Q: I am overseeing research on how different talent buyers / booking agents from different companies quickly search and filter event venues to use, whether that be database management, data scraping, search functionality or some sort of user interface.

A:

1. Venue Databases
   1. Internal: Many companies have developed their own databases that allow talent buyers to quickly search through venues with different filters.
   2. Third-Party: Others rely on external databases that other companies have created for other companies to use. Some examples include Eventbrite, Cvent, and GigSalad.
2. Data Scraping
   1. Some agents use web scraping tools to pull venue data from websites, which is great when searching for venues that aren’t as known to others, allows for multiple sources. Great for real time data.
3. Search Functionality
   1. Custom Search Engines: Some booking agencies use search tools integrated with APIs from platforms like Google Places or Yelp which have more specific search features and up to date data like proximity to transportation hubs, audience demographics, and venue popularity.
   2. AI: AI can be a great tool to use when searching for venue selections although it’s not always as put together as custom search engines.
4. User Interfaces
   1. Lots of modern tools like those listed above offer a user-friendly interface for easy use to get the exact result that is needed per customer.
   2. Cloud-based platforms are being used more and more so that agents AND clients can collaboratively review venues in real time.

Third Party Examples:

Eventbrite- used for both customers to search for tickets for sale and booking agents for creating events on the website.

Cvent- Used for both planning and marketing, finding venues, promoting your event, tracking data from start to finish.

GigSalad- Great for comparing rates and communication between talent buyers and event vendors. Used for both big events and smaller ones.

Things To Think About:

* What sort of software do we want to incorporate into our event venue planner? Database? Scraper? Search Engine?
* Looking at some examples of different third-party databases, what are some things that stick out that we want to use in our “project”?
* User Interface? Is that something we want to plan for, and if so, what features do we want our user interface to have?
* Is this project specifically designed for talent buyers, booking agents, customers, or a combination of these roles?