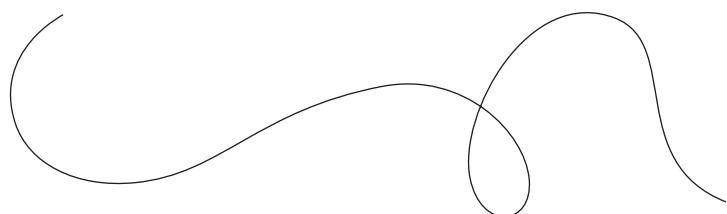


The complete guide to building a consolidated event tech stack



Learn how an all-in-one event software solution can
take your event strategy to the next level.

Sizzabo

Table of Contents

	Introduction	p. 3
01	What is an event tech stack?	p. 4
02	The benefits of a consolidated event tech stack	p. 5
03	What your event tech stack needs to be successful	p. 10
04	Maximize your event tech stack with integrations	p. 16
05	How to overcome challenges when consolidating your event tech stack	p. 18
06	Build better events with the ultimate event tech stack: Bizzabo's Event	p. 20
07	Consolidating event software with Bizzabo: Customer stories	p. 24

Introduction

Whether your event strategy is built around an annual flagship conference, internal corporate gatherings, industry tradeshows, or weekly webinars, one thing is certain: The events industry is on fire.

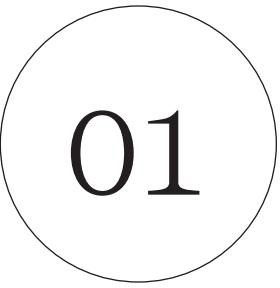
According to [Verified Market Research](#), the events industry – valued at \$887 billion in 2020 – will reach a value of more than \$2 trillion by 2028. According to Bizzabo's [State of in-person B2B conferences report](#), 76.6% of event organizers say in-person conferences are critical to their organization's success, and 80.4% say in-person events are their organization's most impactful marketing channel.

To make the most of this rapid growth, event marketers, planners, and organizers need a purpose-built event tech stack that enables them to run their best events across any format or use case.

Do you need a dozen tools that don't play nicely together and result in hours of manual labor before, during, and after your event? Or do you need an all-in-one event management platform that seamlessly ties into your existing martech stack?

Keep reading to learn more about an event tech stack, its benefits, and what to look for in an event software stack to optimize your event strategy.



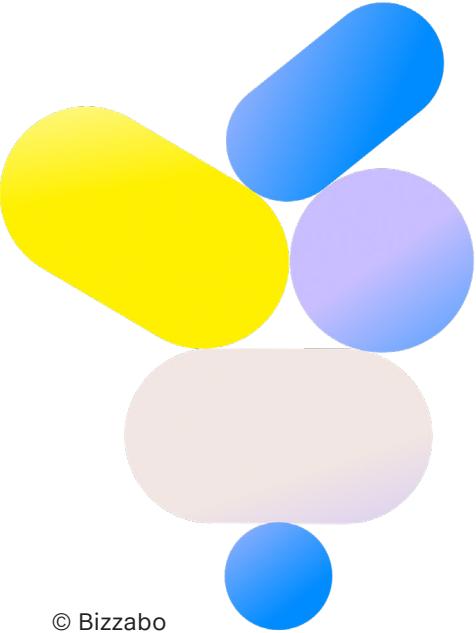


01

What is an event tech stack?

An [event tech stack](#) is a collection of tools designed to help event professionals plan, organize, produce, manage, and analyze events. Here are some of the examples of what your tech stack might include: .

- Event management software
- Event registration and ticketing software
- Onsite management and check-in software
- Smart event badges
- Mobile event app
- Event marketing software
- Event website builder
- Content management software
- Audience engagement software
- Event networking software
- Event success metrics and data visualization software
- Broadcasting/live streaming software
- Video production and virtual venue software
- Sponsor and exhibitor management software



Although some event professionals cobble together dozens of different event management solutions – and endure all the context switching, lack of integrations, and inefficiencies that come with them – others prefer to use an all-in-one event management solution alongside their martech stack to tackle event planning, execution, and measurement.



02

The benefits of a consolidated event tech stack

The most successful event organizers also look for a comprehensive solution that integrates seamlessly into the rest of their company's marketing and sales tech stacks. Sales teams run on solutions like Salesforce and SAP. Marketing teams use tools like HubSpot, Marketo, Google Analytics, and Trello.

No company will run its marketing or sales departments without software specifically designed to help them generate more leads, close more deals, and generate more revenue. The same idea holds for event professionals who need consolidated event tech to reach their full potential and communicate effectively with the revenue marketing team.

With an expected [event management software market size](#) of \$17.33 billion by 2030 (up from \$6.97 billion in 2022), according to Grand View Research, the industry is increasingly integrating emerging and consolidated technologies to enhance event experiences and ensure goals are met – if not exceeded.

Let's take a look at some of the benefits of embracing a consolidated event tech stack.

Streamline workflows

Putting on a successful event involves a lot of moving parts. You need to create a website, build email marketing workflows, facilitate event registration, and even [develop an event app](#), depending on the scale of your event. Beyond this, you also need to handle attendee check-ins, manage real-time surveys, and keep attendees engaged throughout the event.

Once the experience is over, you must analyze and use the collected data to optimize future events.

Without the right tools, juggling these tasks can be a monstrous undertaking. With a robust event tech stack, event marketers have all the tools they need to handle each responsibility. As a result, they can work through these tasks much faster, increasing productivity and reclaiming time they can use to focus on other essential areas.

Save time and work leaner

Rather than manually moving data from one system to the next, an integrated event tech stack enables systems to seamlessly speak to each other. As a result, event marketers can automate tedious, repetitive processes and avoid data-entry errors.

Consider the time suck of using multiple tools to run a single webinar. For example, let's say you're [running a webinar](#) and have one solution for streaming, another for engagement, and another for your event website. On the day of your event, you'll have to dedicate multiple people to managing support requests across multiple software platforms. If things break or you don't have enough people on staff, your webinar attendees could suffer.

With an [all-in-one solution](#), you have one support team and one knowledge base to go to about any challenges or needs before, during, and after the event.

Leverage data for better decision-making

With an integrated tech stack, all critical event data stays in one place, including registration information, check-ins, [survey responses](#) that indicate which sessions and tracks were the best, and more.

Not only does this help event professionals quickly gather insights and draw conclusions after an event, but it also enables them to leverage data in real time to make in-the-moment adjustments as events progress.

Rather than letting gut instincts drive decision-making, event teams can use data to iterate and adjust confidently.

Save money

We all know that time is money. Consider the amount of money you'll save when adding all-in-one software to your tech stack – versus having to mash up a handful of event tech solutions and pay for multiple tools, services, and features. Can you imagine negotiating all of those contracts, renewals, and relationships?

It's also easier to sell consolidated event tech software to your CFO because they can see a clear, concise breakdown of a single software solution's pricing versus separate quotes for a [website builder](#), an agenda builder, a streaming platform, an analytics solution, and more.

Improve data security and compliance



With an integrated tech stack, sensitive customer data becomes more secure. By eliminating the manual data entry required when you use disparate systems to run your events, you reduce the amount of data floating around, which creates a tighter and [more secure data pipeline](#).

At a time in which data breaches are becoming prohibitively expensive by the year – according to IBM's 2023 [Cost of a Data Breach Report](#), the average breach costs \$4.45 million, a 15% increase over three years – organizations need to do everything they can to ensure their data is secure.

Innovate with cutting-edge technology

A vital aspect of an advanced event tech stack is the integration of innovative technologies that elevate the attendee experience. In fact, 62.9% of attendees say they expect in-person conferences to use modern technology like wearable event tech, according to the [State of in-person B2B conferences report](#).

[Smart event badges](#), for example, are a novel tool in event tech, enhancing attendee engagement through interactive features. Smart wearables streamline the check-in process and facilitate seamless networking by enabling attendees to exchange contact information with a simple click. They also provide valuable attendee behavioral data for more thoughtful decision-making and give sponsors and exhibitors powerful lead-capture opportunities.

By integrating such technologies, you can offer a more immersive, efficient, and memorable experience, setting your events apart in a highly competitive industry.

Increase attendee engagement and satisfaction

An integrated event tech stack makes engaging attendees, speakers, and sponsors easier for the duration of an event:

Before

Use technology to nurture registrants via email by sharing important event-related information with them. Event tech can also offer registrants personalized event track information and the option to register for sessions ahead of time.

During

Poll attendees, run Q&As, offer networking opportunities, and more during the event. Engagement tools allow participants to enjoy custom chat channels, ask questions, react to speakers, set up one-on-one meetings, and more.

After

Engage participants with post-event surveys to determine what they liked best and least and what you can do to improve next time.

Plus, the right event tech stack will enable attendees to access on-demand recordings to keep the experience going long after the fact. Add it all up, and an end-to-end event technology solution can significantly increase engagement across your event ecosystem.

Champion diversity, equity, and inclusion

With a comprehensive event tech stack, you can bring your corporate social responsibility policy to life and ensure [diversity, equity, and inclusion](#) (DE&I) are at the forefront of your event strategy. The right tech enables attendees to set name pronunciations or pronouns for inclusivity. You can also create an event website that embraces accessibility and usability standards and uses inclusive imagery.

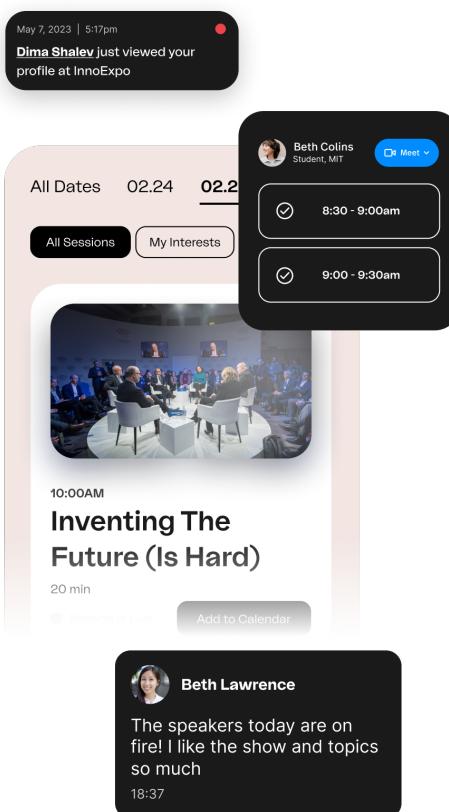
Additionally, event software lets you package all your sessions with closed captioning, sign-language interpretation, and other accessibility features. Plus, the ability to execute in-person events with a virtual audience means you're reaching folks of all socioeconomic backgrounds and abilities worldwide. Event tech ensures you can connect with the broadest, most diverse, and most inclusive audience possible.

Ensure your event strategy is future-proof

If we learned anything during the COVID-19 pandemic, it's that the industry can be upended at any second. Event tech helps organizers future-proof their strategies by ensuring an in-person event can go virtual, a virtual event can go in-person, and all events can be hybrid – no matter the topic or timeline.

Whether the events industry is forced to pivot due to another pandemic in the future – or some would-be event attendees prefer to experience the event from the comfort of their own homes – networking experiences can be facilitated virtually. A comprehensive event management solution will support digital networking with a mobile app and [software features](#) like breakout rooms, chat channels, and virtual event venues. Put it all together, and the right event tech stack can future-proof your organization's event strategy.

As you can see, the benefits of event technology speak for themselves. Event tech is no longer a nice-to-have; it's a must-have. That said, you can't just snap your fingers, decide to [invest in event technology](#), and expect great results. Let's explore what to look for in the ideal, consolidated event tech stack.



03

What your event tech stack needs to be successful

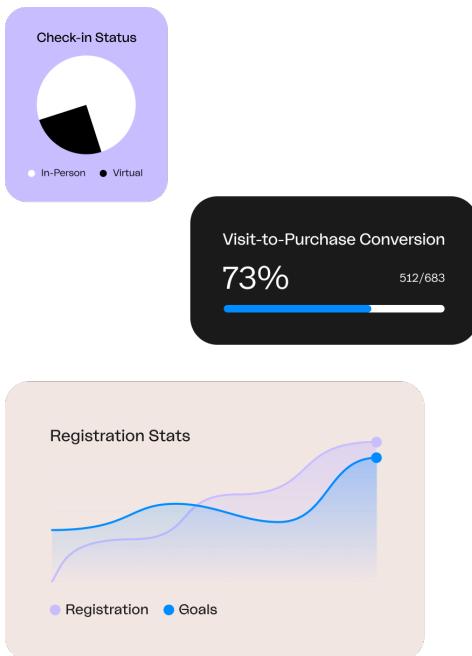
Events are complex ecosystems, requiring meticulous planning, execution, and analysis to ensure success.

According to *The state of in-person B2B conferences* report, the vast majority of organizers acknowledge the significant impact of event software on overall success. From the initial stages of building a website and registering attendees to the crucial moments of engaging them during the event, every step demands careful attention.

During the event, the focus shifts to delivering memorable experiences and ensuring sponsors receive their due ROI. [After the event](#), the journey continues with analyzing data to refine future strategies, nurturing leads, and maintaining the momentum of the event's success.

To navigate this multifaceted landscape effectively, a consolidated event tech stack is indispensable. It's not just about ticking off tasks; it's about seamlessly integrating various technologies to create a cohesive and successful event experience.

But if you're like most event organizers, you're probably still using a dozen disparate pieces of software cobbled together to handle every aspect of your event. That's why we're inviting you to consider a world



in which the following software is conveniently consolidated into an end-to-end, purpose-built operating system so you only have to go to one place to do absolutely everything:

1. Event management tools

The cornerstone of any event tech stack, this software centralizes the management of attendees, sponsors, and speakers. Its all-in-one approach streamlines setup, simplifies analytics, and is adaptable to various event formats, including in-person, virtual, and hybrid. Look for features like an intuitive user interface (UI), robust analytics, and a scalable design.

The right software should offer self-service portals for all participants, ensuring a seamless experience and empowering users with dashboard control, automated task reminders, and modern, customizable design. It's crucial for maintaining organization and efficiency as events evolve.

2. Event registration and ticketing tools

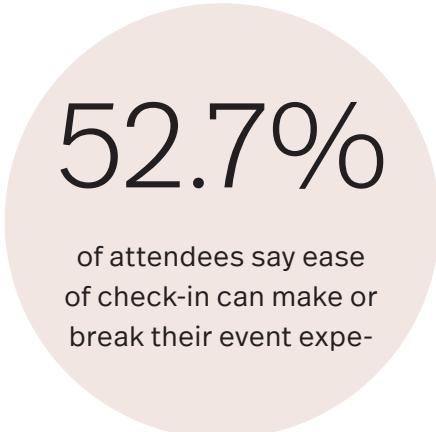
This software is essential for optimizing the event registration process. It should offer customizable, multi-tier ticketing and [personalized registration paths](#) to enhance user experience and increase conversions. Key features include dynamic data collection, segmentation capabilities, and real-time analytics.

The software should simplify workflows, maintain consistent branding, and provide alerts for incomplete registrations. Advanced software can handle various attendee segments and support promotional codes, contributing to improved pre-event experiences and increased revenue potential.

3. Onsite management and check-in tools

Essential for day-of-event operations, this software ensures a seamless check-in process, reducing long lines and wait times. Features often include [real-time attendee tracking](#), instant badge printing, and session attendance management.

This software is crucial for creating a positive initial experience for attendees and setting the tone for the event. Consider looking for a software vendor who offers DIY and full-service onsite packages.



52.7%

of attendees say ease of check-in can make or break their event expe-

4. Smart event badges

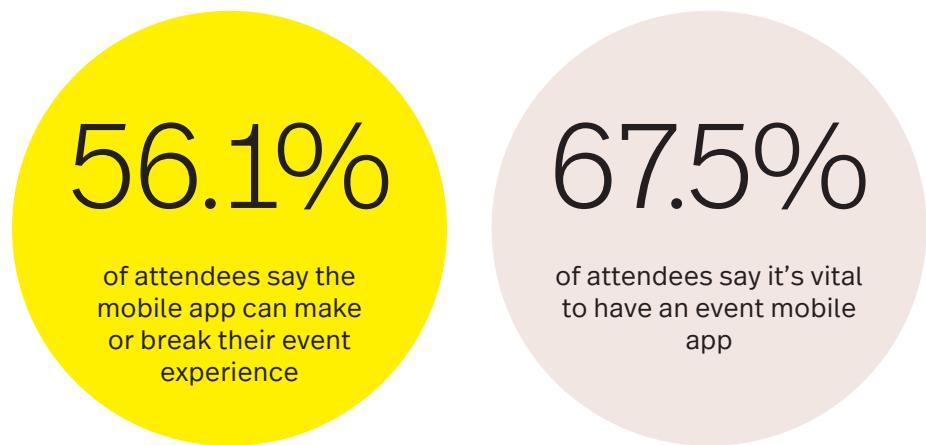
[Smart badges](#) revolutionize networking and data collection at events. They should enable touchless information exchange and integrate with lead retrieval systems to make measuring ROI easier for sponsors and exhibitors.

Features like gamification, behavior analytics, and customizable branding make them a valuable tool for organizers and attendees, offering a unique and interactive experience.

5. Mobile event app

A mobile app is a [digital hub for your event](#), offering schedules, speaker bios, venue maps, and networking features. It can push real-time updates and notifications, host live polls and Q&As, and provide a platform for attendees to interact and engage with the content and each other. An app is a powerful tool for enhancing the attendee experience and gathering feedback.

Features should include personalization, tailored notifications, and support for various devices. An effective app enhances attendee engagement and helps sponsors achieve their objectives, making it a critical component of your event tech stack.



6. Event marketing software and automation tools

These tools [automate key marketing tasks](#), such as sending targeted emails, managing social media campaigns, and tracking engagement. They enable personalized communication with attendees and prospects, contributing to higher engagement rates and more effective event promotion.



Expect features like an integrated email editor with automation, email deliverability and open rate stats, third-party integrations, personalization, and more.

PRO TIP:

If your organization is like most, you use Salesforce or HubSpot as a CRM. As you search for consolidated event management software, look for a solution that integrates with your existing CRM.

7. Event website builder

An impactful event website is your first opportunity to engage potential attendees. The ideal software should enable you to create websites that are not only visually appealing but also functional, with clear navigation and detailed information about the agenda, speakers, and sponsors.

Look for a tool with a user-friendly web editor, customizable templates, and mobile-responsive design. Integrated email marketing, personalized attendee journeys, and SEO capabilities are also essential.

8. Content management tools

Efficient content management is crucial for streamlining event planning. Features include intuitive design, speaker portals, and automated task management.

The ability to manage abstract submissions and repurpose content modules helps save time and resources. This software is key for organizing content effectively, ensuring it's timely, relevant, and engaging for attendees.

9. Audience engagement tools

Engaged attendees are more likely to have a positive view of your event. Software facilitating real-time polls, chat, and social sharing can significantly [enhance the attendee experience](#).

Features should include customizable polls, automated surveys, and

The image consists of three distinct interactive components. At the top left is a 'Rate Your Session' interface with a five-star rating scale, a large input field, and two yellow smiley-face buttons labeled 'Cancel' and 'Submit'. To the right is a black button with the text 'Take Poll →'. Below these are several floating icons: a yellow smiley face, a pink heart, a yellow thumbs-up, another pink heart, and a yellow thumbs-up. At the bottom is a testimonial card featuring a profile picture of a person named David Blume, a quote 'I love the venue, and the product is outstanding.', and a timestamp '4:34 pm'.

intuitive chat channels. Mobile app integration and real-time reaction capabilities mirror the in-person experience and foster a sense of community.

10. Event networking tools

With AI-assisted matchmaking and versatile communication tools, event networking software is crucial for enhancing event connections. It facilitates planned and spontaneous interactions via 1:1 messaging and virtual spaces.

Integrated with mobile apps, networking software enables attendees to network effortlessly, manage meetings, and engage in on-the-go discussions, enriching the overall event experience.

11. Event success metrics and data visualization tools

Understanding what works and what doesn't is crucial for event improvement. Reporting and analytics software should provide real-time metrics, detailed reports, and industry benchmarks.

Look for customizable reports, granular segmentation, and integrations that offer [insights into ROI](#) and attendee engagement.

12. Broadcasting/live streaming tools

Live streaming software continues to be essential for executing webinars and hybrid events and extending the reach of your in-person event. This software lets you broadcast your event to a global audience, increasing accessibility and engagement. Features often include multi-platform streaming, high-definition video, and interactive elements like live chats.

13. Video production and virtual venue tools

High-quality video production is vital for engaging modern attendees, especially in virtual and hybrid events. The software should offer live and on-demand streaming with high-quality visuals and zero latency.

Features like virtual green rooms, customizable branding, and support for multiple speakers are essential. This software is key for delivering a professional, TV-like experience that keeps attendees engaged.

A well-designed virtual venue is essential for engaging attendees in online settings. The software should offer a modern UI, easy navigation, and scalable design to accommodate large audiences. Features like agenda alerts, integrated engagement tools, and attendee-driven content are crucial for a successful virtual event.



14. Sponsor and exhibitor management tools

Event organizers need sponsor and exhibitor management software to streamline the process of managing sponsorships and exhibitor relationships effectively. This software typically offers features like powerful branding opportunities, advanced lead capture mechanisms, and efficient management of sponsor and exhibitor data at scale.

Key functionalities include tools for easy lead retrieval, systems to drive attendee traffic to booths, CRM integrations for lead tracking, and lead scoring and categorizing. These features are essential for [maximizing ROI for sponsors](#), organizers, and attendees.

Don't forget about security, compliance, and support!

Additionally, it goes without saying that each of your event software vendors should feature the highest level of security, compliance, and support.

Expect your software partners to serve as data processors (not controllers), ensure enterprise-grade infrastructure, offer role-based access control, and meet international security and privacy requirements. Your software vendors should also offer thorough onboarding, a dedicated customer success manager, and multiple channels for instant support.



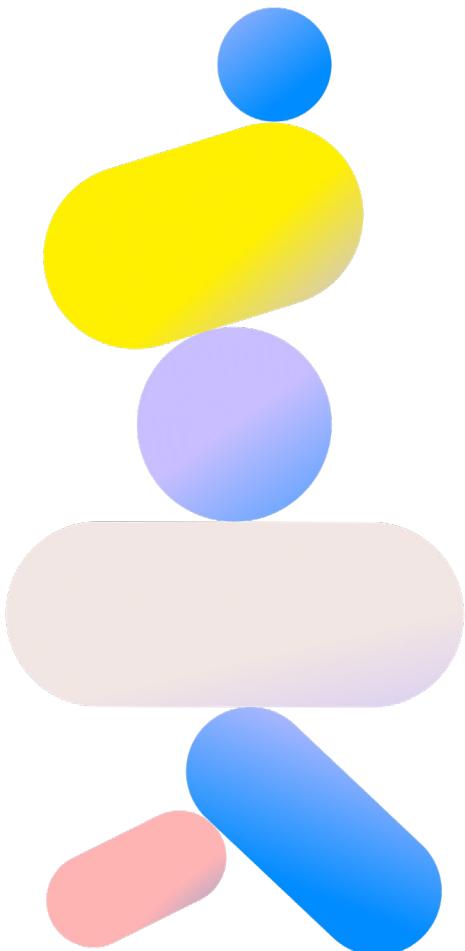
PRO TIP:

A data controller determines the purpose of personal data and how it should be processed. A data processor carries out the determination of the controller.

Most importantly, with a disparate collection of event software solutions, it is imperative to ensure that each vendor integrates with and cooperates with the others and has consistent security and compliance standards. Be sure to get this confirmation upfront if you're not using an all-in-one solution, or you could place your event strategy and success in a compromising position.

04

Maximize your event tech stack with integrations



Whatever your stack looks like, you must ensure the tools you use integrate seamlessly. That way, data can flow smoothly from one system to the next, shattering data silos while eliminating tedious data-entry tasks — and the inevitable errors that come with them.

As you begin putting together your event tech stack, it's essential to think about the mission-critical tools your team relies on daily. If you truly want to unlock the full potential of your event tech stack, you'll need to make sure it integrates with tools in your existing environment, including the following:

- **Marketing automation and CRM platforms:**
These include Salesforce, HubSpot, Marketo, Mailchimp, Pardot, and Eloqua.
- **Communication and social media:**
By connecting your event tech stack to tools like Slack, Instagram, LinkedIn, and Facebook, you can consolidate essential data and analytics in one place.

- **Analytics and advertising tools:**

Integrations with tools like GA4 and Google Tag Manager can help you learn more about the effectiveness of your campaigns and drive data-driven and data-informed decision-making.

- **Workflow automation tools:**

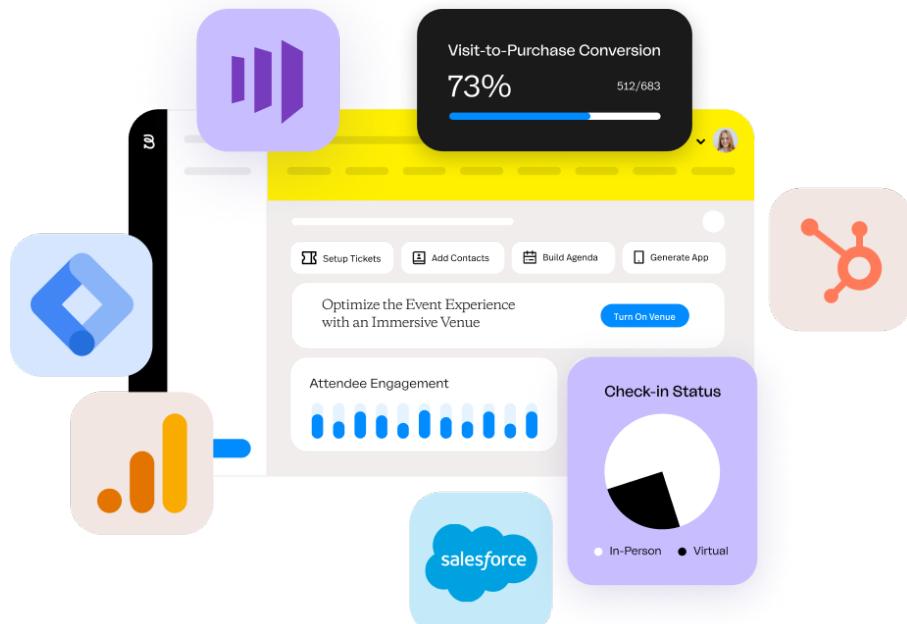
Making the most of your tech stack requires automating as many repetitive workflows as possible. This is where integrations with tools like [Zapier](#) and IFTTT can be particularly helpful

In addition to looking for native integrations for these standard tools, you should also search for an all-in-one event management solution that offers an open API and app market. That way, developers can build custom integrations and tailor-made apps as they see fit, extending your investment in event technology by providing limitless access to invaluable event data.



PRO TIP:

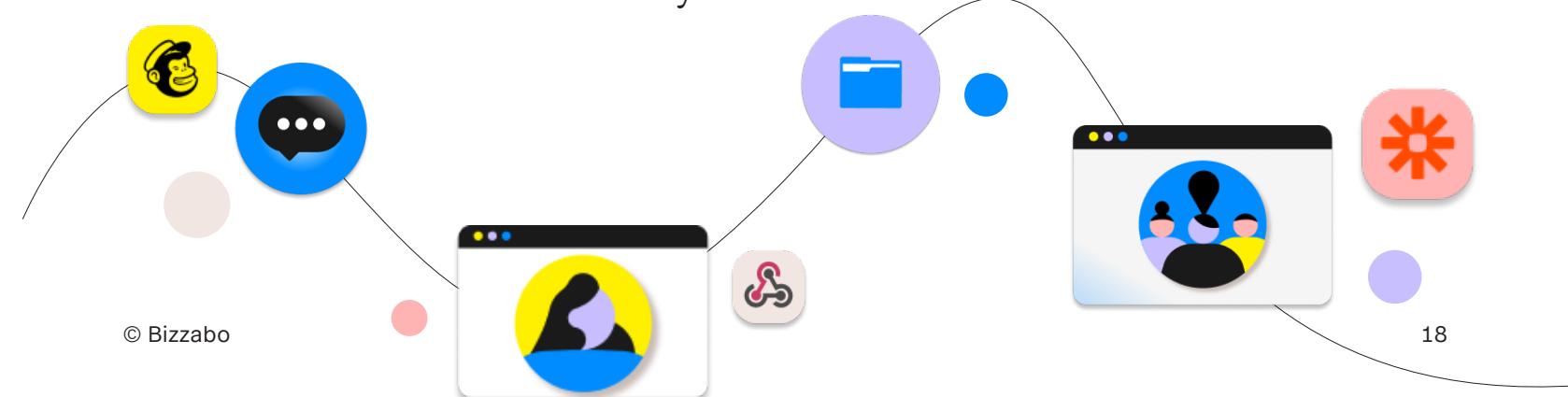
Don't settle for an event tech partner who doesn't listen to your feedback on integrations and apps. You need software that hears your demands and delivers what you need to be successful.



05

How to overcome challenges when consolidating your event tech stack

Consolidating your event tech stack can be daunting, but the benefits outweigh the initial challenges. It's important to remember that many organizers are on the same path, with many planning to change their event management software within the next year.



Data integration and compatibility

Challenge: Integrating disparate systems and ensuring data compatibility can be a major hurdle.

Solution: Employ robust data migration tools and seek vendor support. This results in a unified system, offering comprehensive data analysis and a more efficient workflow.

User adoption and training

Challenge: Resistance to change and the training required for new software can slow the transition.

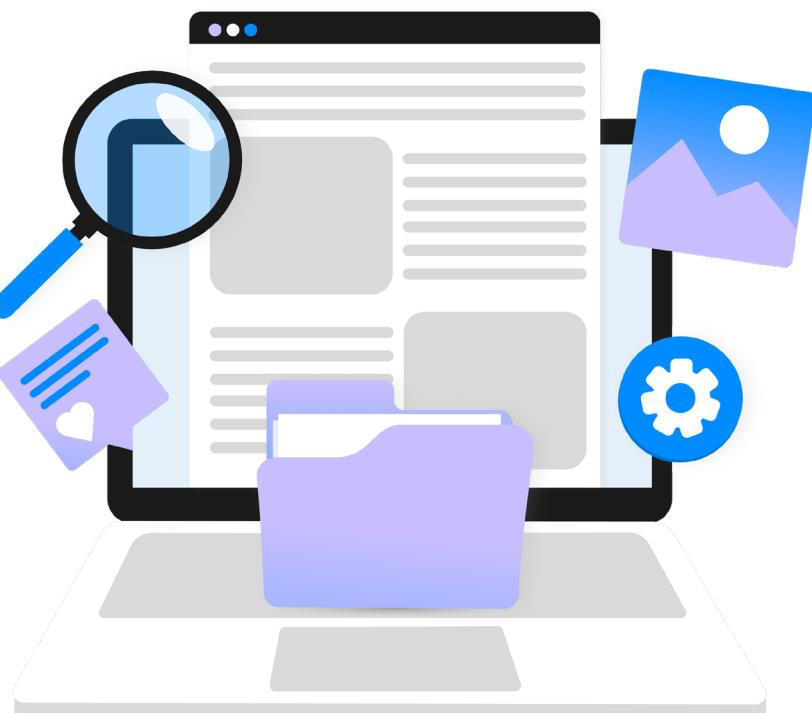
Solution: Implement a structured training program to emphasize long-term efficiency gains. This approach will enhance team skills and streamline event management processes, saving time and resources.

Cost-benefit analysis

Challenge: Evaluating the cost-effectiveness of a new, consolidated system can be challenging.

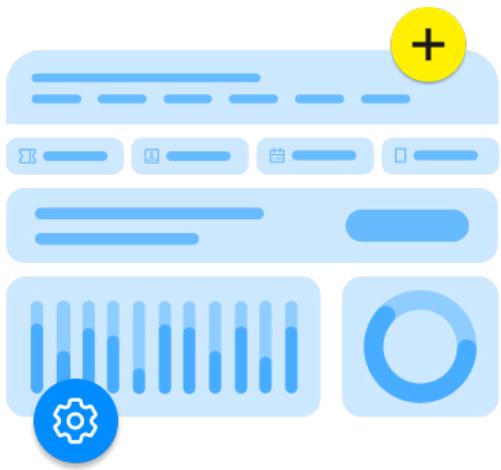
Solution: Focus on the long-term ROI and consider factors such as improved data insights, higher attendee satisfaction, and streamlined operations. Consolidated tech stacks often lead to cost savings and higher event success rates in the long run.

By addressing these challenges head-on and focusing on the strategic advantages, consolidating your event tech stack can lead to more successful, data-driven, and attendee-centric events.



06

Build better events with the ultimate event tech stack: Bizzabo's Event Experience OS

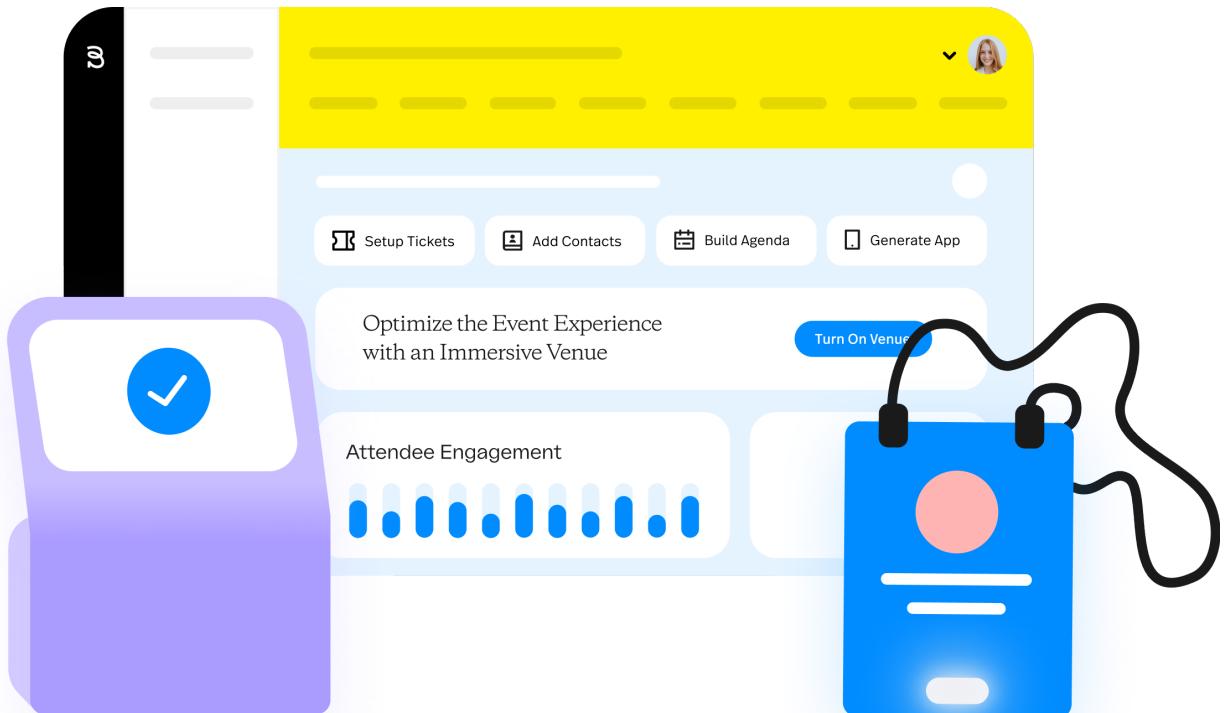


Are you among the 67.4% of organizers who said they have [changed or plan to change their event management software](#) vendor within the next year? When you use dozens of different solutions to pull off a single event, the result is often a lot of manual, time-consuming tasks, human error, data loss, and other preventable challenges.

The good news? Bizzabo offers an all-in-one, end-to-end event management solution that includes every feature you need to execute events that matter. Our [Event Experience Operating System](#) integrates seamlessly with the rest of your martech stack and is purpose-built to guide event professionals through the event planning process.

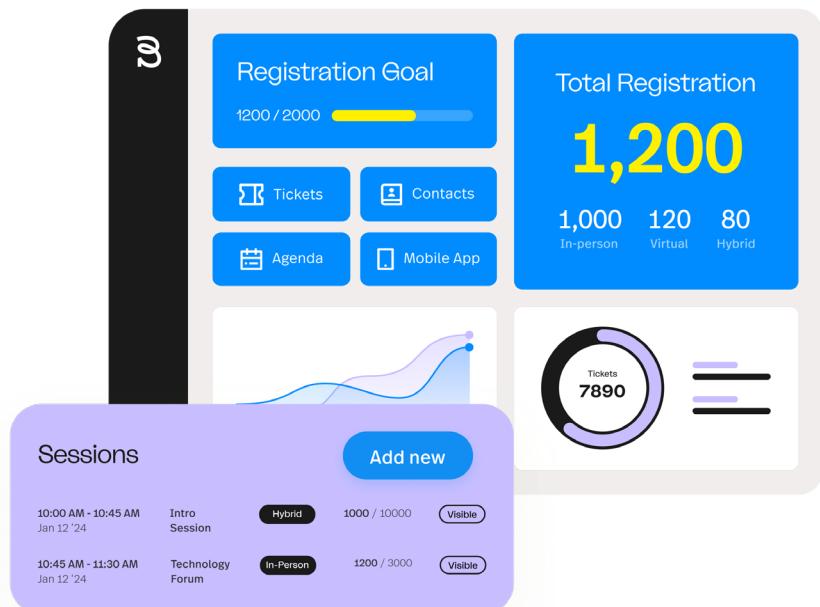
When you choose Bizzabo, you gain access to the following suite of solutions:

- **Event management tools:** Centralized [Command Center](#) for streamlined event organization, cross-event insights, simplified integrations, responsive workflow automation, content monetization options, and a comprehensive speaker portal with VIP treatment
- **Event registration and ticketing tools:** Flexible private and public options, paid and free events, dynamic registration flows, campaign tracking, Ticket Boost referral incentives, and tools for ROI assessment and Hot Lead capture through [incomplete registration data](#)
- **Onsite management and check-in tools:** Self-check-in portal, kiosk setup, badge customization, Klik SmartBadge™ for contactless entry, lead booster, professional [onsite technical support](#), and the unique Bizzabox kit for a do-it-yourself check-in setup
- **Smart event badges:** Touchless information/contact exchange, real-time data syncing, gamification features, [advanced attendee behavior analytics](#), lead retrieval system integrations, light indicators, customized branding, payment integration, secure data encryption



- **Mobile event app:** Customizable [private-label option](#), networking tools, interactive session content, personalized agendas, tailored notifications, community browsing, messaging, sponsor and exhibitor ROI, and lead generation features

- **Event marketing tools:** [Email automation tools](#), private label email domain, customizable registration flows, UTM links and promo codes for attribution and tracking, custom font matching, smart SEO optimization, and more
- **Event website builder:** Drag-and-drop web editor, private-label domain, customizable templates and branding, reusable widgets, sponsor visibility, mobile-responsive design, role-based permissions, UTM tracking, easy event cloning, built-in social sharing
- **Content management tools:** Multi-track [agenda builder](#) and editor with tags and filters, session registration management, on-demand content, personalized content, and a speaker portal
- **Audience engagement tools:** Branded mobile app, agenda personalization, scheduled meetings, [interactive Q&A and polls](#), chat channels, SmartBadge™ for instant connections, post-event follow-up communications
- **Event networking tools:** 1:1 messaging, community search and navigation, community group management, 1:1 real-time and scheduled meetings, [AI-assisted matchmaking](#), and one-click SmartBadge contact exchange
- **Event success metrics and data visualization tools:** Comprehensive [data insights](#) (e.g., check-ins, session attendance, ratings, and app usage), centralized dashboard with custom reports, real-time updates, and open API with integrations (e.g., Marketo and Salesforce)



- **Broadcasting/live streaming tools:** Pre-recorded video streaming, breakout rooms, engagement and networking features, video-on-demand, and enhanced production capabilities

- **Video production and virtual venue tools:** [Ultimate Video Production Suite](#) for studio-quality virtual events, breakout rooms, Simulive, live attendee participation, polling and Q&A, and comprehensive analytics
- **Sponsor and exhibitor management tools:** Advanced tools for branding and lead capture, seamless Klik SmartBadge™ integration for [one-tap lead retrieval](#), dashboard and CRM integration, and in-app lead scoring and categorization for effective follow-up
- **Integrations, apps, and security:** Zapier and Slack integrations, single sign-on, role-based permissions, access to an open API, and advanced [direct integrations](#) with tools like Salesforce, HubSpot, Marketo, Pardot, and Eloqua

Create Sponsor

Add another Save

Sponsor Logo Information

Sponsor Name Booth

Website Booth

Sponsor Level Level

Invited

Moderators Speakers

John Clarkson Clark Wilson

Jeremy Adam Luke Smith

Anthony Carrey

Save & Send New Invites

Speaker Public Profile

Speaker ID

Dean Newman
Company Vice President

LinkedIn Twitter

Website Blog

Speaker Bio

An enthusiastic, self-motivated, reliable, responsible and hard working person. A mature team worker and adaptable to all challenging situations. Able to work well both in a team environment as well as using own initiative. Able to work well under pressure and adhere to strict deadlines.

In addition to a feature-packed platform that gives you everything you need to continuously optimize your event strategy, Bizzabo also offers the following:

Efficient onboarding

Recognized on G2 for “Fastest Implementation,” Bizzabo delivers synchronous and asynchronous training covering essentials like event setup, registration flows, email campaigns, and analytics.

Comprehensive support services

Bizzabo’s Customer Care Team offers multiple channels for support, including email, chat, and phone. Plus, gain access to extensive self-serve articles and on-demand tutorials in BizzaKnowledge.

Top-notch guidance

Your Customer Success Manager (CSM) provides both pre- and post-event support, helping with event setup, strategy guidance, and post-event reviews to ensure a seamless and successful event experience.

Annual or quarterly business reviews

Cover event success metrics, business goals, and opportunities for improved and expanded event success

07

Consolidating event software with Bizzabo: Customer stories

If you're still on the fence about consolidating your event software into a single solution, check out these customer stories and how consolidation made all the difference.

In-person

In-person

Virtual

Hybrid

All Dates 02.24 02.25 02.26

All Sessions Favorites Registered

Limited

May 7, Sunday 9:15am-9:45am

Hands on: Experiential Workshop

Mike Miller CEO @ TechConf, Moderator

Favorite Save a seat

Ask a Speaker

Job Title Distribution (Attendees)

Manager

Director

CEO

SVP/EVP/VP

Consultant

Investor/VC

This month compared to Goals

02 Aug 09 Aug 16 Aug 23 Aug 30 Aug

Registration Goals

My Events

Innovations Annual Event

Tech Con Worldwide 24

Creating a foundation for success: The Piano case study

Piano, a software development company providing activation and analytics platforms, needed a unified solution to manage in-person and virtual events.

The challenge

Piano's marketing team had been using multiple leading event tech solutions to power its events and focused mainly on virtual. The need for a comprehensive platform became evident as they planned their in-person conference, Piano Academy Live.

The solution

Piano chose Bizzabo for its ability to consolidate various event management aspects into one platform. This choice was driven by the need for a system that could handle sophisticated event orchestration, including registration, talk tracks, logistics, and a mobile app.

The results

Here are some of the outcomes of Piano choosing to consolidate its tech stack with Bizzabo:

- The use of Bizzabo's website builder and private-label mobile app enabled personalized and flexible event experiences.
- Bizzabo simplified event management, ensuring smooth organization, registration, and communication processes.
- Investing in Bizzabox, Bizzabo's turnkey check-in solution, enhanced the attendee experience.
- The mobile app allowed for targeted attendee notifications and updates.
- Localization capabilities helped in catering to a diverse audience, including Japanese customers.
- Bizzabo's responsiveness and integration with tools like Salesforce and Slack provided operational security and efficiency.



“We were impressed. Bizzabo had everything we needed — registration, the ability to orchestrate sophisticated events with different talk tracks, badges, logistics, and even an app — all in one platform. We needed a partner to help us scale and grow as a company, and Bizzabo checks those boxes.”

Alexis Fillon, Senior Growth Marketing Manager, Piano

The success metrics

310
in-person attendees in 2022

400
registrants for first Bizzabo-powered webinar

61%
registrant-to-attendee conversion rate

7
weeks early sell-out for 2023 annual in-person conference (800 registrants)

25%
conversion rate (from site visit to registration)

Read the Piano Case Study



Streamlining event management:

The Vidionix success story

Vidionix, a specialized video production and strategy agency, faced challenges in managing large, multi-track conferences for its diverse client base. This base demanded a flexible, scalable, and easy-to-use event management solution.

The challenge

Vidionix's primary hurdle was the fragmented nature of its event tech stack. The agency juggled multiple software solutions, each with limitations. This fragmentation led to clients expressing frustration, negatively impacting the quality of Vidionix's services.

The solution

Vidionix turned to Bizzabo for an all-in-one suite of tools, including no-code event software, powerful integrations, deep analytics, and a pricing model suited for agencies. Bizzabo's platform allowed Vidionix to consolidate its event management tools into a cohesive system.

Email is a vital part of event marketing, so you'll want an email builder that is intuitive, is versatile and reflects your brand and the event's theme. To see what the platform is capable of, ask to see [event email marketing examples](#) during your demo.

The results

Here are some of the outcomes of Vidionix's choice to consolidate its tech stack with Bizzabo:

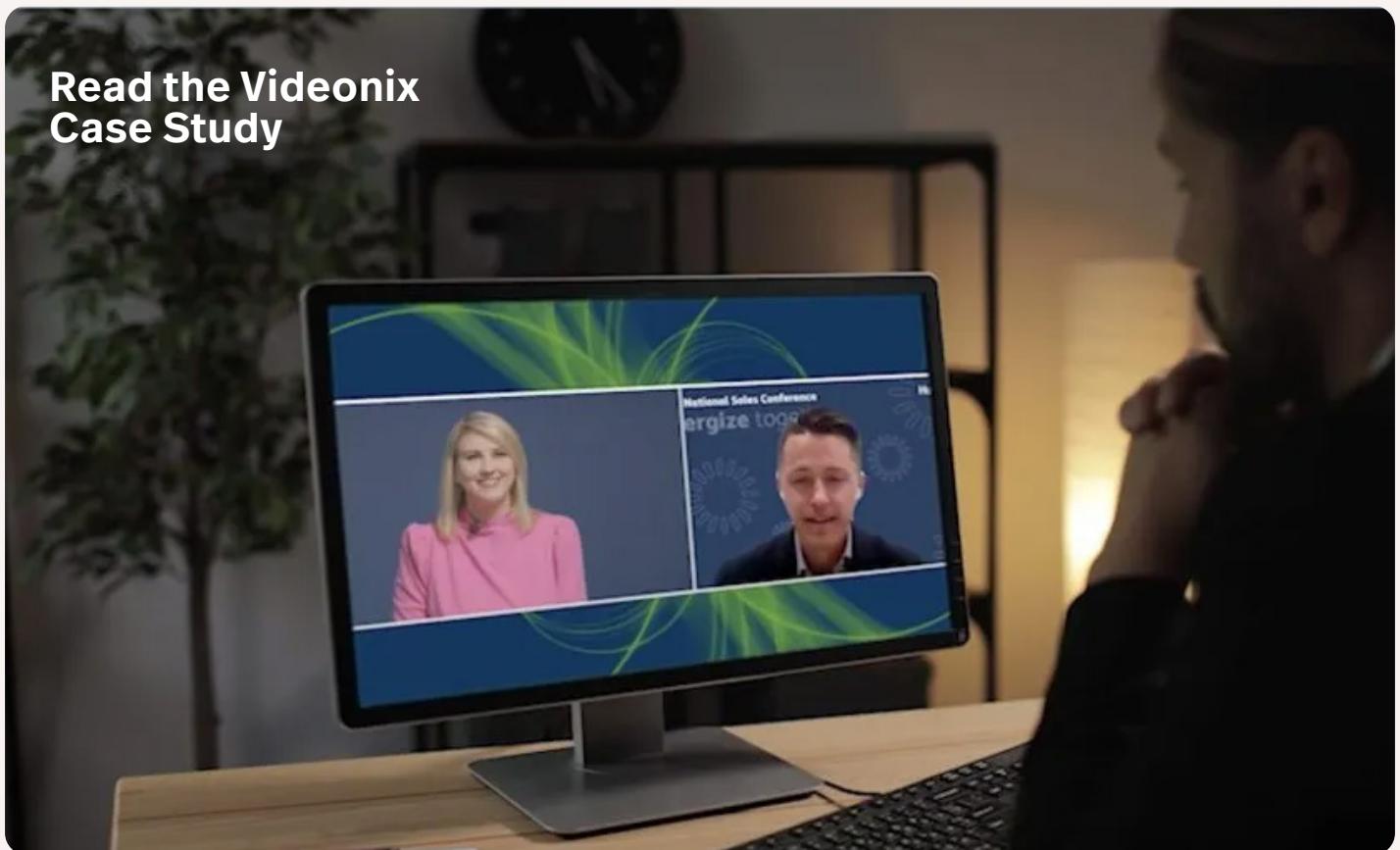
- A single software partner ensured a consistent experience for clients and attendees, crucial for Vidionix's reputation and client satisfaction.
- Bizzabo's robust analytics dashboards allowed Vidionix and its clients to gather vital data, supporting informed decision-making.
- The consolidation enabled Vidionix to increase billing while saving client costs, demonstrating the financial efficacy of an integrated event management system.
- Bizzabo's user-friendly interface enabled Vidionix to quickly set up and modify events without needing technical expertise.



“We wanted the easiest platform to use. We’re not coders. Our customers aren’t coders. Although many (EMS platforms we evaluated) did a lot of different things well, only Bizzabo did almost all of them.”

Dominick Fitzgerald, Director, Virtual & Hybrid, Vidionix

Read the Videonix Case Study



Ready to see how Bizzabo gives you all the tools you need in your event tech stack — all in one place?

Eager to make the switch? Increase team productivity and efficiency, drive ROI, and boost your bottom line

[Request a Demo](#)

Bizzabo

