

# **Whova: Competitive Analysis**

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## **Introduction**

For Whova to continue to thrive as a leading event management platform, it is important to know about its competitors and what they do best, where they fall short, and how they assist event planners. By understanding both the strengths and weaknesses of these platforms, Whova can place itself in its rightful position in the market, refining its features and methodology to offer unmatched value and become an essential tool for event planners in all areas.

This report provides a comparative analysis of Whova and its competitors: vFairs, EventX, Eventtia, and Airmeet. All of these five platforms overlap but differ in capabilities in the events management market. They each have their approach towards engaging attendees, event management, and technology integration, offering valuable insight regarding how Whova can further innovate and lead the market. I will go over the platforms and their descriptions, target audiences, key features, and cost. After the overview is a strengths and weaknesses chart between Whova and its competitors, showing what each one is doing well and where they fall short.

## Overview of Platforms

Platform	Description	Target Audience	Key Features	Cost
<a href="#">Whova</a>	All in one event management platform for in person, virtual, and hybrid events, helping planners manage logistics, engage attendees, and track performance.	<ul style="list-style-type: none"> <li>• Corporate event planners</li> <li>• Educational institutions</li> <li>• Nonprofits</li> <li>• Event marketing agencies</li> <li>• Nasa, Lego, Ikea</li> </ul>	<ul style="list-style-type: none"> <li>• Event Management</li> <li>• Attendee Engagement</li> <li>• Sponsor Promotion</li> <li>• Analytics</li> <li>• Marketing Tool</li> </ul>	Pricing is not publicly listed. Organizers must request a quote based on event size and features.
<a href="#">vFAIRS</a>	Comprehensive platform specializing in virtual, hybrid, and in-person events, with a focus on 3D environments and interactive experiences.	<ul style="list-style-type: none"> <li>• Corporate event planners</li> <li>• Educational institutions</li> <li>• Nonprofits</li> <li>• Event marketing agencies</li> <li>• Amazon, Microsoft, T-Mobile</li> </ul>	<ul style="list-style-type: none"> <li>• 3D virtual environments</li> <li>• Interactive booths</li> <li>• Webinars</li> <li>• Networking lounges</li> <li>• Mobile app</li> <li>• Analysis and analytics available</li> </ul>	Pricing is customized per event. Organizers need to contact vFairs for a quote.
<a href="#">EventX</a>	AI powered event management and marketing platform supporting in-person, online, and hybrid events.	<ul style="list-style-type: none"> <li>• Corporate event planners</li> <li>• Educational institutions</li> <li>• Nonprofits</li> <li>• Event marketing agencies</li> <li>• Post-Quantum Blockchain Day, UTECH Southeast Asia, WordCamp Asia</li> </ul>	<ul style="list-style-type: none"> <li>• AI-powered tools to identify and target attendees and sponsors</li> <li>• Real-time interactions during events</li> <li>• Comprehensive system with streamlined processes and easy access</li> <li>• Analysis and analytics available</li> </ul>	<ul style="list-style-type: none"> <li>• Free: 100 Attendees, Single user</li> <li>• Essentials is \$99 Monthly: 500 attendees, 3 users</li> <li>• Premium is \$199 Monthly: 1,000 attendees and 10 users</li> <li>• Enterprise is Custom Pricing: Unlimited Attendees and Unlimited users</li> </ul>

<a href="#">Eventtia</a>	Event management platform designed to streamline event planning, execution, and analytics for in-person, virtual, and hybrid events.	<ul style="list-style-type: none"> <li>• Corporate event planners</li> <li>• Educational institutions</li> <li>• Nonprofits</li> <li>• Event marketing agencies</li> <li>• Coca-Cola, FedEx, Nike, Amazon, BBVA, Nissan</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive platform</li> <li>• Design and send targeted email campaigns with custom templates</li> <li>• SMS campaigns for attendees</li> <li>• Live polls and gamification features like leaderboards to promote participation</li> <li>• Analysis and analytics available</li> </ul>	<ul style="list-style-type: none"> <li>• Essential is \$1,500 Yearly: 100 attendees and unlimited events.</li> <li>• Premium is \$2,250 Yearly: 100 attendees and unlimited events.</li> <li>• Networking is \$1,600 Yearly: 100 attendees and unlimited events.</li> </ul>
<a href="#">Airmeet</a>	Virtual and hybrid event platform focused on delivering engaging online experiences through networking and interaction tools.	<ul style="list-style-type: none"> <li>• Corporate event planners</li> <li>• Educational institutions</li> <li>• Nonprofits</li> <li>• Event marketing agencies</li> <li>• ADPList, Nagarro, datacamp, agorapulse</li> </ul>	<ul style="list-style-type: none"> <li>• Virtual Social Lounge for attendees to join tables for group discussions</li> <li>• Real-time polls</li> <li>• Raise hand and emoji features for interaction</li> <li>• Analytics of meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Free plan</li> <li>• Starter is \$199 Monthly: 2 Users</li> <li>• Professional \$18,000 Yearly</li> <li>• Enterprise: Custom Pricing</li> </ul>

Feature Comparison Table

Feature/Capability	Whova	vFairs	EventX	Eventtia	Airmeet
Event Agenda Customization	✓	✓	✓	✓	✓
Attendee Networking	✓	✓	✓	✓	✓
Sponsor Management	✓	✓	✓	✓	✓ (Limited)
3D Virtual Environments	✗	✓	✗	✗	✗
AI-Powered Features	✗	✗	✓	✗	✗
Gamification Tools	✓	✓	✓	✓	✓
Full-Featured Mobile App	✓	✓	✗	✗	✓
Analytics & Reporting	✓	✓	✓	✓	✓
Pricing Tier (Low/Med/High)	✗	✗	✓	✓	✓
Support Availability	✓	✓	✓	✓	✓

## Strength and Weaknesses

Platform	Strengths	Weaknesses
<b>Whova</b>	<ul style="list-style-type: none"> <li>• Comprehensive platform for in-person, hybrid, and virtual events</li> <li>• Strong attendee engagement tools (community boards, gamification, SmartProfiles)</li> <li>• Fully-featured mobile app for both organizers and attendees</li> <li>• Analytics and reporting (attendee insights, feedback, certificates)</li> <li>• Proven customer base (NASA, IKEA, LEGO, and more)</li> <li>• Sponsor management (lead scanning, booths, banners)</li> </ul>	<ul style="list-style-type: none"> <li>• Pricing not transparent (custom quotes required)</li> <li>• Lacks advanced 3D/virtual venue capabilities</li> <li>• Lacks AI systems</li> </ul>
<b>vFairs</b>	<ul style="list-style-type: none"> <li>• Immersive 3D virtual environments with interactive booths</li> <li>• Strong virtual expo capabilities</li> <li>• Networking lounges with avatar-based interactions</li> <li>• Real-time analytics and behavior tracking</li> <li>• Mobile app support for attendees</li> <li>• Suitable for large-scale virtual events</li> </ul>	<ul style="list-style-type: none"> <li>• Can be complex to set up</li> <li>• Less emphasis on in-person event tools</li> </ul>
<b>EventX</b>	<ul style="list-style-type: none"> <li>• AI-powered targeting for attendees and sponsors</li> <li>• Streamlined event setup and real-time interactions</li> <li>• Affordable, clear pricing tiers (Free, Essentials, Premium, Enterprise)</li> <li>• Browser and mobile compatible</li> <li>• Analytics and behavior tracking tools</li> </ul>	<ul style="list-style-type: none"> <li>• Limited sponsor features compared to others</li> <li>• Smaller global reach and market share</li> <li>• Less suited for complex in-person events</li> </ul>
<b>Eventtia</b>	<ul style="list-style-type: none"> <li>• Comprehensive event management platform for in-person, hybrid, and virtual events</li> <li>• Targeted email and SMS campaign tools with custom templates</li> <li>• Gamification features (leaderboards, live polls)</li> <li>• Strong analytics and engagement insights</li> <li>• Large corporate client list (Coca-Cola, FedEx, Nike, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Higher pricing tiers may not suit smaller events</li> <li>• Limited virtual networking features compared to competitors</li> </ul>

<b>Airmeet</b>	<ul style="list-style-type: none"><li>• Networking-first platform (tables, speed networking, group discussions)</li><li>• Engaging interaction tools (emojis, raise hand, polls)</li><li>• Analytics and meeting tracking</li><li>• Transparent pricing tiers (Free, Starter, Professional, Enterprise)</li><li>• Virtual Social Lounge feature for organic attendee connections</li></ul>	<ul style="list-style-type: none"><li>• Primarily focused on virtual/hybrid events</li><li>• Fewer in-person event tools</li><li>• Can have a complex onboarding process for new users</li></ul>
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## Conclusion & Recommendations

Whova is a proud and dependable event management tool with clients like NASA, Google, and IKEA. Its extensive feature set from event organization and attendee engagement to sponsor handling and analytics makes it a dependable option for planners hosting in-person, virtual, and hybrid events. However, to establish and maintain its competitive edge, Whova can learn from its industry competitors.

vFairs, for instance, offers 3D virtual spaces that redefine online meetings by leveraging avatar-based environments. With increasing advancements in virtual reality technology, such spaces are likely to become a part of standard work and event spaces in the near future. *XR Today* states that "VR is revolutionizing the modern workplace," with hardware innovation and mixed reality capabilities promising some radical developments within the next five years.

EventX uses artificial intelligence (AI) software to automate event setup and reach the sponsors and attendees efficiently. The application of AI by event management is part of broader workplace trends. As Occupational Health & Safety explains, combining leading-edge technologies like VR and AI with traditional methods can provide immersive and respectful employee training experiences along with more engaging and organized events.

Where pricing structures are involved, EventX, Eventtia, and Airmeet offer more generous options, including starter plans and free trials, which make their services more accessible to small businesses or those who do not want to invest too much upfront. Whova and vFairs, meanwhile, force potential clients to request personalized quotes, which may put off small businesses and those looking for lower-risk alternatives.

Recommendations for Whova:

- Provide a Free Trial or Limited-Access Demo: Allowing potential clients an experiential sense of it can reduce entry barriers and emphasize Whova's capabilities, resulting in adoption by smaller companies. Doing this will also spread more publicity, if people try a free version and decide to continue using it, it'll only benefit the company and spread more positive publicity.
- Integrate AI-Powered Tools: Leverage AI to aid in event targeting and planning to enhance efficiency and get Whova aligned with future industry norms.
- Explore Immersive Virtual Capabilities: While a thorough 3D world may not be compatible with Whova's current agenda, incorporating elements favorable to virtual interaction such as personalizable networking space or interactive visual aids can render Whova an innovative solution.

By adopting these strategies, Whova is able to position itself as a top event management platform offering innovative solutions based on the evolving needs of event planners in an increasingly technologically advanced world. It is always important to be aware and forward thinking with new ideas and challenges, especially ones that competitors are also pursuing.



## 6. References

Whova: <https://whova.com/>

vFairs: <https://www.vfairs.com/>

EventX: <https://eventx.io/>

Eventtia: <https://www.eventtia.com/en/home>

Airmeet: <https://www.airmeet.com/>

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