

10 Things to Look for in the Best Event Management Software

When it comes to finding the right solution to manage your events, the trick is to look beyond logistics and to identify the features that lead to quality, actionable data and real-time buyer insights from your events. We put together this list of ten key features to consider when looking for the best event management platform for your business.

1. Custom Event Design & Branding

Put your brand front and center, from your website to event app, by working with a solution that offers custom event design and white-label branding.

2. Agenda, Session & Speaker Catalogs

Showcase your program and speakers while offering attendees easy, seamless access to your event.

3. Registration & Check-In

Make a great first impression and collect valuable data with dynamic registration and check-in experiences for attendees.

**Tip: Find a check-in solution with VIP alerts so you can personally greet select guests.*

4. Marketing & Communications

Automate your event comms throughout the event with branded, personalized email templates that include attendee schedules, add-to-calendar and join links..

5. Virtual Session & Content Capabilities

Your event software should allow for live and on-demand video content that's easily accessible via the agenda, session catalog, event app and email join links, and/or integrate with your third-party video or webinar vendors when needed.

6. Integrated Event Engagement App

Host a truly interactive experience with an event app that offers surveys, live polls, discussion boards, gamification and more, AND syncs with attendee agendas for easy event access.

7. Tools for Sponsors/Exhibitors

Create value for your event sponsors through features like lead retrieval, interactive floor maps, virtual booths, digital sponsor pages and banner ads.

8. Security & Privacy

Choose a solution that allows you to remain compliant with data privacy and security regulations around the globe.

9. Scalability

Not every event is created equal, so choose a flexible platform that can meet your unique, diverse needs and support all event types and sizes.

10. Real-time data & integrations

Capture and connect all your event data with your sales and marketing technologies. Use these rich attendee insights for informed, real-time follow up throughout the event cycle.

Are you looking for an event management solution for your events? Certain helps organizations around the world to help drive better business results from their events. Contact us today to schedule a demo with one of our event experts!