CHEAT SHEET FOR EVENT PROFS

TOP 10 EVENT PLANNING TOOLS

Event planners often find it difficult to deliver their job without using the right planning tools. Whether you are planning a big or small event, managing all the elements can be tricky. One of the critical features of a successful event is using a good event planning tool.

We want to introduce you to the Top 10 Event Planning Tools, based on the 10 stages of your event planning process:

1. EVENT CONCEPT CREATION — miro

Defining your goals and objectives is the first step in planning an event. Many event planners jump right into planning without considering this important step. Miro makes it easy to go from brainstorming to creating the conceptional outline for an event.

2. DEFINE YOUR TARGET GROUP — HubSpot

Your target audience is always different, depending on your goals. They usually are a specific group of people who should see your ad campaigns. Further, factors that may dictate the target audience, including income, age, location, gender, interests, etc. Hubspot is the best place to segment your contacts.
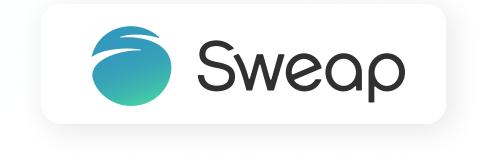
3. CREATE POWERFUL GUEST LISTS — Sweap

Creating an event guest list can be a tedious task. You need to estimate the number of people that will attend your event. In fact, knowing who to invite and enforcing this guest list is essential. Managing your guest list is a critical factor in a successful event and there is no better tool to do so than Sweap.

4. CREATE VISUALS — Canva

Graphic design is an indispensable part of the event planning process. You need strong visuals to draw people's attention and increase your sign-ups. Event planners may want to create a concept that will excite attendees. Visuals interest the audience, engage and keep them learning. Using a solid visual message can, indeed, make your event remarkable. Canva is a free and easy-to-use tool for beginners and professionals.

5. MARKET THE EVENT — Sweap

While your event promotion should get in front of as many eyes as possible, they should be directed to the right people, at the right time, and with relevant information to increase turnout. Even if you're planning your brand event, ensure you multitask and organize it well. Besides putting everything in order, your guest must get the needed satisfaction. Also, note that effective communication is essential, and for that, you need an event planning tool. Sweap's communiction tools give you flexibility and reliability in one tool.

6. HOST THE EVENT — Sweap

Most event managers say this is one of the most difficult event planning stages. However, with the right software, hosting events, whether in-person or online events, can prove not to be daunting at all. Everyone is always anticipating this moment. Sweap will help you host successful events.

7. ENGAGE PARTICIPANTS AT THE EVENT — slido

Indeed, event engagement is vital to the success of the program. One thing is that technology usually smoothens that engagement. You need to choose a technology that drives engagement and enhances your guest's experience instead of distracting them. Slido will do this for you, with polls, Q&A and more.

8. LIVE-STREAMING FOR A VIRTUAL AND HYBRID EVENT — ecamm

Unleash the potential of your virtual and hybrid events through live streaming. You can also extend your in-person experience online. Ecamm is an easy-to-use live streaming service that streams directly to the most popular streaming platforms

9. VIRTUAL NETWORKING AT VIRTUAL EVENTS — wonder

Whether offline or online, networking with people could be nerve-wrenching and exciting at the same time. Virtual networking events are an excellent way to enlarge your professional or brand network. Wonder is not only free, it also has a very innovative look & feel that will bring your attendees together.

10. COMMUNITY BUILDING EVENT PLANNING TOOLS — tribe.

A good tool will help you build your community and boost revenue. Community building tools enable you to promote your network and reach your audience. Tribe has become one of the most popular tools for communities.

So, it all boils down to Sweap for marketing and hosting your virtual and in-person events, Miro, HubSpot CRM, Guestlist management software, Canva or Adobe, Slido, Ecamm Live, Wonder, and finally, Tribe.

Leverage the power of these ten event planning tools to step up your event planning game. In a digital age where nearly everyone is digitally connected somehow, it would be more of an excuse rather than a reason not to create successful, digitally-enabled events. Be sure to check our blog for more insights and the latest industry updates. Read the full article here.