

Magic Quadrant for Event Technology 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 to the technology vendors to maximize event results.

Market Definition/Description

Gartner defines event technology 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 offering managed service support to run the technology when preferred. The event technology market does not include webinars or meeting-specific solutions.

Event technology platforms help B2B event and marketing teams to create in-person and/or virtual dynamic events, tradeshow, user conferences, roundtables and field marketing events to engage prospective buyers, customers and partners. To support this effort, event technology platforms offer capabilities to manage the end-to-end development and delivery of event experiences, including:

- Event promotion and website build-out
- Attendee registration and engagement

- Agenda management

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

Common use cases include:

In-Person User Conferences/Tradeshows — This use case includes first-party-hosted, large-scale events, typically with hundreds or thousands of attendees, held in person with multiple tracks and concurrent sessions. 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 often includes sponsor management.

Virtual User Conferences/Tradeshows — This use case includes first-party hosted, large-scale events, typically with hundreds or thousands of attendees, held virtually with multiple tracks and concurrent sessions and including video and audio components for attendees and presenters. This scenario may be delivered live, “simulive,” on demand or a mix of all three. The platform includes website and mobile-application access to the agenda, along with content development and distribution to support the event and attendee registration.

In-Person Roundtables/Field Marketing Events — This use case includes first-party-hosted, smaller events, typically with fewer than 100 attendees, held in person with single or concurrent sessions. The attendees are often high-value target audiences, including prospects and existing customers. This use case includes website, mobile-application and agenda capabilities to support the event and registration processing for attendees, in addition to agenda management.

Must-Have Capabilities

The must-have capabilities 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 chat and Q&A moderation, and deliver relevant content in a single dynamic experience across multiple concurrent sessions to support engagement with attendees before, during and after an event

- Reporting and Analytics — to track registration, measure event and session performance, and compare to year-over-year insights, including integrations to the marketing technology (martech) stack

Standard Capabilities

The standard capabilities for this market include:

- Agenda Management — to support call-for-papers activity, speaker management, session selection and content repository capabilities
- Mobile Applications — to provide attendees with agenda access, venue maps, networking capabilities and real-time alerts for logistical changes
- Role-Based Experiences — user and registration roles to control attendee access to content and user rights within the event design, as well as controlling user access to data and/or features/functions within the event technology platform
- Customer Service and Support — before an event to support event hosts to implement and build each event, along with live support during the event
- Martech Integrations — available APIs or prebuilt integration points to common martech tools including marketing automation platforms, CRM and additional marketing channel technologies needed for communicating with the target audience

Optional Capabilities

The optional capabilities for this market include:

- Management — of venue sourcing, room bookings, and meal preferences for attendees
- Managed Services — to support complete development and delivery of events
- AI-Driven Content Creation — to inform and guide marketing promotional material to support the event
- Budget Management — at the event level and across multiple events to support ROI justification
- Sponsor Management — sponsor and exhibitor booths and attendee engagement including lead capture and tracking

Magic Quadrant



Vendor Strengths and Cautions

6Connex

6Connex is a Niche Player in this Magic Quadrant. Its combination of capabilities from its acquisition of Eventory and its proprietary immersive capabilities form a single integrated offering across its 6Connex Launch, Rise and Soar packages. Its operations are distributed

across geographies, and its clients are mainly in North America and EMEA. 6Connex's clients span industries including healthcare, technology, education, life sciences and financial services. The company's roadmap includes a landing page builder, new chat functionality for virtual attendees, and lead retrieval capabilities via a mobile app.

Strengths

- **Vertical strategy:** 6Connex has a diverse client base. Recent solution enhancements address specific vertical needs, including a learning module for the education vertical and video room technology for life sciences.
- **Global strategy:** 6Connex's platform supports 30 different languages. Additionally, 6Connex's go-to-market efforts include regional partners and marketing programs. Services and support offered directly from 6Connex are delivered from worldwide, remote staff in addition to partners.
- **Attendee ticketing and payment processing:** 6Connex's platform supports flexibility in ticket configurability and payment options including Stripe, traditional bank transfers, invoicing and konbini (convenience store) payments to support the Japanese market. Further, 6Connex offers multicurrency support.

Cautions

- **Packaging:** 6Connex offers multiple pricing in Launch, Soar and Rise packaging along with its Eventory and immersive capabilities. While these technologies are integrated, packaging complexity is an issue, as some capabilities differ. Event marketers should define their business requirements to ensure right-size packaging.
- **Customer churn:** 6Connex offers shorter licensing terms and single-event packaging options. Despite the flexibility, it has a higher customer churn rate than other vendors evaluated in this report.
- **Customer support:** 6Connex standard support includes 24/7 support via email only. Additional fees are required for 24/7 support via phone or on-site support. Event organizers should consider user behavior and support preferences when evaluating 6Connex.

Bizzabo

Bizzabo is a Leader in this Magic Quadrant. Its Event Experience OS product is aimed broadly at orchestrating in-person events and large multisession virtual events to support the needs of complex event marketing teams. Its operations are geographically diversified, and its customers tend to be midsize through large B2B organizations in the software, media, and business and consumer service verticals. Bizzabo's roadmap includes an enhancement to its experiential wearable technology, Klik, and AI-based analytics where hosts can use natural language to determine best practices, such as the ideal length of an event.

Strengths

- **On-site engagement tracking:** Advanced on-site tracking functionality is provided through the Bluetooth-enabled Klik technology. Attendee engagement, such as session attendance, booth participation and networking engagement, can be tracked through strategically placed location beacons.
- **Vertical offerings:** Bizzabo offers an industry-agnostic product while providing an industry-specific focus with supporting functionality and established partnerships within the government, technology, and financial services verticals. For example, its partnership with SendGrid provides domain authentication for email to adhere to firewall and security policies in the government sector.
- **Thought leadership:** Customers indicate they look to Bizzabo for thought leadership and event best practices. The State of In-Person B2B Conferences report and Event Experience podcast provide ongoing thought leadership on event marketing to customers and prospects alike.

Cautions

- **Attendee support:** Event Experience OS standard attendee support is limited to chat support for in-person events. Attendee support is not included for virtual events and only available via live chat for an additional fee.
- **Change in target market:** Bizzabo has a significant portion of its customer base in the midmarket, but the company is shifting to focus on large enterprises. This change may impact feasibility of purchase for smaller organizations, which should review product capabilities and pricing to determine fit.
- **Custom reports and dashboards:** Self-service customized reports are limited to using filters available in Bizzabo. For customization beyond filters, users must make a request to

Bizzabo's customer support.

Brandlive

Brandlive is a Niche Player in this Magic Quadrant. Its Brandlive Platform is mainly focused on high-quality broadcast virtual events. However, it also offers support for in-person roundtables/field marketing events should customers want to use both in-person and virtual models. Its operations are in the United States, and its customers are primarily B2B and B2C companies in North America in the IT, media, retail, healthcare and financial services industries. Brandlive's roadmap is AI-centric, including plans to launch Telly, an AI project assistant to aid with run/sequence of show and script development, as well as project workflow.

Strengths

- **Creative services:** Brandlive Studios is its in-house creative services agency available to customers for an annual subscription fee. It supports complete end-to-end development of virtual event content and provides on-site personnel and equipment to record or stream live to support in-person events.
- **Pricing model:** Brandlive's pricing is clear and simple. It's offered in two packages with unlimited admin users: a standard package for self-serve and a premium package for fully produced events. Additional options for each are available based on the number of events and number of attendees.
- **Event production innovation:** Brandlive supports high-quality broadcast events with extensive "run of show" capabilities to prebuild an entire show from start to finish using its Greenroom capabilities. Users can build a show board and schedule rehearsals directly from the platform. Event marketers can progress a show manually or via autoplay and can provide live direction to presenters via Brandlive's Greenroom functionality.

Cautions

- **Custom reporting and analytics:** The platform lacks customized reports and dashboards beyond provided filters for events and sessions. In addition, filters aren't available for audience segments or types of events, and dashboard updates are not in real time.
- **Geographic strategy:** With its focus on customers in North America and the European Union, partner support for global organizations is lacking as compared to other vendors in this research. Implementation and platform partners are available only in these two

regions. Language translation is not native to the platform; it's available through Google Translate only.

- **Market awareness:** Brandlive's market awareness is limited and is below average across the vendors in this research, as shown by the Gartner Customer Interest Indicator, which includes Gartner Peer Insights.

Cisco

Cisco is a Niche Player in this Magic Quadrant. Its Webex Events platform can be purchased stand-alone or as part of the Webex Suite. Cisco's operations are worldwide, with clients concentrated in North America. The majority of its customers use the platform to host in-person events. Cisco's roadmap includes a public API, the development of a self-service platform purchasing option, functionality to disable attendee networking, and terms of service and privacy policy customizations.

Strengths

- **Security and compliance capabilities:** Cisco includes support for several ISO standards, SOC 2 Type II, CSA STAR Level 2, HIPAA, and PCI-DSS. Its incident response program aligns with NIST 800-61 guidelines and includes a dedicated incident response team with forensic analysts.
- **Customer feedback collection:** Cisco has implemented multiple ways of capturing customer feedback about the functionality directly. Customers can request and vote on new features, and additional input is received via customer-facing teams and customer surveys.
- **Pricing model:** For customers looking to evaluate Webex Events, Cisco offers a Webex Events free bundle that enables event marketers to leverage many of the capabilities to host a single event for up to 100 attendees. In addition, the Webex pro bundle is priced based on the number of attendees across all events, rather than the number of registrants.

Cautions

- **Marketing technology integrations:** Webex Events lacks the breadth of prebuilt integrations offered by other vendors evaluated. For example, bidirectional integrations require professional services, and it does not currently have a public API.

- **Cross-event and customized reports:** Webex Events does not offer registration or engagement reporting across multiple events with the platform, and customized reports and dashboards are also unavailable. Users who seek these capabilities must export the reports from Webex Events for analysis.
- **Product innovation:** Roadmap plans show continued gaps in advanced or innovative platform enhancements, such as AI-based capabilities, as compared to other vendors evaluated in this research.

Cvent

Cvent is a Leader in this Magic Quadrant. Its Event Marketing and Management Platform includes support for both in-person and virtual events through its Registration and Attendee Hub core solutions. Its in-person event package also includes OnArrival, Cvent's proprietary mobile app, and its virtual event package includes Cvent Webinar. Cvent's operations and clients are geographically diversified, and more than half of its customers are smaller B2B organizations, with a focus on the business services, financial, manufacturing, and IT software verticals. Cvent's roadmap includes dynamic audience segments to help event marketers personalize engagement with next-best-action recommendations using audience data available in the platform.

Strengths

- **Reporting and analytics:** Cvent offers standard event, administration and contact reports out of the box, along with exhibitor reports. Any dashboard or report can be customized, and year-over-year reporting is available. Engagement scoring is available in usage dashboards and includes attendee, poll engagement, gamification, session attendance and participation, and attendees can then be stack-ranked to prioritize follow-up.
- **In-person event thought leadership:** Cvent has a competitive advantage in enabling in-person first-event models due to its 25-year history serving this use case. Its thought leadership program includes multiple "For Dummies" books on event technology, and its Cvent Academy training serves approximately 86,000 industry participants.
- **Ease of use:** Gartner Peer Insights users cite the ease of use as a key factor in Cvent's ability to enable users. Customers appreciate its ability to centralize all events in a single platform.

Cautions

- **Mobile application/mobile experience:** Cvent recently launched its proprietary mobile application, Attendee Hub; however, it lacks advanced functionality to engage attendees post event. Postevent host-to-attendee communications are delivered via email, and attendees must shift to social media channels to network with other attendees after an event concludes.
- **Geographic strategy:** Cvent is available globally; however, 90% of its customers are in North America. It goes to market via a direct sales force, primarily in the United States and with support for EMEA customers mainly through its partner network.
- **Cost:** Some Gartner Peer Insights users note the higher cost of Cvent; its modular packaging and pricing require add-on modules to receive the full suite of capabilities to support large-scale end-to-end events. For example, call-for-presentations management requires the Cvent Abstract Management solution.

EventMobi

EventMobi is a Niche Player in this Magic Quadrant. Its EventMobi platform is mainly focused on enabling users to create compelling content experiences that engage attendees, primarily supporting user and customer conferences. It offers a single-event package for customers hosting one to two events per year or an unlimited events package. Its corporate office is in Canada, and its largest customer base is in North America; a smaller portion is in EMEA. Its customers tend to be association/member-based organizations and large enterprises. EventMobi's roadmap includes plans for generative AI content creation for an upcoming communication center to support the management of emails, push notifications and SMS.

Strengths

- **Attendee management:** EventMobi supports complex attendee registration processing, including conditional fields such as food allergies, privacy policy opt-in, and the option for attendees to book hotels. Payment processing capabilities include support for 20 payment gateways and multiple payment methods, such as credit cards, direct debits and wire transfers.
- **Pricing simplicity:** For smaller event budgets, it offers an annual event contract with limited capabilities based on the number of events and attendees per event. For larger, more sophisticated event strategies, it offers an unlimited events annual contract that is priced based on the number of users.

- **Onboarding and configuration:** EventMobi customers are impressed with the ease of configuration and onboarding, its self-service model enables customers to onboard quickly, and customers can configure the platform using preexisting data populated from Excel. For customers that need support, it offers 24/7 email chat and phone in addition to its unique offering of on-site support for virtual events added for an additional fee.

Cautions

- **Admin role-based experiences:** EventMobi's current role-based experiences lack sophistication. Users are assigned to an "organization" or group, but data details cannot be excluded from view within the organization. Therefore, users have access to all data in their assigned organization. Event marketers in companies with strict data privacy and compliance should evaluate its capabilities to ensure alignment with business requirements.
- **Vertical strategy:** EventMobi's focus is to develop product integration for associations and nonprofits; support for other vertical-specific product enhancements are not currently offered.
- **AI innovation:** EventMobi customers cite a gap in current AI functionality. The EventMobi platform does not currently offer AI-driven content creation, as compared to other vendors evaluated.

Kaltura

Kaltura is a Niche Player in this Magic Quadrant. Kaltura's operations are worldwide; its customer base is global, with a focus on the technology, financial services, education and media verticals. The platform supports in-person roundtables/field marketing events and virtual event use cases, with a significant focus on virtual event support. Recent platform updates include an AI assistant for real-time recommendations, a connector to the Kaltura Video Portal, in-session polls and theme builders, and present template updates.

Strengths

- **Technology partnerships:** Kaltura Events offers integrations with common marketing automation platforms and offers a robust partner marketplace providing access to further capabilities, such as social media and virtual reality.
- **Event-centric marketing strategy:** To bring their event platform to market, Kaltura employs a marketing strategy with a strong event component across third-party events,

hosted virtual events, and a flagship virtual event. This approach allows event marketers to learn from Kaltura's examples.

- **Sponsor management:** Kaltura Events offers lead reports, branded virtual booths and video players, and virtual rooms for event sponsors. These capabilities are designed to help sponsors generate leads, drive awareness, and network with event attendees.

Cautions

- **In-person event capabilities:** Kaltura Events supports both virtual and in-person events. However, most platform capabilities focus on virtual events. Capabilities for in-person events are less comprehensive than other vendors evaluated in this research.
- **Attendee support:** Support for event attendees consists of a help page; support via email and chat is offered only as an add-on service. Event organizers with limited budgets should prepare to offer attendee support directly.
- **Vertical strategy:** The Kaltura Events platform supports specialized capabilities for the education sector but not other verticals. Event organizers outside of the education sector should evaluate whether vertical-specific requirements can be met with Kaltura Events.

RainFocus

RainFocus is a Leader in this Magic Quadrant. The RainFocus platform provides event marketers with a robust set of capabilities to support complex virtual experiences, as well as both large and small in-person events for external audiences. The majority of its operations are in North America, and its clients tend to be enterprise organizations that host events for 1,000+ attendees from the IT, retail, financial services and association industries. The roadmap for RainFocus includes simplifying the workflow to create events and plans to launch lead management support for sponsored events. Plans also include using AI to enhance content personalization and a helpbot to act as an attendee experience assistant.

Strengths

- **Attendee data profile:** RainFocus' global attendee profile collects data for attendees across multiple events and can be used to conduct attendee engagement scoring to determine trends within attendee data and surface insights to marketing and sales teams.
- **Enterprise focus:** RainFocus has higher-than-average customer retention and growth, compared to other vendors in this research, within a predominantly enterprise customer

base. Its robust set of capabilities that support multiple event types for sophisticated event marketers is ideally suited to large enterprises.

- **Customer satisfaction:** RainFocus maintains a high level of customer satisfaction due its services and platform usability.

Cautions

- **Mobile application/mobile experience:** Customers cite gaps in mobile functionality. Its mobile application requires a separate build-out from the related event.
- **Pricing:** RainFocus' packaging complexity includes extensive add-on modules, such as lead management, one-to-one meetings and integrations. In addition, its pricing model is based on the number of registrants, and its customers cite concerns around affordability.
- **Travel and venue management:** RainFocus customers cite not having native capabilities for travel or venue management as a gap in the platform. Venue management is available only via third-party integrations to Groups360 today.

RingCentral

RingCentral is a Visionary in this Magic Quadrant. Its RingCentral Events platform (formerly Hopin) supports both large in-person conferences and tradeshow and smaller in-person roundtables, as well as complex virtual experiences with multiple concurrent sessions. Its global operations support clients that are typically "virtual first" with the desire to extend a virtual event into an in-person experience. Clients tend to be in the technology, media professional services, healthcare and education industries. Future enhancements include the development of a real-time production studio, a virtual event content hub, and a lead generator AI assistant that will provide a list of the most engaged leads with details about content consumed, such as keywords of interest.

Strengths

- **Attendee management configurations:** RingCentral enables customers to build advanced attendee registration paths using ticket types and supports multiple ticket pricing levels and discounting. It also supports group registrations by enabling registrants to add more than one ticket type to a cart.
- **Agency network:** Certified agency partners are available to clients who need extra support making their events a truly unique experience. This network of 125+ partners is

certified on RingCentral Events and can help to design and produce events using the platform.

- **Pricing model:** RingCentral is priced as one license for an unlimited number of events across all use cases with check-in and badge printing included. Its pricing model is based on “attendee bands” which allow for each event to be conducted up to the maximum attendee level.

Cautions

- **Reporting:** Attendance and engagement reporting can be viewed using the existing templates and then downloaded to a CSV file for sharing. Users must rely on marketing automation integrations to develop customized or cross-event reporting, as these capabilities are not offered in the platform.
- **In-person capabilities:** On-site capabilities to create stand-alone in-person events without a virtual event experience have been made available in the last 12 months. However, advanced functionalities, such as call for papers, a content repository to aid in agenda management, and venue sourcing, are not available in this offering.
- **Support:** RingCentral does not offer 24/7 online support or call center support. Outside of its support hours, ticket submission is required with a 12-hour response time.

Splash

Splash is a Visionary in this Magic Quadrant. Its Splash event platform supports virtual user conferences/tradeshows and in-person roundtables/field marketing events. Its operations are mostly focused in North America, and its customers are evenly dispersed across company sizes, with a focus on B2B technology companies. The Splash roadmap includes generative AI capabilities to improve event planning and strategies (including content and design), native meeting management to reduce reliance on scheduling meetings via third-party apps, enhancements to attendee communication methods, and multiple registration paths based on attendee types.

Strengths

- **Content management:** Content can be shared across multiple events in an “always on” format. Splash support for postevent content management includes housing all content in a central location or event-specific hub, which includes access to replays and enables attendees to download content, as well.

- **Pricing model:** Splash offers an annual subscription model based on number of users, including an unlimited number of events, attendees, integrations and contact storage. Its Enterprise package includes event approvals and workflows and a single builder license. Host licenses for event hosts do not include design capabilities and can be added along with additional builder licenses, if needed.
- **Onboarding and configuration:** Splash customers are impressed with onboarding and ease of configuration. Its standard onboarding and implementation support includes a team to create users, roles and groups within the platform, build the customers' vanity URLs and configure the virtual platform, Splash Studio and Brand Library on behalf of customers.

Cautions

- **Exhibitor capabilities:** Currently, sponsor management is not offered natively and requires third-party support for lead capture and tradeshow floor support. To access the event guest lists and analytics, sponsors and exhibitors must be added as collaborators to event pages.
- **Customer support:** Splash's standard plan offers 24/7 online-only support via its help center, with limited technical support hours and no call center. Access to in-person event support or a dedicated virtual support representative is available only for an additional cost.
- **Geographic strategy:** Splash has limited support and direct sales outside of the United States, with less support in EMEA compared to the vendors in this research. The platform's admin interface is in English only.

Stova

Stova is a Niche Player in this Magic Quadrant. The Stova core event management platform supports both large in-person and virtual events and is broadly focused on event planning and consolidation of data across event types. Its operations are headquartered in the United States, and its customers tend to be midmarket and enterprise organizations from the technology, finance/banking and consumer industries. Stova's roadmap includes generative AI content to support event experiences, as well as an advanced reporting tool to improve event data visualization.

Strengths

- **Automated speaker submissions:** Stova's abstract module tool helps event organizers in issuing calls for presentations with multilingual user and content submission support. The branded portal enables admins to create submission groups, customize forms, establish triggers for emails, and create sessions from abstracts or link to existing sessions with autopopulated data.
- **Market responsiveness:** Stova sources most of its roadmap features based on customer feedback, including a client advisory council and postevent feedback meetings. Its high customer satisfaction is evidenced by a higher-than-average customer retention rate.
- **Marketing and thought leadership:** Customers say they have learned best practices and obtained thought leadership from Stova. The insights obtained focus on new customer engagement and acquisition to help increase event marketers' ability to plan and host engaging events.

Cautions

- **Product packaging:** Stova's recent merging of Aventri and MeetingPlay has led to a complex set of offerings that buyers will need to navigate to align with business requirements. Stova offers several annual packages, including Core, Core Plus, Elevate, Epic and Tier 1, based on event size and requirements, number of users and feature set.
- **Partner program:** Stova lacks a formal support presence via partners to address regional needs. In addition, it lacks vertical-specific partnership programs. Event marketers with specific geographical or vertical-based needs should evaluate Stova's ability to meet their requirements.
- **Mobile application:** Stova's mobile application requires a separate setup for content to be pulled from the event to the mobile application, and it requires manual entry to add exhibitors and sessions to locations.

vFairs

vFairs is a Visionary in this Magic Quadrant. The vFairs event platform is mainly focused on session engagement and providing attendee management to support user and customer conferences and tradeshow. Its operations are geographically diverse, and its customers tend to be small and large B2B enterprises in education, business/consumer services, and nonprofits/charities. The vFairs roadmap includes enhancements to its check-in and badge

printing via facial recognition with the vFairs app, as well as AI-powered capabilities for attendee matchmaking.

Strengths

- **Attendee experience management:** The vFairs platform supports ongoing engagement and networking capabilities for attendees and event hosts. Event hosts can enable integrated social media walls, and repurpose content with the webinar summary and chapterization tool.
- **Vertical strategy:** Vertical-specific capabilities include streamlined recruitment and career/job fair enhancements and services for HR, abstract automation workflows for education, and e-commerce and advertising modules for sales and marketing.
- **Customer support:** Every customer package includes a dedicated customer support team as a standard offering with unlimited hours. Customers report being impressed with support offerings; standard support includes a dedicated project manager on standby for customer and speaker assistance, “done for you” or “done by you” support models, weekly event progress and milestone reports, and training.

Cautions

- **Cross-event content sharing:** The functionality for multiple-event content sharing is not available. Event admins are required to upload content handouts and files and also insert replay URLs for each event session of every event.
- **Customer retention rate:** vFairs’ customer retention rate is lower than most vendors in this research. Many customers use vFairs for single events only, and only a small percentage of customers are in multiyear agreements, contributing to its low customer retention rate.
- **Admin interface language support:** The vFairs platform admin interface is available only in English out of the box. This may be a barrier for event admins based outside of English speaking regions.

Zoom

Zoom is a Niche Player in this Magic Quadrant. Zoom Events supports virtual and in-person events that require a multisession concurrent format. Its operations are geographically diversified, and its customers tend to be B2B organizations hosting virtual events in the

technology, financial services and retail industries. The Zoom Events roadmap includes plans to enhance the offering by focusing on AI-driven content creation, providing a landing page builder and offering more prebuilt apps to enhance gamification and networking capabilities.

Strengths

- **Application marketplace:** Zoom Events offers customers a marketplace of prebuilt applications that provide integrations to standard marketing technology (martech) tools like CRM and marketing automation platforms, as well as engagement capabilities to enhance the event experience. Zoom integrates with the Meta Quest virtual reality device to provide immersive experiences during virtual events.
- **Geographic strategy:** Zoom Events supports captioning in 37 languages, and attendees can easily select their preferred language regardless of the host settings. Its sales team has a global presence, it offers regional pricing, and global support includes local language support.
- **Security and data storage:** Customers cite Zoom's security features as a strength. Zoom Events provides security certifications beyond the standard SOC 2 and ISO 27001, such as DOD iL4, FedRAMP Moderate and StateRAMP, and offers data storage options from colocation to cloud storage to fit a dynamic set of storage needs.

Cautions

- **Reporting:** Registration and payment reports can be downloaded and shared manually for a single event. However, cross-event reporting to compare the performance of multiple events and automated delivery of reports on a schedule are not currently available.
- **Support:** Customer support for clients is provided via access to the knowledge base, online community and learning center. Technical support via chat is available for attendees through the virtual lobby; otherwise, hands-on support during a live event requires additional investment.
- **In-person capabilities:** Zoom Events support for fully in-person events is limited. For example, it does not natively support venue management, ticketing and check-in out of the box. Event hosts that require a single technology for in-person events without a virtual component should be aware that complete support will require additional technologies.

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 need to demonstrate that they have:

- Proven ability to deliver event technology functionality as defined below in the Functionality section.
- At least \$30 million in 2023 fiscal-year SaaS subscription revenue (estimated) for the vendor's event technology platform solution, excluding advertising revenue, managed services and support, sponsorship revenue, data sharing revenue or revenue from internal meeting (digital workplace) use cases and 30 new customers (logos) when compared to calendar year 2022 — Or at least **\$10 million** in 2023 calendar year SaaS subscription revenue (estimated) and **50** new customers (logos) when compared to calendar year 2022.
- At least **100** customers, not including pilot programs or free trials, that are using the vendor's platform for the event technology use cases in the market definition.
- Rank among the top 22 organizations capturing a strong degree of customer interest defined by Gartner for this Magic Quadrant market. Data inputs used to calculate customer interest included a balanced set of measures:
 - Gartner client trend data
 - Social media engagement
 - Google search analytics
- Support for a minimum of two of the three common use cases defined in the market definition. Use cases include:
 - **In-Person User Conferences/Tradeshows** — This use case includes first-party-hosted, large-scale events, typically with hundreds or thousands of attendees, held in person with multiple tracks and concurrent sessions. 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 often includes sponsor management.

- **Virtual User Conferences/Tradeshows** — This use case includes first-party hosted, large-scale events, typically with hundreds or thousands of attendees, held virtually with multiple tracks and concurrent sessions and including video and audio components for attendees and presenters. This scenario may be delivered live, “simulive,” on demand or a mix of all three. The platform includes website and mobile-application access to the agenda, along with content development and distribution to support the event and attendee registration.
- **In-Person Roundtables/Field Marketing Events** — This use case includes first-party-hosted, smaller events, typically with fewer than 100 attendees, held in person with single or concurrent sessions. The attendees are often high-value target audiences, including prospects and existing customers. This use case includes website, mobile-application and agenda capabilities to support the event and registration processing for attendees, in addition to agenda management.
- A successful deployment, defined as being able to show production deployment of:
 - The three “**must have**” capabilities in the market definition above in the context of an event technology use case.
 - The five “**standard**” capabilities in the market definition above in the context of an event technology use case.
 - (See **Functionality** below for details.)
- A purpose-built, stand-alone platform 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.

Functionality

- **Attendee Management** — This capability enables event marketing teams to communicate with prospective attendees prior to an event and with attendees after the event. In addition, event marketers can 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 interaction. Types of communication include chat, Q&A moderation, gamification, emoji utilization, push notifications through mobile applications, surveys, and polls. It includes the ability to enable relevant interactions in a single dynamic experience.
- **Reporting and Analytics** — This capability enables marketers to track registration, exhibitor booth traffic analysis (when applicable), and event and session attendance. It also enables them to measure event and session performance, along with content consumption to understand what's most important to each attendee across all events. And it allows them to compare year-over-year insights across single events and across all events. It includes integrations to the marketing technology (martech) stack to enable pipeline and ROI tracking against key metrics.
- **Agenda Management** — This capability enables marketers to support call-for-papers activity, speaker management, and session selection, and it 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 Applications and/or Web-Optimized Mobile Experiences** — This capability supports providing attendees with agenda access, venue maps, networking capabilities and real-time alerts for logistical changes and allows for survey, poll and gamification participation via mobile device. Mobile applications and experiences are available before, during and after the event to encourage ongoing networking and content consumption.
- **Role-Based Experiences** — This capability enables event marketers through admin role profiles to build additional user profiles within the event design to control user access to data and/or features and functions within the event technology platform, to ensure brand consistency and data privacy. It also includes attendee role development to enable access to content and/or features and functions within the attendee-facing experience.
- **Customer Service and Support** — This capability provides support to hosts before an event to implement and build each event, along with live support during the event. Customer support includes implementation and onboarding services, integration builds and training. Ongoing customer support for in-person events includes in-person check-in support, such as badge printing, kiosk support and staffing. Support for virtual events

includes technical assistance for virtual attendees and event marketing teams, including presenters, to ensure proper platform access, platform stability and security.

- **Martech Integrations** — This capability provides marketers with APIs or prebuilt integration points to common martech tools, including marketing automation platforms, CRM, analytics and additional marketing channel technologies, needed for communicating with the target audience. This enables marketers to push data to the martech stack to provide visibility and transparency into event activity and results.

Exclusion Criteria

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

Honorable Mentions

BrightTALK by TechTarget consists of a virtual-only event platform with integrated first-party audience, available to purchase on a per-event basis. It includes a BrightTALK channel, which can host and syndicate multiple events run by customers. Events are available via self-service or managed by a team of event managers, producers and content creators. All of BrightTALK's event offerings can be promoted directly to the TechTarget network of 30 million opted-in B2B professionals, as well as discovered organizations on the same network. Any event engagement can be tracked by event or across multiple events.

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 functionalities noted in the Functionality section
- Evidence of a meaningful and robust product roadmap that addresses market needs

Overall Viability

This criterion refers to an assessment of the vendor's overall financial health, as well as the financial and practical success of its 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 technology platform, as evidenced by a consistent ability to generate revenue and growth in the market
- Merger and acquisition activity over the prior 12 months
- Research and development resource investment

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 vendor's clarity of customer segmentation and alignment of resources to segments
- Pricing model and contract flexibility across product license models in comparison with competitors with comparable capabilities, including the published list price of the vendor's product, any optional modules needed to meet the minimum functionality requirements defined above, annual maintenance fees (if any) and any required services, training, implementation fees, customization or related services
- The vendor's average contract duration
- The ability for sales to support 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 success in monitoring customer input and responding to customer needs, measured in continuing client wins, adoption, and usage among its installed base
- Demonstrated investment of resources in product development in new areas directly related or adjacent to event technology platforms in response to market demand or need as evidenced by the quality of its product roadmap
- The vendor's overall responsiveness to customer demand, measured by product release schedules

Marketing Execution

This criterion considers the clarity, quality, creativity and efficacy of programs designed to deliver the vendor's message to influence the market, promote the brand, increase awareness of products and establish a positive identification in the minds of customers. This "mind share" can be driven by a combination of publicity, promotional activity, thought leadership, social media, referrals and sales activities.

We specifically look for:

- The vendor's ability to effectively utilize brand channels, social media, web, industry/analyst forums, online blogs, community forums and peer networks in marketing programs and campaigns that engage buyers, customers and influencers
- Ability to demonstrate results from the vendor's awareness and marketing program efforts
- The vendor's customer interest score, as measured by Gartner client trend data, social media engagement and Google search analytics.

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
- The availability and viability of internal customer service and support capabilities, including support resources, customer success management, online customer communities, systems, policies, and extent of global coverage supported by customer success stories and references
- 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)

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:

- The vendor’s overall operations health as demonstrated by viability and commitment to the use cases in the market definition
- Ability to deliver on customer commitments consistently and efficiently as evidenced by customer references
- The quality of the vendor’s data privacy and security policies

Ability to Execute Evaluation Criteria

<i>Evaluation Criteria</i>	<i>Weighting</i>
Product or Service	High
Overall Viability	High

<i>Evaluation Criteria</i>	<i>Weighting</i>
Sales Execution/Pricing	Low
Market Responsiveness/Record	High
Marketing Execution	Medium
Customer Experience	Medium
Operations	Low

Source: Gartner (March 2024)

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, understand customer demands, and can shape or enhance market changes with their added vision.

We specifically look for:

- The vendor’s unique ability to demonstrate grasp of current and emerging market trends, client priorities and specific needs in the market
- Ability to deliver on differentiators via its product, delivery, support or other features
- A plan for future activities that addresses market conditions.

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 define targeted ideal customer profiles (ICPs) and personas and create messaging and programs to reach them
- How effectively the vendor communicates and accentuates its unique value proposition and solution
- Ability to drive market visibility through thought leadership and marketing programs
- 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

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 emphasize 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 use cases defined in the market definition

- The breadth of the vendor's partnerships with third-party products to support product innovation

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 advancement of the vendor's market offering over the next 12 months
- The vendor's key merger and acquisition and partner plans to develop or enhance its offering
- The vendor's ability to establish and support long-term customer relationships through programs

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 and use cases of individual market segments, including verticals.

We specifically look for:

- A go-to-market plan that extends beyond a vendor's primary vertical
- A vertical/industry-specific product roadmap
- The vendor's specific partnerships in vertical markets

Innovation

This criterion evaluates the direct, related, complementary and synergistic layouts of resources, expertise or capital for investment, consolidation, and defensive or preemptive purposes.

We specifically look for:

- Product development using new technologies, including automation, GenAI, augmented reality and virtual reality
- A vendor's innovation pace in product offering and business models

- Indicators that show a vendor’s innovation in the market, such as patents and/or innovative partnership

Geographic Strategy

This criterion evaluates the vendor’s strategy to direct resources, skills and offerings to meet the specific needs of geographies outside the “home” or native geography, either directly or through partners, channels and subsidiaries, as appropriate for each geography and market.

We specifically look for:

- A clear regional focus, including the number of employees allocated to different regions where the 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

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

Quadrant Descriptions

Leaders

Leaders demonstrate broad support for all essential event technology capabilities and consistently meet customer needs across the three core use cases (in-person user conferences/tradeshows, virtual user conferences/tradeshows, and in-person roundtables/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 technology 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 this fast-paced market.

Challengers

Challengers offer solid core event technology functionality but may lack the breadth and depth of Leaders, particularly when it comes to comprehensive support for both virtual and in-person delivery models. 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, they 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 capabilities, typically to a narrow segment of the market. They may be focused on organizations of a particular size or industry. Event technology platform vendors in this quadrant may lack the breadth and depth of event capabilities offered by Leaders. Many of these vendors service adjacent markets and have entered this market to expand their portfolios. Similarly, customers of vendors in this quadrant may adopt event solutions for only a subset of their use cases. Vendors in this quadrant also may lack execution potential (as shown, for example, by an underdeveloped marketing segmentation strategy or unclear market alignment to the primary business of the company). This lack of execution potential may result in more limited market visibility and market presence relative to vendors in other quadrants.

Context

This research is Gartner's first Event Technology Platform Magic Quadrant. It reflects the growth of the market, as well as the stabilization of the event marketing channel in general as in-person events return to prominence. This Magic Quadrant focuses exclusively on stand-alone event technology platform solutions and does not include vendors that offer point solutions, such as attendee networking recommendations or payment processors. This remains a fast-moving market; 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 Technology 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 technology 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 technology platform evaluations, as these use cases can help event marketers:

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

Market Overview

As organizations plan long-term hybrid event strategies, many event technology platform vendors are investing in meeting buyer demand to support both virtual and in-person delivery models. With the increased use of events in the marketing mix, we expect the focus on tech to remain a strong element of event marketing decisions to solve event marketing challenges through 2024 and beyond.

Hosted events are a critical channel in a brand awareness strategy and performance marketing programs. The 2023 Gartner Tech Marketing Benchmarks Survey included B2B marketers from high-tech companies with \$10 million or more in revenue. According to this survey, 69% of respondents include hosted digital events in their programs and 63% include hosted in-person events in their programs. And 50% have a portion of the marketing technology budget dedicated to event technology. These platforms help event marketing teams to develop high-value prospect and customer events to support increased interest in product and service offerings. They automate attendee, agenda and attendee experience management, reporting and analytics and 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..

Trends Shaping the Market for Event Technology Platforms

The following trends are shaping the market for event technology platforms and their planned capabilities:

- Tech consolidation: Tech consolidation reflects user demand for virtual and in-person delivery models. As buyers look to reevaluate their event tech stacks and view their event strategies as a single channel, irrespective of an event's delivery model, demand for tech consolidation is accelerating. To meet this demand, event technology platforms must support in-person and virtual delivery models.
- Competition from adjacent markets: While meeting solution providers have offered support for virtual meetings and some virtual events, they have also recently expanded into in-person event delivery. This expansion poses threats to event technology platforms primarily supporting marketing-related events, especially in light of tech consolidation trends.
- Arrival of AI capabilities: Many providers have already added GenAI capabilities for marketing-related content creation to support session titling, session abstracts and promotional content development. Event marketing teams are seeking additional ways to leverage AI-generated content and AI-driven insights, and vendor roadmaps include advanced capabilities to meet these needs. Advancements include the use of AI models to support additional elements of event strategies, such as audience forecasting, reporting and analytics, flow and sequence development of the show, and customer support activities.
- Growth of smaller, regional events: Historically, the majority of use cases in this market have been user and customer conferences. However, buyers are continuing to expand the number of smaller, often regional events, due to challenges in conducting large-scale user conferences that require extensive travel time. These are often the most complex types of events to deliver, as they tend to be intimate, regional, VIP-centric events that support highly interactive session types such as roundtables and discussions. This creates greater complexity in the requirement for role-based permissions, both for users and attendees. Vendors are rapidly building out advanced functionality, including event request workflows and templates to support brand compliance for users (including field marketing and marketing operations) and attendee ticket types that limit access to specific activities, such as sessions and networking events.

Acronym Key and Glossary Terms

Customer Interest Indicator	A measure of customer interest constructed from Gartner client trend data, social media engagement and Google search analytics
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⊕ Evidence

⊕ Evaluation Criteria Definitions

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