



Evento- Revolutionizing Event Planning in the Digital Age

Aarti Agarwal¹, Aditi Sharma², Abiya Agnes B³, Akash S⁴, Dr. Uma C Swadimath⁵

¹⁻⁴ MBA Students, 2023-25 Batch, Faculty of Management Studies, CMS Business School, JAIN (Deemed-to -be University), Bangalore, India

⁵ Professor, General Management, Faculty of Management Studies CMS Business School, JAIN (Deemed-to -be University), Bangalore, India

ABSTRACT :

Evento is a recently introduced event-planning mobile application designed to ease the organization of events through a digital medium. Although it faces obstacles in customer acquisition and rivalry from well-established companies, Evento has successfully enlisted over 1,000 suppliers and attracted 40,000 users in its inaugural year. The business model focuses on a commission-based revenue structure, enhanced by premium accounts for improved user functionalities. Market challenges include fierce competition, difficulties in vendor onboarding, and technical issues, while opportunities can be found in market expansion, strategic partnerships, geographic growth, and niche segments. Threats encompass economic recessions, regulatory alterations, and technological disruptions. Future opportunities for Evento involve investments in technology, an increase in vendor partnerships, and community involvement to bolster market presence and brand loyalty.

Keywords: Evento, event planning, mobile app, commission model, market challenges, strategic partnerships, technological investments, user-generated content, economic downturns

Introduction :

Event planning has traditionally been a hectic and time-consuming exercise that has pushed individuals and businesses to deal with multiple vendors, arrange logistics, and ensure excellent delivery of services. The complex nature of the event management industry often results in inefficiencies, high costs, and logistical challenges, making the planning process stressful for both individuals and businesses.

Evento is a newly launched event-planning mobile app designed to simplify the complex process of organizing events by providing a digital platform where users can find, compare, and book services from a wide range of vendors. It facilitates to individuals, corporate event planners, and small businesses, offering services like venue selection, catering, entertainment, and decorations.

Despite its potential, Evento faces challenges in customer acquisition and retention due to competition from established firms. Ensuring vendor reliability, maintaining service quality, and balancing pricing strategies are critical hurdles. However, opportunities arise from increasing digital adoption and the demand for seamless event management solutions.

Threats include competition from well-funded startups, shifting consumer preferences, and technological changes. This case study examines Evento's market positioning, business model, and strategic decisions, offering insights into how it can navigate industry challenges and establish a sustainable presence in the event management sector.

Company Background :

Started in 2023, Evento was created by a group of small entrepreneurs who observed a major void in the event planning space—most people and small enterprises found it hard to get decent vendors and efficiently handle event logistics. Their objective was to come up with a simple platform that would bring the users in contact with reliable vendors, enabling them to organize their events with minimal hassle.

The application allows them to:

- Research and compare event vendors (caterers, decorators, photographers, entertainers, venues, etc.)
- Book services in-app straight away
- Chat with suppliers through an in-built chat tool
- Coordinate budgets, timetables, and task lists
- Assess and rate vendors, providing quality control for other customers

In its first year of operation, Evento brought on board over 1,000 suppliers and had over 40,000 users. The ease of use and simplicity of the platform, along with the robust supplier network, are responsible for the company's success.

Business Model

Evento also employs a commission model where the company takes a percentage on every sale made through the app. The commission model benefits the company and merchants since it helps to create the pay-for-performance model of revenue. In addition to its commission model, Evento offers premium accounts for customers who might want additional functionalities like

- **High-priority vendor selection:** Emphasized vendors with a high rating • AI-driven event suggestions: Personalized event planning support through artificial intelligence
- **Personalized support:** Exclusive access to a personal events coordinator for company events on the seller's side, Evento provides advertisement space in the app to promote their visibility and obtain bookings, hence providing ease for smaller vendors to reach a larger audience.

Market Challenges

1. **Attracting and Retaining Users:** The event planning market is very competitive, with numerous existing platforms providing the same services. Evento's largest challenge has been attracting and retaining users. Although the app has innovative features, becoming distinctive in a crowded market involves ongoing innovation and user interaction. The initial challenges were low retention rates among users and inability to persuade people to trust the app as opposed to using traditional event planners.
2. **Vendor Onboarding:** Creating an extensive network of vendors was key to the success of Evento. It was, however, a time-consuming and arduous process. Most vendors, particularly small enterprises and freelancers, were not willing to get on board because of issues related to commissions and unfamiliarity with new-age digital tools. Persuading such vendors to onboard was a time- and effort-consuming activity, as well as offering incentives like commission rate cuts and extra promotional incentives.
3. **Technical Challenges:** Being a technology-based solution, Evento had to overcome technical challenges in ensuring a seamless user experience. The application had to support a large volume of users and vendors while maintaining scalability, security, and quick loading times. Technical problems like compatibility with different devices and operating systems, as well as data security, were key challenges to overcome.
4. **Vendor Quality Control:** Maintaining consistent quality throughout all vendors was another challenge. Although the app prompted vendors to post photos, reviews, and testimonials, it was hard to guarantee all vendors met the company's standards. Despite the review system, there were cases where users complained about disappointing experiences. This meant regular monitoring and enforcing stricter vetting procedures.

Opportunities

1. **Market Growth:** The event planning sector has experienced continuous growth over the last few years, with a hike in demand for digital solutions, particularly in the post-pandemic era. With more individuals shifting towards digital tools to plan personal and business events, Evento can expand its market share.
2. **Strategic Partnerships:** Evento can grow larger by partnering with other companies that operate in the event space, including venues, caterers, and even business event planners. Through partnerships with well-known companies and event firms, Evento can establish itself as a consistent partner in its field.
3. **Geographic Expansion:** Today, Evento caters to one specific region, but expansion into new cities and countries has a strong potential. The app is scalable, and hence, it is flexible to fit into various markets. As the platform gains a good foothold, it can expand its market penetration.
4. **Niche Markets:** Evento can also target niche markets like destination events, green events, or theme events for corporations. Evento can provide specialized sections or services for such events to meet specific customer requirements and enjoy a competitive edge.

Threats

1. **Intense Competition:** The event planning app market is highly competitive, with established players such as Eventbrite, The Knot, and Zola. These companies have large user bases, brand recognition, and extensive vendor networks, making it difficult for Evento to stand out. Additionally, new entrants in the market could pose a threat to Evento's growth.
2. **Economic Downturns:** Event planning is often considered a discretionary expense. During times of economic uncertainty or downturns, consumers and businesses may cut back on spending for non-essential events. This could directly impact the demand for services offered through the app.
3. **Regulatory Changes:** The event industry is subject to various local and international regulations, including health and safety standards, data privacy laws, and consumer protection laws. Changes in any of these regulations could impact Evento's operations and require costly adjustments to remain compliant.
4. **Technological Disruptions:** As with any tech-based business, Evento is susceptible to technological disruptions. For example, new technologies or innovations in artificial intelligence, augmented reality, or virtual events could make Evento's platform obsolete unless it continuously evolves.

Future Prospects

1. **Investment in Technology:** To stay ahead in the market, Evento plans to invest heavily in its technology stack. This includes incorporating artificial intelligence for personalized event planning, offering VR/AR experiences for event venue tours, and improving the app's scalability to handle increasing traffic.
2. **Increased Vendor Partnerships:** By offering more incentives and improving vendor relations, Evento hopes to onboard more vendors across a variety of event categories. This will allow the app to offer a more comprehensive service and attract users who require specialized services.
3. **Community Engagement:** To build brand loyalty, Evento plans to enhance its community engagement efforts through social media, event sponsorships, and user-generated content. Encouraging users to share their event experiences on the platform can help build trust and a strong community around the app.

Conclusion :

Evento is on track to become a major player in the event planning industry by addressing common pain points with technology and offering a user-friendly platform. While there are challenges to overcome, such as competition, vendor onboarding, and technical hurdles, Evento's innovative approach and market potential offer significant growth opportunities. With continuous improvements to its platform, strategic partnerships, and an aggressive marketing strategy, Evento has the potential to disrupt the event planning market and become the go-to app for both individuals and businesses looking to plan and manage events seamlessly.

Discussion Questions :

1. What were the most important issues Evento had in attracting and retaining vendors, and how did they resolve them?
2. How can Evento stand out from the competition in a competitive market?
3. What are the most important technological investments Evento needs to make in order to remain at the forefront of the market?
4. How can Evento leverage user-generated content to grow brand loyalty and community involvement?
5. What strategies could Evento implement to mitigate the risks posed by economic downturns or market disruptions?
6. How important are strategic partnerships to Evento's long-term growth, and which industries or businesses should they target for collaboration?

REFERENCES:

1. Planners, E. (2024, February 8). Event planning in the digital Age: tools and technologies. Medium. <https://medium.com/@belissaeventplanners/event-planning-in-the-digital-age-tools-and-technologies-50c56e91ce57>
2. Barrabi, T. (2024, August 9). Exclusive | Wedding giant The Knot Worldwide cuts 4% of workforce in restructuring. New York Post. <https://nypost.com/2024/08/09/business/wedding-giant-the-knot-worldwide-cuts-4-of-workforce-in-restructuring/>
3. Admin. (2025, January 27). Successful Event planning case studies: How these entrepreneurs nailed it | Event Planning Mavericks. Event Planning Mavericks. <https://eventplanningmavericks.com/successful-event-planning-case-studies/>
4. Case studies - OnePlan Events. (n.d.). OnePlan Events. <https://www.oneplan.io/case-studies/>
5. Event planning case studies | Configio. (2023, August 4). Configio by Momentive Software. <https://www.configio.com/resources/case-studies/>
6. Oltermann, P. (2024, August 17). 'The party is back': rise in European music festivals banning smartphones. The Guardian. <https://www.theguardian.com/music/article/2024/aug/17/the-party-is-back-rise-in-european-music-festivals-banning-smartphones>