service | High |
| Overall Viability | High |
| Sales Execution/Pricing | Medium |
| Market Responsiveness/Record | High |
| Marketing Execution | Medium |
| Customer Experience | Medium |
| Operations | Low |
| | |

Source: Gartner (June 2025)

Completeness of Vision

Market Understanding

This criterion considers the vendor's ability to understand customer needs and translate them into products and services. Vendors with a clear vision of their market listen to and understand customer demands, and can shape or enhance market changes with their added vision.

We specifically look for:

- The vendor's ability to demonstrate grasp of current and emerging market trends
- The ability to understand client priorities and specific needs in the market
- How effectively the vendor differentiates its unique value proposition and solution
- The vendor's plans for addressing gaps that drive closed lost deals

Marketing Strategy

This criterion evaluates the vendor's ability to provide clear, differentiated messaging consistently communicated internally and externalized through social media, advertising, customer programs and positioning statements.

We specifically look for:

- The vendor's ability to effectively define targeted ideal customer profiles (ICPs) and personas and create messaging and programs to reach them
- How effectively the vendor drives market visibility through its go-to-market strategy
- The vendor's marketing channel strategy
- The vendor's own event (first- and third-party) strategy

Sales Strategy

This criterion considers the vendor's strategy for using appropriate networks, including direct and indirect sales, marketing, service, and communication to sell its event technology platform. We also look at a vendor's ability to extend the scope and depth of its market reach, expertise, technologies, services and customer base through partners.

We specifically look for:

- The vendor's direct sales strategy for focusing on unique needs of customers based on size, level of maturity, region or industry
- The vendor's indirect channel strategy and the role of agencies and partners in the vendor's sales process
- The vendor's dedicated resources by its market segments
- The ability to white-label the vendor's event marketing and management platform and plans for expanding sales and reseller partnerships

Offering (Product) Strategy

This criterion refers to the vendor's approach to product development and delivery. We evaluate how well a vendor is able to meet current and future requirements, with an emphasis on market differentiation, functionality, methodology and features as they map to current and future requirements.

We specifically look for:

- The quality of the vendor's product roadmap and alignment to the functionalities noted above in the Functionality section
- The overall breadth and depth of the vendor's product portfolio based on support for each of the capabilities defined in the market definition
- Consistency of product release enhancements

Business Model

This criterion examines the design, logic and execution of the vendor's business proposition to achieve continued success.

We specifically look for:

- The vendor's business model and any supporting plans to adapt its model to meet customer needs
- The vendor's key merger and acquisition and partner plans to develop or enhance its offering
- The vendor's plans for market expansion

Vertical/Industry Strategy

This criterion refers to the vendor's strategy to direct resources (sales, product and development), skills and products to meet the specific needs of verticals and marketing segments.

We specifically look for:

- A customer base that includes vertical markets beyond the vendor's primary vertical
- The vendor's vertical/industry specific capabilities
- The vendor's specific partnerships in vertical markets

Innovation

This criterion evaluates the marshaling of resources, expertise or capital for competitive advantage, investment, consolidation or defense against acquisition

We specifically look for:

- The use of new technologies, including automation, GenAI, augmented reality and virtual reality in the vendor's product development
- The vendor's source of innovative ideas, including customers and partners
- Indicators that show a vendor's innovation in the market, such as patents

Geographic Strategy

This criterion evaluates the vendor's strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the providers' "home" or native geography, either directly or through partners, channels and subsidiaries.

We specifically look for:

- A clear regional focus, including region-specific capabilities of the vendor's event marketing and management platform
- The number of employees allocated to different regions where the vendor's company has a sales/marketing and/or support presence
- Tailoring of the vendor's go-to-market for regional differences

- The depth and scope of partners available in those regions

Table 2. Completeness of Vision Evaluation Criteria

| <i>Evaluation Criteria</i> | <i>Weighting</i> |
|-----------------------------|------------------|
| Market Understanding | High |
| Marketing Strategy | Medium |
| Sales Strategy | Low |
| Offering (Product) Strategy | High |
| Business Model | Medium |
| Vertical/Industry Strategy | Low |
| Innovation | Medium |
| Geographic Strategy | Low |
| | |

Source: Gartner (June 2025)

Quadrant Descriptions

Leaders

Leaders demonstrate broad support for all essential event marketing and management technology capabilities and consistently meet customer needs across the three core use cases (hosted conferences with exhibitors, hosted conferences/roadshows and hosted field marketing events). Leaders have high market visibility, high market penetration, strong market momentum, and a clear, long-term strategic vision and roadmap for growing their event marketing and management platform business. Their customers report high levels of

satisfaction and success with their implementations. Leaders also have a clearly developed understanding of current market conditions with plans to adapt to the market needs.

Challengers

Challengers offer solid core event marketing and management functionality but may lack the breadth and depth of Leaders, particularly when it comes to comprehensive support for all three use cases. Vendors in this quadrant may distinguish themselves for the level of support and customer success programs they offer to help customers implement and execute events. They focus on established clients' needs for specific event functions and strategic direction, rather than on setting a visionary pace with noncustomer or competitive requirements. In addition, Challengers may lack the marketing efforts, sales channels, geographic presence, industry-specific content or market awareness of the vendors in the Leaders quadrant.

Visionaries

Visionaries may set a strategic direction or demonstrate specific innovative capabilities in one or more functional areas that the market will eventually adopt. Although Visionaries show promise in enabling events, they may have gaps in broader functionality requirements or may be lacking in some aspects of their service and support resources and/or business and partner ecosystems, which impairs their Ability to Execute. These gaps may limit their market presence and growth potential.

Niche Players

Niche Players provide a foundational set of event marketing and management capabilities, typically to a narrow segment of the market. They may be focused on organizations of a particular size or industry. Event marketing and management platform vendors in this quadrant may lack the breadth and depth of event capabilities offered by Leaders. Vendors in this quadrant also may lack execution potential (as shown, for example, by an underdeveloped marketing segmentation strategy). This lack of execution potential may result in more limited market visibility and market presence relative to vendors in other quadrants.

Context

This research reflects the growth of the market, and the growth of in-person events in general. This Magic Quadrant focuses exclusively on stand-alone event marketing and management platform solutions and does not include vendors that offer point solutions, such as attendee networking recommendations or payment processors. This market is expected to consolidate through mergers and acquisitions over the next year; therefore, observations about vendors and their capabilities are valid as of publication of this research.

To that end, as an event marketer responsible for marketing events to engage external audiences, you should:

- Study the evaluation criteria by which Gartner determined each vendor's Ability to Execute and Completeness of Vision.
- Evaluate the vendors' Strengths and Cautions.
- Assess vendors in any of the four quadrants, with a focus on those that align with your requirements, use cases and goals.
- Use this Magic Quadrant research in conjunction with our companion **Critical Capabilities for Event Marketing and Management Platforms** research and client inquiry to select vendors.

As you build your business case, RFPs or proofs of concept, factor in the time, cost and complexity of integrating your event marketing and management platform solution with complementary solutions in your martech stack, specifically marketing automation platforms, data analytics platforms, CRM and sales force automation. Additionally, ensure that you have identified a specific set of use cases to guide your evaluation.

Use cases are critical to successful event marketing and management platform evaluations, as these use cases can help event marketers:

- Identify which event marketing and management platform features are most important
- Assess integration requirements
- Define specific requirements for vendor demonstrations

Market Overview

In the last year, event marketing has stabilized — interest in running in-person events has returned, and hosted events are on the rise. The Gartner 2025 Tech Marketing Benchmarks Survey reveals that 77% of respondents include in-person hosted events in their marketing plan, up from 73% in 2024. This year's research highlights the need for event marketing and management technology providers to address the evolving needs of event marketers.

Compared to sponsored events, event marketing and management platforms typically support hosted events, which have seen tremendous growth over the last few years. Hosted events are a critical channel in brand awareness strategies and performance marketing programs. Also, hosted events drive greater value for hosting companies, as they have more control over the end-to-end experience, and the value can be measured more effectively.

The percentage of marketing program budget that is being invested in in-person events has surpassed pre-COVID-19 levels. As a result, in the event marketing platform market, Gartner sees an increase in the demand for in-person capabilities and a decrease in the demand for virtual capabilities. Currently, virtual events are typically limited to webinars (a use case not covered in this research) and to the online streaming of live in-person content like general sessions and keynote presentations. Therefore, event marketing and management technology buyers are moving away from virtual functionality as a buying decision driver when evaluating event marketing and management platforms and expanding their focus on in-person capabilities, such as sponsor management. This year's research reflects the growing needs for providers to better reflect the evolving needs of end users in this market.

The 2025 Gartner Tech Marketing Benchmarks Survey shows that, in the last 12 months, 45% of tech marketing leaders have actively used an event marketing and management platform, with an additional 9% adding a platform and 6% retiring these platforms in the last 12 months. On the whole, event marketing and management platforms help event marketing teams develop high-value prospect and customer events to support increased interest in their product and service offerings. They provide a host of features:

- They automate attendee agenda and attendee experience management, reporting and analytics.
- They also incorporate mobile experiences, role-based experiences and on-site or virtual customer support for external audience events with multitrack, concurrent sessions.
- They may also offer native support for budget, venue and sponsor management and managed services.

- Lastly, as the use of AI grows across marketing organizations, these platforms incorporate automation and content generation through the deployment of AI-enabled capabilities.

Trends Shaping the Market for Event Marketing and Management Platforms

The trends and characteristics that are shaping the market for event marketing and management platforms and their planned capabilities are as follows:

- **Significant growth of field marketing events:** Buyers in this market are continuing to expand the number of smaller, regional in-person events, due to a desire for field sales and marketing teams to facilitate in-person engagement. In turn, corporate event marketing is aggressively attempting to seize control of these events to ensure compliance with brand guidelines, messaging and data processes. This has led to the rapid rise of event centers of excellence (COEs) in buyer organizations for governing the regional events. These buyers need technology that will help them centralize and organize event management. Vendors see this as an opportunity to expand their services by incorporating the necessary technology to fulfill this need.
- **Vendor consolidation:** Mergers and acquisitions continue in this market (for example, Cvent acquired Splash and others over the last 12 months). In addition, RainFocus acquired WebEvents Global in 2024. Acquisitions are expected to continue, and they will move the market to the Plateau of Productivity phase of the Hype Cycle, where these platforms will remain widely used and stable. This could also mean that there will be less options and product differentiation for the buyers.
- **The decline of virtual events.** While the traditional 45- to 60-minute webinar has returned, buyers are seeking built-for-purpose webinar tools (not covered in this research) to address this need. Multitrack, multiday virtual events, which grew rapidly from 2020 through 2023, have declined. Though vendors in the market for event marketing and management platforms have continued to offer support for these events, in-person events have become the core business for these platforms.
- **Advancement and extension of AI capabilities:** Many vendors are already using GenAI capabilities to help event marketing teams create marketing-related content for event execution. As event marketing teams seek to move beyond content generation to more advanced AI use cases, vendors are responding to the demand via product development and roadmap plans. The future of AI in events will provide improved audience generation, custom report creation, actionable insights to drive engagement and attendee concierge support through agentic AI.

- **Less competition from adjacent markets:** Adjacent market vendors such as meeting solutions and webinar providers previously offered comprehensive support for in-person and virtual event delivery models in the prior years. But, most have now shifted their focus back to their core businesses and have retreated from the in-person event market.
 - **A lack of product differentiation in messaging.** Differentiation in this market stems primarily from the markets and verticals that the vendor supports and its approach to customer success. However, vendor responses clearly show that they often see baseline features such as end-to-end comprehensive solutions and customization or “branding” platform capabilities as product differentiators. These are in reality the bare minimum that the buyers expect from these platforms and do not support a competitive advantage. Similarly, many vendors also say that they are unique because they avoid “cobbled” infrastructure that has multiple back ends. But, they continue to need third-party integrations to support comprehensive event strategies. For example, attendee engagement, travel and venue management and mobile capabilities often require a third-party integration. Hence, from the buyer’s perspective, most platforms require buyers to “cobble” together capabilities through associated third-party applications. Buyers will continue to struggle to identify true differentiation in this market until vendors revisit messaging to provide greater clarity and thought leadership in the market.
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⊕ Evidence

⊕ Evaluation Criteria Definitions

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