

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

by Laura Ramos and Meredith Cain

March 8, 2021

Why Read This Report

In our 28-criterion evaluation of B2B marketing events management solution providers, we identified the 14 most significant ones — 6Connex, Bizzabo, CadmiumCD, Certain, Circa, Cvent, Hubb, Intrado, Kaltura, meetyoo, ON24, RainFocus, Splash, and SpotMe — and researched, analyzed, and scored them. This report shows how each provider measures up and helps B2B marketing professionals select the right one for their needs.

Key Takeaways

Bizzabo, Cvent, And Hubb Lead The Pack

Forrester's research uncovered a market in which Bizzabo, Cvent, and Hubb are Leaders; RainFocus and Kaltura are Strong Performers; Circa, 6Connex, ON24, SpotMe, Certain, and Intrado are Contenders; and meetyoo, Splash, and CadmiumCD are Challengers.

Event Registration, Logistics, And Global Speaker Management Are Key Differentiators

As hybrid formats blend digital and in-person experiences post-pandemic, the ability to set up, manage, scale, and sustain new hybrid events across geographies and time zones will dictate which providers will lead the pack. Vendors that can provide distinctive virtual experiences and audience/speaker engagement features that treat remote and physical participants equally position themselves to deliver content and value customers desire regardless of their location.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

by [Laura Ramos](#) and [Meredith Cain](#)
with [Caroline Robertson](#), [Robert Perdoni](#), and [Kara Hartig](#)
March 8, 2021

Table Of Contents

- 2 Hybrid Experiences Will Dominate Marketing Events After 2021
- 3 Evaluation Summary
- 5 Vendor Offerings
- 6 Vendor Profiles
 - Leaders
 - Strong Performers
 - Contenders
 - Challengers
- 13 Evaluation Overview
 - Vendor Inclusion Criteria
- 15 Supplemental Material

Related Research Documents

- [Increase B2B In-Person Event Payoff With Digital Immersion](#)
- [Now Tech: B2B Event Management Software, Q2 2019](#)
- [Now Tech: B2B Online Event Technologies, Q3 2020](#)



Share reports with colleagues.

Enhance your membership with Research Share.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021 The 14 Providers That Matter Most And How They Stack Up

Hybrid Experiences Will Dominate Marketing Events After 2021

2020 will be remembered as the year when a global pandemic tossed B2B marketers into the deep end of the digital pool. By March 2020, governments were issuing shelter-in-place orders that forced event teams to cancel or convert a throng of spring conferences into virtual versions.¹ Online event technology and service providers went into overdrive attempting to satisfy demand through the fall. Physical event management software providers scrambled to add digital capabilities or integrate with partners that did.² Videoconferencing, streaming video, webinar platforms, and other digital content-oriented solutions raced to reposition feature sets as the answer to the virtual event question.³

Amid this Wild West of activity, event teams and B2B marketers managed to heroically pull off an array of successful conferences, summits, and trade shows. They also learned key lessons about how digitally enhancing physical events can enrich relationships with customers, turn event-specific data into helpful insight, reach bigger audiences, and give attendees more access to the content they value.⁴ As event professionals begin to plan for the return of in-person gatherings in late 2021 and beyond, the vast majority now believe in-person and virtual audiences, presenters, and experiences will intertwine forever.⁵

As a result of these trends, marketing events management software customers should look for providers that:

- **Handle hybrid events faultlessly.** Almost unanimously, B2B marketers say their future events will include a higher component of digital capabilities aimed at engaging prospects and serving customers who choose to participate from afar.⁶ To deliver virtual experiences that give remote attendees commensurate value to those participating in-person, top solutions are adding or upgrading digital attendee communications, registration and ticketing, and remote sponsor interaction capabilities. They're also automating a broader range of physical logistics, touchless badging/check-in, attendee activity analysis, mobile apps, and interpersonal networking features.
- **Help event teams manage speakers and content in one intuitive interface.** Among reference customers surveyed, 75% said virtual event participants found access to on-demand sessions most valuable.⁷ One reference advised, "Keep the bar for content and speakers high if you want your audience to return." In response, marketing event solutions are incorporating native content capture and delivery features, with a primary focus on video, to differentiate offerings. Streamlining speaker management with collaborative ways to review content and deliver feedback helps teams get the most from their presenters. Innovations that deliver real-time interaction and feedback mechanisms help remote or in-person speakers engage with attendees, making the overall participant experience more personal and relevant.
- **Treat remote and in-person attendees equally across the globe.** Keeping remote attendees engaged was the biggest challenge for 61% of reference customers.⁸ Top solutions respond with mobile and browser-based apps that use AI to infer interests and suggest relevant sessions, activities, exhibitors, or networking opportunities with other participants. As marketers leverage technology to

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

take hybrid events global by localizing the core content for different markets, giving remote attendees an interesting, compelling experience will require improved capabilities in event syndication and analytics. And these capabilities must focus on insights that help marketers understand the ROI of individual events and the full impact their events portfolio is having on their business.

Evaluation Summary

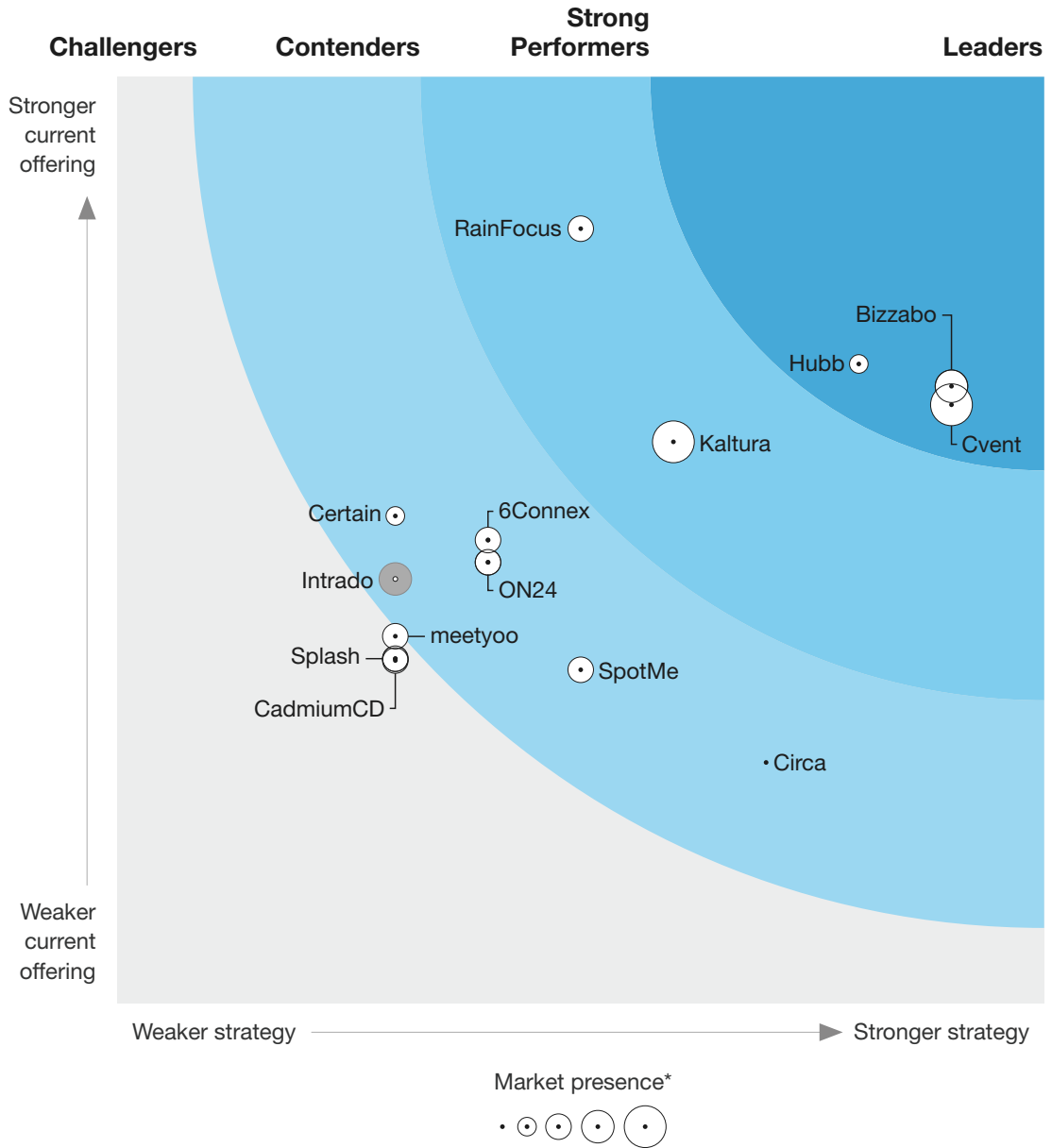
The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our reports on [online event technologies](#) and [event management software](#).

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on Forrester.com to download the tool.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021
 The 14 Providers That Matter Most And How They Stack Up

FIGURE 1 Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

THE FORRESTER WAVE™
 B2B Marketing Events Management Solutions
 Q1 2021



*A gray bubble indicates a nonparticipating vendor.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: B2B Marketing Events Management Solutions Scorecard, Q1 2021

	Forrester's weighting	6Connex	Bizzabo	CadmiumCD	Certain	Circa	Cvent	Hubb	Intrado*	Kaltura	meetyoo	ON24	RainFocus	Splash	SpotMe
Current offering	50%	2.50	3.33	1.85	2.63	1.30	3.23	3.45	2.29	3.03	1.98	2.38	4.18	1.86	1.80
Event organization and management	25%	2.20	3.10	2.30	2.80	0.70	3.10	4.00	2.05	3.30	1.60	1.90	4.40	1.65	1.30
Audience engagement and interaction	25%	3.30	3.00	1.90	2.30	0.95	2.30	4.40	2.30	3.60	3.00	3.00	4.00	2.00	2.00
Marketing support	25%	1.70	4.20	1.70	3.00	3.30	3.00	2.80	2.80	2.60	1.40	1.70	4.20	2.30	1.90
Professional support services	25%	2.80	3.00	1.50	2.40	0.25	4.50	2.60	2.00	2.60	1.90	2.90	4.10	1.50	2.00
Strategy	50%	2.00	4.50	1.50	1.50	3.50	4.50	4.00	1.50	3.00	1.50	2.00	2.50	1.50	2.50
Category vision	25%	3.00	5.00	1.00	1.00	5.00	5.00	5.00	3.00	3.00	3.00	3.00	3.00	1.00	3.00
Execution roadmap	25%	1.00	5.00	1.00	3.00	5.00	5.00	3.00	1.00	3.00	1.00	1.00	1.00	1.00	3.00
Partner and community ecosystem	25%	1.00	3.00	3.00	1.00	1.00	5.00	5.00	1.00	3.00	1.00	3.00	3.00	3.00	3.00
Market differentiation	25%	3.00	5.00	1.00	1.00	3.00	3.00	3.00	1.00	3.00	1.00	1.00	3.00	1.00	1.00
Market presence	0%	3.00	3.33	2.33	2.00	1.00	4.67	1.33	3.33	5.00	3.00	3.00	3.00	2.67	3.00
Operating revenue and trajectory	33%	2.00	2.00	2.00	3.00	1.00	4.00	1.00	5.00	5.00	2.00	3.00	4.00	3.00	4.00
Customer base and event attendance numbers	33%	2.00	5.00	4.00	2.00	1.00	5.00	2.00	4.00	5.00	4.00	3.00	4.00	4.00	2.00
Global footprint	33%	5.00	3.00	1.00	1.00	1.00	5.00	1.00	1.00	5.00	3.00	3.00	1.00	1.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

*Indicates a nonparticipating vendor.

Vendor Offerings

Forrester included 14 vendors in this assessment: 6Connex, Bizzabo, CadmiumCD, Certain, Circa, Cvent, Hubb, Intrado, Kaltura, meetyoo, ON24, RainFocus, Splash, and SpotMe (see Figure 3).

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021
The 14 Providers That Matter Most And How They Stack Up

FIGURE 3 Evaluated Vendors And Product Information

Vendor	Product evaluated
6Connex	6Connex VEP
Bizzabo	Bizzabo's Event Success Platform
CadmiumCD	EventScribe
Certain	Certain Digital
Circa	Circa
Cvent	Cvent Event Marketing & Management Platform
Hubb	Hubb Event Management Platform
Intrado	Intrado Virtual Events
Kaltura	Kaltura Virtual Events
meetyoo	ubivent
ON24	ON24 Platform
RainFocus	RainFocus
Splash	Splash
SpotMe	SpotMe Anywhere

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

Leaders

- Bizzabo deftly addresses complex event management requirements.** Bizzabo entered the events space in 2012 as a mobile app provider similar to DoubleDutch (acquired by Cvent) but evolved quickly into a more comprehensive solution. Its modern architecture and clean UI delivers intuitive capabilities for setting up registration processes, designing browser/mobile interaction pages, configuring overall event logistics, and measuring event outcomes. After completing a \$138 million funding round in 2020, Bizzabo is well positioned to blend physical and virtual interactions into hybrid events that perform reliably. Its roadmap ambitiously plans to deliver differentiated customer experiences that include real-time audience engagement, networking recommendations, and 1:1 or small group meeting management to enable in-person and remote audiences to reach parity.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

While Bizzabo has demonstrated enterprise-scale virtual capabilities, it needs to address gaps in physical event requirements such as venue sourcing; travel and accommodations; budget management; and seamless handling of ad hoc, sales, or interpersonal meetings — instead of relying on partners to deliver this today. Customer references raise our confidence that Bizzabo can pull this off because compliments about responsiveness and the ability to incorporate customer feedback quickly were plentiful and consistent. Bizzabo's digital simplicity also makes its solution well suited for field marketing and distributed events teams hosting a series of large-scale sophisticated events, where willingness to act as a design partner is a plus.

- **Cvent sets its sights on an event future where hybrid versions dominate.** With a 21-year tenure in event technology and extensive hotel and venue sourcing offerings, Cvent stands apart as the platform of choice for marketers and event professionals. Cvent product designers quickly updated the firm's app and platform, while accelerating integrations with key video content management and online meeting partners, to help its clients make 70,000 physical events virtual during the COVID-19 pandemic. Laser-focused on attendee management and logistics, Cvent's registration processes, event production, training, and customer services stand apart. They allow marketers and event professionals to handle a broad range of event formats from smaller field events to industry-leading conferences, with increasing capability around digital experiences.

With more than 30,000 customers, Cvent satisfied virtual event managers in this captive market by adding just enough capability to support their digital-only needs while holding off more technologically modern competitors. To keep pace, Cvent will need to address relative weaknesses in remote attendee engagement features such as gamification and social media interaction, networking, and platform user experiences. Reference customers want a platform refresh to counter a "long in the tooth" UI and a patched-together feel due to integrating multiple acquisitions over time. Despite these shortcomings, Cvent remains a popular option for marketers and event professionals at midsize through enterprise firms.

- **Hubb excels at delivering distinctive online experiences marketers value.** After securing its first funding round (Series A) in 2016, Hubb grew rapidly by offering immersive 3D digital experiences that set its virtual events apart from those on webinar or online meeting platforms. People attend events to make human connections, and this principle — along with more than 20 years in the events industry — drives Hubb founders to take events beyond the limits of a physical venue and turn them into marketing assets. Hubb shines in all areas of attendee engagement from audience participation features, digital reactions, recommendations on networking, and facilitated brainstorming that simulates the hallway conversations and serendipitous interactions event attendees cherish.

Despite a fast break out of the gate, Hubb is a small, growing company with fewer than 100 employees. With revenues poised to almost double short-term, Hubb will put those financial gains to work. It will enhance speaker content capture, increase out-of-the-box integrations with marketing technology (martech) stack incumbents, add localization support, and scale its business

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

globally, all while demonstrating a seamless ability to serve in-person and remote audiences at parity. Hubb also needs to build a broad ecosystem of creative design and marketing partners to continue to delight marketing teams whose expectations will change from delivering differentiated virtual events to creating experiences that foster person-to-person engagement. Today, Hubb is a solid fit for midmarket companies with teams wanting innovative ways to digitally engage buyers and large enterprise companies looking to expand a growing events portfolio.

Strong Performers

- **RainFocus boosts event demand gen by combining data and marketing automation.** Having provided technology innovation to the events industry since the late 1990s, RainFocus executives now count Oracle Openworld, VMworld, Cisco Live, and several marquee IBM events among their successes because they combine data management savvy with a deep understanding of the events business. RainFocus's capabilities for agenda management, session engagement, nonspeaker content sharing, lead management, event data management, and communications stand apart in this market. It boasts among the broadest list of out-of-the-box technology integrations, training and support services, and native onsite production and rentals services, making it an all-in-one contender for hybrid events leadership when in-person returns.

Originally targeting physical events automation, RainFocus struggled financially with the switch to all-digital early during the COVID-19 pandemic as physical event sales dropped and digital-only grew at a slower rate. While customer references for high-visibility digital events praised RainFocus's scalability and bandwidth, we learned that performance issues can crop up occasionally. To deliver a truly immersive and engaging customer experience — with parity for in-person and remote audiences — RainFocus needs to develop or partner to deliver more ways for event teams to amplify the look, feel, creativity, and consistency of the digital side of the experience and distinguish its online events from webinars. Today, RainFocus best suits companies hosting large, complex B2B conferences or summits with thousands of attendees and a wide array of partner, session, and mainstage requirements.

- **Video expertise lets Kaltura turn marketing events into high-end productions.** Founded in 2006 as a cloud-based video technology company, Kaltura's core business revolves around delivering engaging live or prerecorded video for communication, collaboration, learning, and entertainment. Kaltura virtual events deliver standout capabilities in content capture, live delivery at scale, and session engagement. Customer references highlight strengths in audience interaction and engagement, especially when using video to interact with prospective attendees, to support virtual networking, and to maintain a high level of engagement during the event.

Kaltura specializes in large-scale events, and creating inspired video that makes presenters shine requires significant production labor and handholding today. Reference customers expressed dissatisfaction with the amount of manual activity and prep that using Kaltura required ahead of event broadcasts. To capture more enterprise B2B business, Kaltura must shore up weaknesses

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

in attendee lead management, localization, and overall ease of use. Fortunately, Kaltura has the revenue, customer base, and growth trajectory to address these issues, give customers more self-service capabilities around event design and management, and improve their ability to host events for in-person and remote audiences with equity. For enterprise event teams looking for a platform that goes beyond talking-head content and sessions, Kaltura combines unique branding, creative delivery, learning experiences, and a consumer-friendly look and feel in one immersive online event experience.

Contenders

- **Small but clever Circa performs double duty as a marketing automation platform.** Founded in 2016, EventGeek relaunched itself as Circa in 2020 with a new focus on helping B2B marketers use events as a marketing channel. This nimble team of 15 people, backed by a slew of pending patents, delivers a sleek platform for data-driven field and demand marketing teams. Using exceptional lead management capabilities, Circa captures and integrates attendee data to update opportunity qualification scores, drive sales interactions through real-time next-action notifications, and provide native calendaring for one-on-one meetings and breakout sessions. Collecting participation data across all these elements, and across multiple events, allows Circa to give marketers an accurate perspective on the ROI of their event portfolio.

Circa's early-stage status and focus on physical events means it has some major holes to fill in overall event setup and speaker management; content capture and delivery; track session engagement; and production, creative, and training services. This makes Circa a better fit for midmarket companies of 1,000 employees or more who use another technology for registration, ticketing, and logistics but need to better understand and improve returns across multiple events. Going forward, watch for Circa to play a bigger role in aligning marketing and sales around customer engagement — starting with events but branching out from there — to deliver more effective digital demand-generating experiences.

- **Virtual event trailblazer 6Connex supports the widest range of digital use cases.** As early as 2009, 6Connex began delivering digital events that drive engagement at trade shows, summits, career and benefits fairs, staff recruiting, sales kickoffs and training, and employee townhalls. Acquired in late 2019 by hyper-niche software collector, Dura Software, 6Connex saw interest skyrocket in its virtual events platform during the COVID-19 pandemic, supported by strengths in rich 3D virtual experiences, content capture, and rich video/content delivery. Demonstrating a wide array of user experience (UX) and creative design, 6Connex creates destinations that eschew a typical lobby and conference-room layout in favor of something more engaging and immersive.

While customer references gave high marks to the virtual attendee experience and project management support, they were quick to point out the big learning curve required to perfect the UX. As 6Connex shifts more of its business toward large-scale enterprise events, it will need to improve agenda creation and management features that take attendees' interests into account.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

Improving event communications and analytics, lead management, mobile interfaces, and updates of gamification and social sharing to enhance attendee engagement will also be necessary. Enterprise companies that want a single platform for managing marketing, employee, and staffing event needs should look closely at 6Connex.

- **ON24 turns virtual events into long-lasting content experiences.** As a premier provider of live webcasting technology, ON24 capitalized on new demand for digital-only events in 2020 by adding capabilities to its ON24 Elite platform. With a product line that extends from personalized rich-media landing pages targeting single accounts or audiences to an always-on engagement hub serving many, ON24 wants marketers to consider it as a one-stop shop for all their buyer engagement needs. Earning high scores for its content capture, live delivery, and localization capabilities sets ON24 up to turn event content into reusable marketing assets for increased longevity beyond the broadcast. Reference customers praise its global support, scalability, and ability to engage large, varied audiences at a competitive price point.

Facility with live delivery and digital interaction give ON24 a boost in the virtual events space, but time will tell if it can parlay this into digitally enhanced physical events as well. ON24 lacks support for travel and accommodations, venue management, speaker management, rich partner experiences, and event communications that a leading hybrid platform must deliver. ON24 also did not demonstrate support for tens of thousands of simultaneous attendees in a B2B enterprise setting. It also has room to improve in areas like event analytics, lead management support, and native event communications. For B2B marketers who perceive events as one element of a rich online content experience that lets prospects and customers sate their appetite for rich on-demand content as well as live experiences, ON24 offers a straightforward solution.

- **DIY marketers favor SpotMe's simplicity and self-service approach.** In 2012, spikes in mobile phone adoption made SpotMe's business building hardware devices that collected real-time feedback from in-person attendees obsolete. This prompted SpotMe to shift to delivering cloud-based event management software and allowed it to grow annual revenues steadily, increasing five-fold between 2012 and 2019. When the COVID-19 pandemic followed closely on the heels of a major business model/licensing change, SpotMe regrouped to deliver a native streaming engine and upgraded content management system to support live and on-demand formats. SpotMe delivers event engagement solutions that focus on attendee experiences instead of ultra-sophisticated event design, logistics, and management.

Inundated with change, SpotMe emerged with an event management system that appeals to event marketers at firms with more than 1,000 employees who need a WordPress-like experience for setting up and managing uniquely branded events with a minimum of professional services help. While reporting that it lacks some more sophisticated capabilities, event managers find its streamlined, self-explanatory interface simple to use. Its lead management, communications, and analytics are more than adequate for marketers focused on using events to create engagement that drives more demand for their products and services. These capabilities and practices give SpotMe special appeal to marketing teams that want a lot of control without a steep learning curve.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

- **Certain shines at building data-rich attendee profiles and managing speakers.** Launching in 2011 as a physical event platform, Certain delivers unique data management capabilities that help event teams better incorporate event interactions and information into their overall marketing data. It has a solid track record of managing diverse in-person logistics while delivering unique differentiators — including registration and check-in processes that progressively profile attendees to understand their interests and needs. Its speaker management capabilities stand apart with advanced abstract solicitation and speaker vetting. In 2019, it introduced the Certain Signal data management platform to enhance attendee data gathering, analyze engagement, derive marketing insights, and deliver relevant sales interactions.

The COVID-19 outbreak caused Certain to recalibrate during 2020. It invested in more digital/video content delivery, session interactivity, and event communications (through mobile apps during events). Building on this, Certain still needs to close gaps in delivering key digital experience capabilities for content capture, virtual environments, and rich attendee interactions to reach parity across digital and physical experiences. Filling in these gaps will help raise Certain's profile among large enterprise-class event teams. But for now, the company remains a better fit for handling registration, communications, and data tracking for the thousands of small to midsize events that enterprise field and demand marketers rely on to generate leads and support sales.

- **Intrado breathes new life into a legacy virtual event platform.** Formerly known as West, Intrado is a conglomerate of digital media, enterprise collaboration and unified communications, life and safety, and health and wellness solutions that acquired one of the original online event platforms, INXPO, in 2018. Its offerings encompass live streaming, webcasts, virtual events, and video portals for on-demand, secure video communications. Coupling technical strengths in video/content delivery and 3D partner/exhibitor experiences with extensive production capabilities from its digital media division put Intrado on event managers' radar during the spring of 2020, which soon had them scheduling events well into the future to meet pandemic-induced demand.

Its core virtual event technology showed its age against newer born-in-the-cloud alternatives. So Intrado failed to earn high marks in key areas like event registration, venue management, agenda management, and attendee engagement — either while attending track sessions or navigating the online setting for networking opportunities. Capable of delivering rich 3D virtual venues with custom branding, Intrado design templates are still unoriginal. Content capture and preproduction can feel cumbersome and is subject to the availability of Intrado's internal services. Despite these shortcomings, Intrado remains a top choice for enterprise event teams who want turnkey service for delivering a highly scalable experience that feels like an event, not just a well-crafted landing page filled with video content. Intrado declined to participate in the full Forrester Wave evaluation process.

Challengers

- **Meetyoo stylizes event experiences with streaming expertise and creative smarts.** Originally an audioconferencing platform started in 1999, Berlin-based meetyoo acquired virtual event platform ubivents in 2016 to kickstart delivery of hybrid events long before the COVID-19 pandemic

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

accelerated demand for virtual events. Meetyoo delivers immersive 3D virtual environments that run the gamut from simulations of real venues — replete with avatars that interact with attendees virtually — to completely abstract or fanciful metaverses that take attendees into a different world. With strengths in video delivery and ingenious design, meetyoo plans to extend event experiences into a hybrid platform that can engage remote and in-person attendees through differentiated experiences, booth previews, and attendee/speaker networking that increases anticipation and amplifies engagement long before the main experience starts.

Meetyoo allows event teams to deliver visually stunning online environments. But much of this comes at a cost because clients must lean on project managers to deliver almost every event element including agenda and session management, registration setup, event configuration, email notifications, and in-session Q&A that competitors regularly supply as self-service options. Meetyoo must overcome shortfalls in event analytics, lead management, and native martech integrations to win over more enterprise marketers. A global customer base and an international focus make meetyoo's solution a good fit for marketers who run many regionally focused events, demand an attentive vendor experience, and want to differentiate their events with an ultracreative experience.

- **Splash corrals rogue events while enabling superior cross-team collaboration.** Privately held since its launch in 2012, Splash has put several rounds of funding totaling more than \$47 million to work helping marketers reuse event content, spin up small regional versions, and collaborate with sellers to reduce the costs of shadow events that happen on the sly. An extensive template library, drag-and-drop design capabilities, and the ability to duplicate events with just a few clicks let field marketers plan and execute local events without the headaches associated with running more sophisticated platforms. By combining event logistics, registration, and attendee engagement data across multiple similar events, Splash can serve as the single source of truth for marketing and sales teams to share planning responsibilities, execute local events more simply, and assess event outcomes and impact more accurately.

Focusing on smaller-scale repeatable events leaves gaps in several areas of Splash's offering that enterprise event managers will find important for supporting hybrid experiences. For example, Splash relies on partners to capture video content, enhance attendee engagement, and support in-session interactions. A lack of native lead management capabilities and a narrow range of professional support services currently narrow Splash's prospects. Companies that want to curtail off-the-books event spending can use Splash to repurpose vetted content and reuse it across derivative events such as roadshows, seminars, or prospect hospitality.

- **CadmiumCD specializes in association and continuing education events.** For more than 20 years, CadmiumCD has built a small but consistently performing business delivering event management software and services geared toward professional accreditation and continuing education. The platform allows association and corporate event managers to collect, organize, and share large amounts of content while soliciting abstracts from hundreds of speakers,

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

vetting their proposals, and supporting live, on-demand, or simulative delivery in an e-learning-like environment. Reference customers commend its realistic and upfront business practices, stating that CadmiumCD doesn't overpromise or underdeliver.

Focused primarily on continuing education and accreditation performed in physical venues, CadmiumCD lacks rich capabilities in the areas of event registration, attendee interaction features, and virtual event venues that give attendees an online environment to explore and navigate. Event analytics, lead management support, and integrations with martech partners also remain limited due to this professional accreditation focus. However, for event managers who must satisfy specific attendee certification or education requirements, CadmiumCD fills this niche expertly.

Evaluation Overview

We evaluated vendors against 28 criteria, which we grouped into three high-level categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering. Key criteria for these solutions include event organization and management, audience engagement and interaction, marketing support, and professional support services.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated category vision, execution roadmap, partner and community ecosystem, and market differentiation.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's operating revenue and trajectory, customer base and event attendance numbers, and global footprint.

Vendor Inclusion Criteria

Forrester included 14 vendors in the assessment: 6Connex, Bizzabo, CadmiumCD, Certain, Circa, Cvent, Hubb, Intrado, Kaltura, meetyoo, ON24, RainFocus, Splash, and SpotMe. Each of these vendors demonstrated at least four of the following. They:

- **Earned \$3 million or more in event management solution revenue.** Invited vendors had a minimum of \$3 million in annual revenue from their marketing event management products and services for the most recent fiscal year before the coronavirus pandemic hit in 2020.
- **Have customers who ran online events on their platform during the pandemic.** After regional governments announced work-from-home and social distancing orders in March 2020, invited vendors had at least half (50%) of their customers run virtual versions as alternative or net-new events.
- **Have customers who ran online and physical events using their platform.** Invited vendors needed to demonstrate that while current customers were using them primarily for virtual events, at least one-quarter (25%) had used them for managing physical events at one time.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

- **Demonstrated both enterprise and market traction.** Included vendors often competed for enterprise-class deals (based on Forrester client interviews, customer reference surveys, and vendor responses to surveys) and illustrated a vision for or contributed thought leadership to the marketing event management space. Vendors have also demonstrated the ability to support the marketing event technology needs of Forrester customers.
- **Received Forrester client interest.** Forrester clients have expressed interest in learning more about evaluated vendors, have asked questions about the category frequently, or have evaluated vendors as part of inquiry, advisory, and consulting.

Engage With An Analyst

Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

[Learn more.](#)

Analyst Advisory

Translate research into action by working with an analyst on a specific engagement in the form of custom strategy sessions, workshops, or speeches.

[Learn more.](#)

Webinar

Join our online sessions on the latest research affecting your business. Each call includes analyst Q&A and slides and is available on-demand.

[Learn more.](#)



Forrester's research apps for iOS and Android.

Stay ahead of your competition no matter where you are.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021
The 14 Providers That Matter Most And How They Stack Up

Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by December 1, 2020, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ and New Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

The Forrester Wave™: B2B Marketing Events Management Solutions, Q1 2021
The 14 Providers That Matter Most And How They Stack Up

Endnotes

- ¹ Source: Laura Ramos and Nick Barber, “Are Virtual Events The Right Move For You?” Forrester Blogs, March 25, 2020 (<https://go.forrester.com/blogs/virtual-events-as-alternative-to-physical-or-canceling/>).
- ² See the Forrester report “[Now Tech: B2B Event Management Software, Q2 2019.](#)”
- ³ See the Forrester report “[Now Tech: B2B Online Event Technologies, Q3 2020.](#)”
- ⁴ Source: “New Lessons From Hosting Virtual B2B Marketing Events Will Persist Once In-Person Events Return,” Forrester (<https://www.forrester.com/fn/6lY8TzR4yQwGKoaKThq5QL>).
- ⁵ Source: “Collection: Focus On Content Quality And Remote Engagement To Prepare For B2B Hybrid Events,” Forrester (<https://www.forrester.com/fn/4JzZkYfdK6rkKJHwQa52Ys>).
- ⁶ Source: “80 Percent of Marketers Predict Future of Event Marketing will Combine In-Person and Virtual,” PRWeb press release, November 18, 2020 (https://www.prweb.com/releases/80_percent_of_marketers_predict_future_of_event_marketing_will_combine_in_person_and_virtual/prweb17554889.htm#:~:text=The%20research%20found%20that%2080,in%20hybrid%20events%20in%202021).
- ⁷ Source: Forrester’s Q4 2020 B2B Marketing Events Management Solutions Forrester Wave™ Customer Reference Survey.
- ⁸ Source: Forrester’s Q4 2020 B2B Marketing Events Management Solutions Forrester Wave™ Customer Reference Survey.

We help business and technology leaders use customer obsession to accelerate growth.

PRODUCTS AND SERVICES

- › Research and tools
- › Analyst engagement
- › Data and analytics
- › Peer collaboration
- › Consulting
- › Events
- › Certification programs

Forrester's research and insights are tailored to your role and critical business initiatives.

ROLES WE SERVE

Marketing & Strategy Professionals

CMO

- B2B Marketing
- B2C Marketing
- Customer Experience
- Customer Insights
- eBusiness & Channel Strategy

Technology Management Professionals

CIO

Application Development & Delivery
Enterprise Architecture
Infrastructure & Operations
Security & Risk
Sourcing & Vendor Management

Technology Industry Professionals

Analyst Relations

CLIENT SUPPORT

For information on hard-copy or electronic reprints, please contact Client Support at +1 866-367-7378, +1 617-613-5730, or clientsupport@forrester.com. We offer quantity discounts and special pricing for academic and nonprofit institutions.