

SALES & PARTNER PLAYBOOK

EventfullyManaged

EventfullyManaged gives event teams one platform — and one attendee record — from the first sign-up to the post-event report.

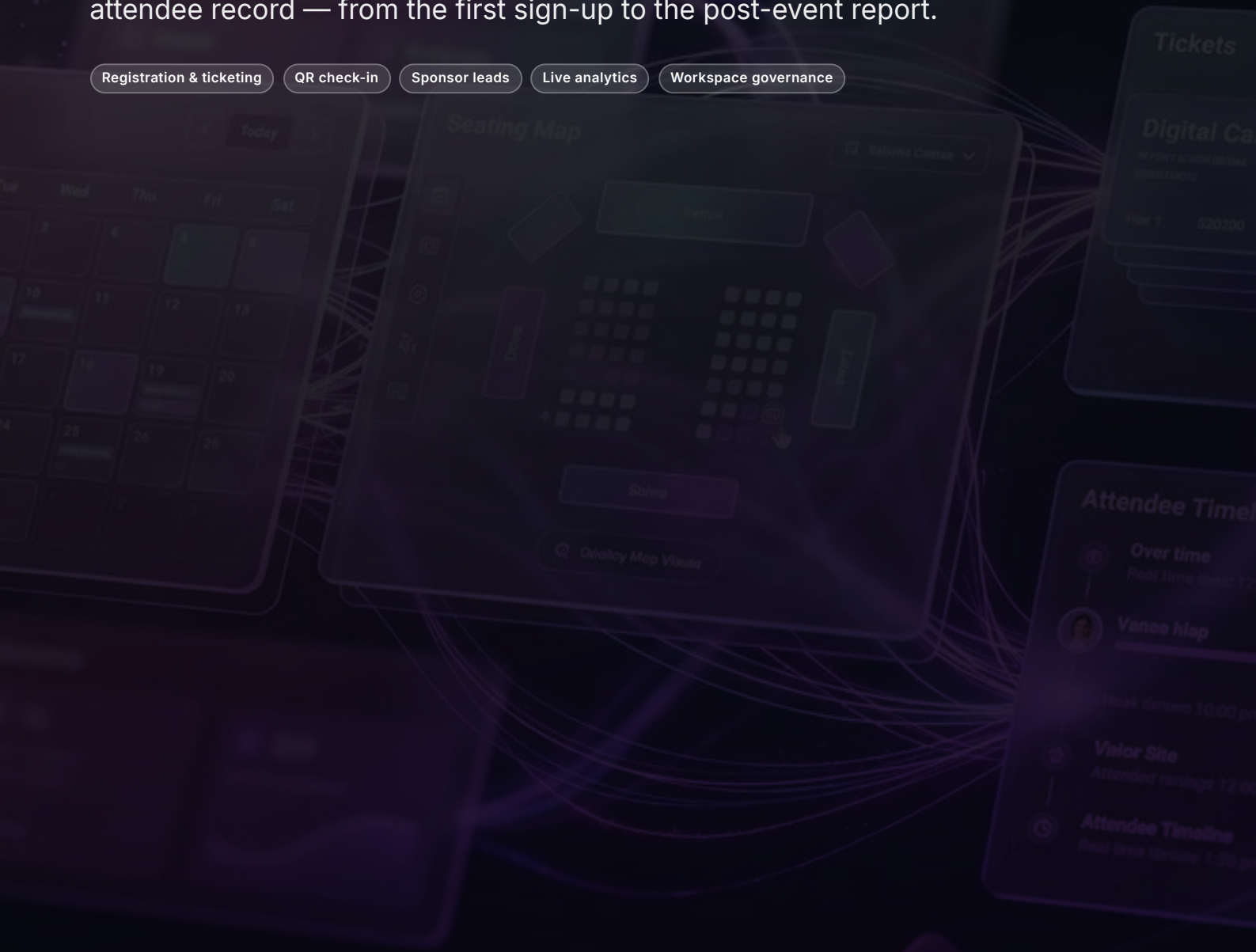
Registration & ticketing

QR check-in

Sponsor leads

Live analytics

Workspace governance



Sessions

Live
Engagement

PREPARED BY

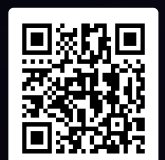
Burdenoff Consultancy Services Pvt.
Ltd.

PRODUCT

eventfullymanaged.com

BOOK A CALL

calendly.com/vignesh-
burdenoff/1-1



00 **How to use this playbook**

Read the first four sections before your next conversation with an event team; they carry the language you need to sound credible. The objections and discovery pages are for live calls — skim them beforehand rather than reading them aloud. When a conversation turns real, use the handoff checklist and send it to us; you do not need to run a demo yourself.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

EVENTFULLYMANAGED.COM

EventfullyManaged is one platform for the whole arc of an event: plan it, sell it, run it, engage the people in the room, and prove what it delivered. An organiser creates the event, models the venue as rooms with capacities, builds a multi-track agenda, configures ticket tiers and promo codes, and opens registration. On the day, staff scan attendees in at check-in stations and watch arrivals land live. Afterwards, attendance, revenue and engagement are already in the dashboard, because everything wrote to the same record the whole way through. Sponsors and exhibitors sit on that same record, so the leads their booths captured are attributed back to them.

CATEGORY

Event management platform — for conference and summit organisers, corporate and field-marketing teams, associations, agencies and community organisers who run recurring or ticketed events.

WHERE IT STANDS TODAY

Live and generally available since August 2026. You can create an account, set up an event and open registration today. It is a young product with no public reference customers yet, and several named capabilities — published mobile store apps, on-demand badge printing, per-session capacity enforcement, automation execution and predictive forecasting — are on the roadmap rather than shipped. Every one of those is flagged in this pack.

HOW CUSTOMERS GET IT

Cloud, multi-tenant by default, with sign-up and a free tier available directly from the website. Enterprise adds customer-selected data residency, dedicated tenancy or self-hosting as priced options. Onboarding is self-serve for smaller teams; migration from existing ticketing tools and spreadsheets is offered as a paid implementation engagement.

Organiser web console — events, agenda, venues, ticketing, registrations, on-site, sponsors, analytics

Check-in stations for staff — scan by QR code, attendee ID or email, with direction and station recorded

Kiosk mode — a locked, touch-friendly self-service screen for check-in and wayfinding

Attendee web experience — personal schedule and event information from a browser

GraphQL API and webhooks for integration and automation

An in-product assistant that can answer questions about the screen you are on

02 One-Line Pitch

SAY EXACTLY THIS

"EventfullyManaged gives event teams one platform — and one attendee record — from the first sign-up to the post-event report."

SHORTER, FOR A CHAT MESSAGE

One platform for registration, the door and the report.

THE CATEGORY SENTENCE

EventfullyManaged is an all-in-one event management platform for teams that run ticketed events with an agenda, a venue, sponsors and a door to manage.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most event teams run on five or six disconnected tools — a ticketing site, an email tool, a spreadsheet for the agenda, a check-in app rented for the day, and a report assembled by hand a week later. EventfullyManaged replaces that with one platform. The person who registers is the same record that picks sessions, scans in at the door and appears on the analytics dashboard. It starts free, Pro is ninety-nine dollars a month, and single sign-on, permissions and audit come as standard."

IF THEY ARE TECHNICAL

EventfullyManaged models roughly twenty-two first-class record types — events, sessions, venues, floor plans, speakers, ticket types, promo codes, registrations, attendees, check-in stations and records, sponsors, exhibitors, leads, networking profiles and analytics snapshots — on a single schema behind one typed GraphQL API. Selling the last seat is guarded by an atomic capacity check inside a transaction, and a badge scanned twice in the same minute returns the existing record rather than duplicating it. Identity, permissions, audit and quotas come from the wider platform, so the product never re-implements authentication.

IF THEY ARE A BUSINESS BUYER

Event teams pay a friction tax on every event: licence fees for five tools, hours spent moving data between them, and a reporting exercise that starts after everyone has gone home. EventfullyManaged consolidates that into one line item with published prices — free to start, \$99 a month for Pro, \$399 for Business — and no charge per organiser seat, so putting more of the team on the platform costs nothing extra.

04 Problem We Solve

These are the complaints you will actually hear from an event team, usually within the first ten minutes. Any two of them together is a real opportunity.

Every event runs across five or six disconnected tools

Who feels it: Head of events, event manager, operations lead

What it costs them: Data never reconciles. The ticket count disagrees with the badge list, the badge list disagrees with the room, and someone spends a day a week moving CSV files between systems that were never meant to talk.

How EventfullyManaged answers it: EventfullyManaged holds registration, ticketing, the agenda, the venue, check-in, sponsors and analytics on one record. A registration made an hour before the doors open is already on the scanner, because the door reads the same record registration wrote.

The check-in queue ruins the first impression

Who feels it: On-site staff, event coordinator, volunteers

What it costs them: The registration desk is the first thing every attendee experiences, and it is where a stale exported list falls apart: a name that is not in the scanner, a badge already collected, a line out of the door while an organiser searches a spreadsheet.

How EventfullyManaged answers it: Staff scan the QR code from a phone or printed ticket, or type an ID or email. The arrival is recorded against the attendee immediately, a rescan within the same minute returns the existing record instead of erroring, and arrivals appear live so a second station can open before a queue forms.

Sponsors cannot see the pipeline their money bought

Who feels it: Sponsorship manager, commercial director, the sponsors themselves

What it costs them: Renewal conversations turn into arguments about value. The sponsor asks what they got; the organiser offers a footfall number and a photo of the booth, because the leads were captured on paper or in the exhibitor's own phone.

How EventfullyManaged answers it: Sponsors are records with a tier, contract value and lead target. Exhibitors get a booth code. Every lead captured is attributed to a specific sponsor or exhibitor with a score and a status, and rolls up into a portfolio view an organiser can put in front of a partner at renewal.

Overselling the last seats, or leaving them empty out of fear

Who feels it: Registration manager, event manager

What it costs them: When capacity lives in a spreadsheet, two people can buy the same last seat within a second of each other. Teams compensate by closing sales early and giving away revenue rather than risking a room that cannot hold everyone.

How EventfullyManaged answers it: Capacity is checked and the sold count incremented in one atomic step inside a database transaction. Under concurrent load one buyer succeeds and the other is told the ticket type is sold out. The event cannot be oversold, so sales can stay open to the last seat.

Reporting after the event is a week-long archaeology project

Who feels it: Event manager, marketing lead, finance

What it costs them: The question leadership asks — did this event work — takes a week to answer, by which time the answer no longer changes anything. Revenue by ticket type, attendance and engagement each live in a different export.

How EventfullyManaged answers it: A single dashboard call returns events, active events, registrations, attendees, venues, sponsors and upcoming sessions together, with revenue by ticket type and promo-code performance alongside. Analytics snapshots capture the picture at a point in time so a post-event summary is a query, not a rebuild.

The security team blocks the tool the events team wants

Who feels it: IT, security, procurement

What it costs them: Events end up run on a personal account or a departmental credit card, outside single sign-on, with no audit trail and attendee personal data sitting in a system nobody reviewed. It gets discovered at the worst possible moment.

How EventfullyManaged answers it: Single sign-on, role-based permissions, tenant isolation, an activity trail and quota controls are inherited from the wider platform rather than bought as an enterprise upgrade. Six event roles are seeded automatically, so door staff get the scanner and an analyst gets the numbers without attendee contact details.

05 Value Proposition

Five reasons a team switches. Lead with whichever one matches the complaint they opened with.

One record, from sign-up to report

The person who registers is the same record that chooses sessions, scans in at the door and appears in the analytics. Nothing is re-keyed and nothing is exported to be imported somewhere else. The expensive failures in event management happen at the seams between tools, and this design removes the seams rather than automating them.

Evidence: Roughly twenty-two record types — events, sessions, venues, floor plans, speakers, tickets, promo codes, registrations, attendees, check-in stations and records, sponsors, exhibitors, leads, networking profiles, meetings, campaigns and analytics snapshots — sit on one schema behind one API.

Governance comes with the product, not with the invoice

Single sign-on, role-based permissions, tenant isolation, an activity trail and quota enforcement are inherited from the platform the product is built into. Competitors commonly sell single sign-on and API access as enterprise add-ons; here they are present on every plan. That is usually what unblocks the security review.

Evidence: Six event roles — director, event manager, programme producer, sponsorship manager, on-site staff and analyst — are seeded into every workspace automatically, each scoped so an analyst can see revenue without ever opening attendee contact details.

The door actually works

On-site operations are included rather than rented for the day. Check-in stations are configured per event, scans record who, when, where and in which direction, and a double scan within the same minute returns the existing record instead of creating a duplicate or throwing an error. Arrivals feed the organiser dashboard as they happen.

Evidence: Check-in runs on any phone or tablet with a browser. No proprietary scanner, wearable or turnstile hardware is required — or sold.

Published prices, and no charge for collaboration

Pricing is on the website: free to start, \$99 a month for Pro, \$399 for Business, and per-registration pricing at Enterprise. Four permanent regional bands make it affordable outside high-income markets — the India band lists Pro at ₹3,999 a month. Plans are priced on events and registrations, not on organiser seats, so adding the whole team costs nothing.

Evidence: Pro includes ten organiser seats and Business fifty, at a flat monthly fee. Enterprise is priced per registration rather than per user.

Open by design, for teams that want to automate

Everything the console does is reachable through one typed GraphQL API, with webhooks, entity tagging and export jobs. A team can push registrations into a CRM, pull attendance into a warehouse, or drive registration from their own site. There is also an in-product assistant and an agent tool surface for teams using AI clients.

Evidence: API access is included on every plan rather than gated behind an enterprise tier, which is where several competitors put it.

06 Ideal Customer Profile

An organisation that runs several ticketed or registered events a year — with an agenda, a venue, sponsors and a check-in desk — currently held together by three to six tools and at least one spreadsheet.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Conference and summit organisers	Teams of 2–15 running events of 200–5,000 attendees	They need a multi-track agenda, tiered ticketing, a working door and a report that satisfies sponsors and leadership — and they cannot justify a six-figure enterprise contract to get it.
Corporate and field-marketing event teams	Companies of 500–5,000 staff, event teams of 1–5	They run ten to fifty events a year on a small team, report to a marketing leader who wants attribution, and have an IT function that will only approve a tool that uses the company's single sign-on and keeps an audit trail.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Associations, nonprofits and academic organisers	One annual conference plus chapter or regional events	Budgets are tight and the calendar repeats, so a flat subscription across every event beats per-event licensing. Regional pricing bands matter to them more than to anyone else.
Event agencies and production companies	Agencies of 2–20 staff running 20–100 client events a year	Each client can sit in its own isolated workspace under one platform, with role-scoped access for freelancers and volunteers, instead of a separate account per client. Agencies are also the most natural reseller and implementation partners.
Community, meetup and training organisers	Individual organisers and small teams, 30–500 attendees	The free tier is a complete product surface rather than a trial, so a first event costs nothing, and per-ticket economics are cheaper than the consumer ticketing sites once events are paid and recurring.

GEOGRAPHIES

Sold globally in English, with four permanent regional pricing bands. Strongest commercial fit in the US, UK, EU, India and Southeast Asia; India has native rupee pricing and local payment methods. Enterprise buyers can select data residency in the EU or India as a priced option.

NOT A FIT – DO NOT CHASE

- One-off free meetups where the whole requirement is a public listing and a consumer audience — the discovery marketplaces do that better and cheaper, and we do not compete for it
- Anyone whose bid requires NFC or RFID wearables, turnstiles or biometric access control; that hardware ecosystem is deliberately not built and not planned
- Virtual-first programmes whose core need is a streaming venue, stage production and breakout rooms — a native virtual venue is roadmap, not shipped
- Buyers who need venue sourcing, travel or delegate housing management as part of the platform; that is genuinely a different product category
- Regulated procurement that requires a current security certification on paper today — certifications are targeted for 2027 and are not held yet
- Teams that have just signed a multi-year enterprise contract elsewhere and have no renewal event within twelve months

07 Buyer Personas

Five people you might meet. The hooks are written to be said out loud, not read from a slide.

Head of Events / Event Director

WHAT THEY WANT

Run a whole calendar as a portfolio rather than a series of one-offs, keep costs predictable, and be able to answer what every event delivered without a week of assembly.

Open with: How many separate tools does one of your events touch — and who is the person who reconciles them afterwards?

They will ask: Can I see all my events in one place and report across the whole calendar, not just one event at a time?

WHAT FRUSTRATES THEM

Tool sprawl she inherited, budget spread across five vendors, and no way to compare this year's flagship with last year's because the data lived in different systems.

Event Manager / Producer

WHAT THEY WANT

Get the event stood up quickly, build a multi-track agenda without clashes, and have a calm day-of rather than a scramble at the door.

Open with: When you publish the agenda, how do you know a speaker is not booked into two rooms at once?

They will ask: How long does it take to get from a blank event to an open registration page?

WHAT FRUSTRATES THEM

Rebuilding the same run-of-show from memory each time, discovering a double-booked room after the programme has gone to print, and a check-in desk that becomes a queue.

Sponsorship / Exhibitor Manager

WHAT THEY WANT

Sign sponsors, deliver what was promised, and go into renewal with evidence rather than adjectives.

Open with: When a sponsor asks what they got for their money, what do you actually send them?

They will ask: Can each sponsor see the leads attributed to their own booth?

WHAT FRUSTRATES THEM

Leads captured on paper or in an exhibitor's phone and never returned, a sponsorship deck that drifts out of date, and no single number for what a partner received.

IT / Security reviewer

WHAT THEY WANT

Keep attendee personal data inside approved systems, enforce single sign-on, and have an audit trail when someone asks who changed what.

Open with: Does the tool your events team uses run on your single sign-on, or is it a separate login nobody reviews?

They will ask: What certifications do you hold today, and how do we delete an attendee's personal data on request?

WHAT FRUSTRATES THEM

Event tools bought on a departmental card, outside identity management, holding thousands of attendee records with no role separation and no deletion path.

Finance / procurement

WHAT THEY WANT

Consolidate several small vendor lines into one, and forecast event tooling cost without a quote cycle for every renewal.

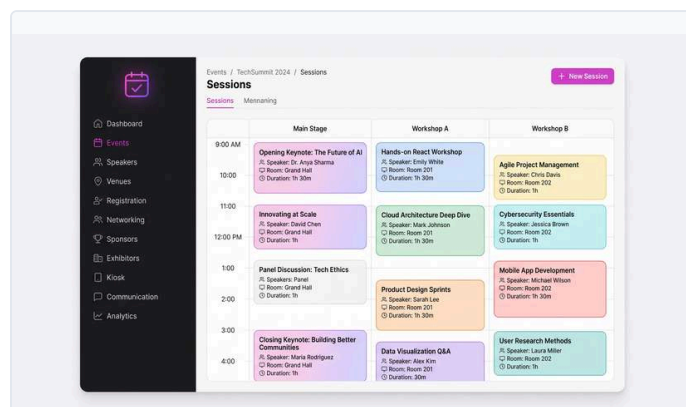
Open with: How much of your event budget is licence fees for tools that each do one part of the job?

They will ask: What does this cost at our volume, and what happens to the price when the events get bigger?

WHAT FRUSTRATES THEM

Opaque enterprise quotes, per-ticket fees that scale unpredictably, and per-seat licensing that makes the events team ration access to its own tool.

Twelve scenarios drawn from what the product does today. Where a capability is partly built, the wording says so — do not smooth it over on a call.



EVENT MANAGER OR PROGRAMME PRODUCER

Stand up an event and a full agenda in an afternoon

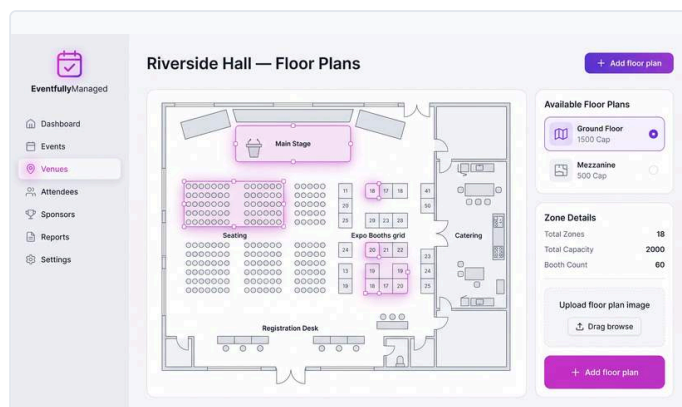
THE SITUATION

A conference is three months out and the agenda lives in a shared spreadsheet that four people edit. Nobody is certain which version the printed programme was built from.

WHAT HAPPENS WITH EVENTFULLYMANAGED

The organiser creates the event with dates, type and visibility, models the venue as rooms with capacities, then builds sessions grouped into tracks, each with a time slot, a room and speakers attached as records with bios and abstracts.

A published, multi-track agenda that every other surface reads from, instead of a spreadsheet nobody trusts.



EVENT COORDINATOR

Map the venue so sessions never overflow

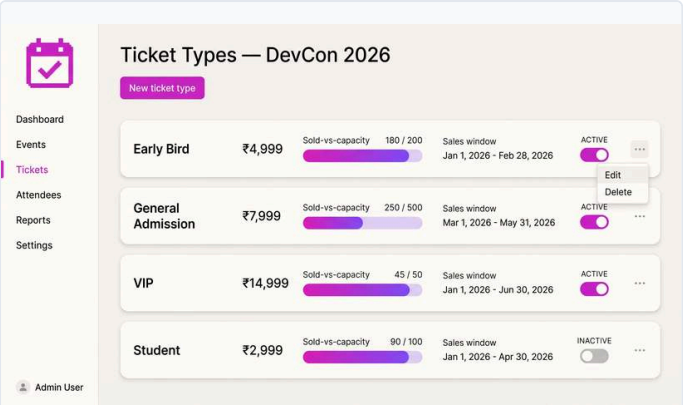
THE SITUATION

Room capacities are known only to whoever booked the venue, so the popular workshop gets put in the small room and forty people stand in the corridor.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Each venue is registered once with its address, capacity, amenities and opening hours, and a floor plan is attached with dimensions and interactive areas. Sessions are then assigned to rooms against known capacity, and exhibitor booths are placed on the same plan.

Oversubscription is visible while there is still time to re-room or repeat a session, rather than on the day.



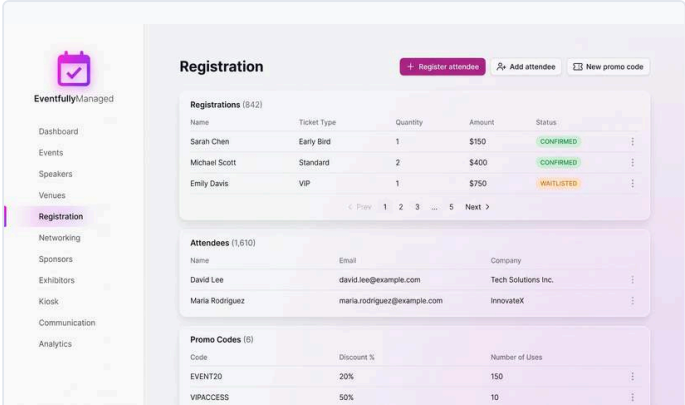
REGISTRATION MANAGER

Sell tiered tickets without the spreadsheet

THE SITUATION
Early-bird pricing, a group rate, a speaker comp list and a partner discount are being tracked by hand, and at least one code has already been shared publicly.

WHAT HAPPENS WITH EVENTFULLYMANAGED
Ticket types carry a price, a quantity limit and a sale window; promo codes apply percentage or fixed discounts with their own availability. Registrants receive a branded confirmation with an embedded QR code that is the same credential used at the door.

Pricing strategy is configuration rather than administration, and the ticket the attendee holds is the record the scanner reads.



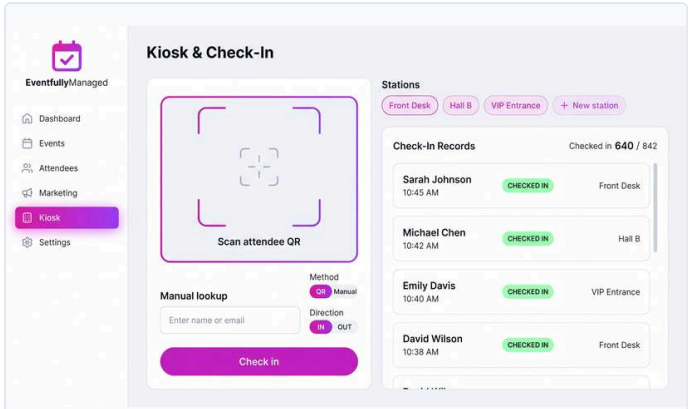
REGISTRATION MANAGER, EVENT MANAGER

Sell the last seat safely

THE SITUATION
A popular session is nearly full and sales are being closed early because nobody trusts the count to hold up when a hundred people register at once.

WHAT HAPPENS WITH EVENTFULLYMANAGED
Every registration checks remaining capacity and increments the sold count in a single atomic step inside a transaction. Two concurrent buyers for one remaining seat produce one success and one clear sold-out message.

Registration can stay open to the final seat without any risk of promising a place that does not exist.



ON-SITE STAFF AND VOLUNTEERS

Move the queue at the door

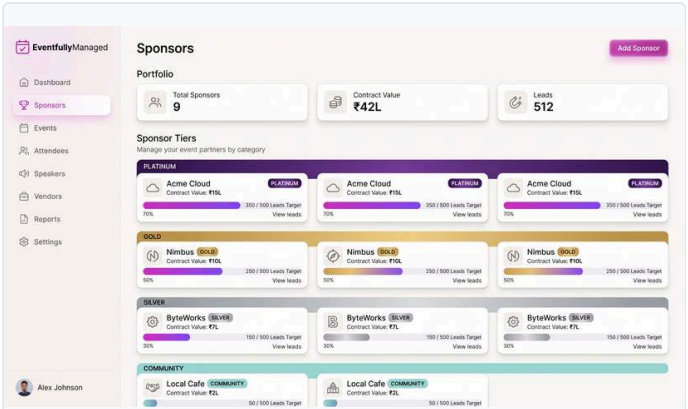
THE SITUATION

Check-in runs off a list exported the night before, so anyone who registered that morning is not on it and every lookup is manual.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Staff open as many check-in stations as the venue needs, then scan the QR code from a phone or printed ticket — or type an ID or email. The arrival is recorded against the attendee with the station and direction, and a rescan in the same minute returns the existing record rather than duplicating it.

The desk moves, late registrations check in cleanly, and the organiser watches the room fill in real time.



SPONSORSHIP MANAGER

Prove the pipeline a sponsor paid for

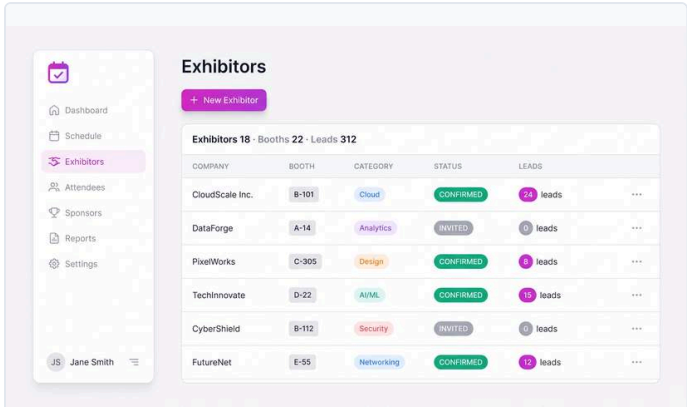
THE SITUATION

Renewal is due and the only evidence of value is an attendance number and a photograph of the stand.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Each sponsor is a record with a tier, contract value, lead target and working contacts. Leads captured are attributed to that sponsor with a score, a status and notes, and a portfolio view rolls total contract value and total leads across every partner.

A renewal conversation backed by attributed leads rather than adjectives.



EXHIBITION MANAGER

Run the exhibition floor

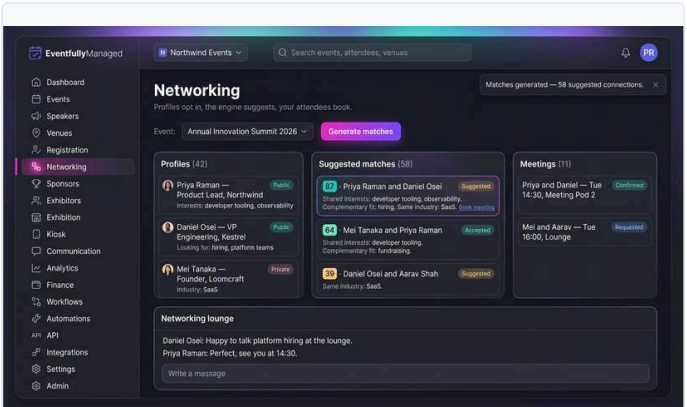
THE SITUATION

Booth allocation lives in an email thread, and each exhibitor collects leads their own way, so nothing comes back to the organiser.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Exhibitors are records with a booth code and category, placed on the venue floor plan. Leads captured at a booth are attributed to that exhibitor on the same event record the organiser uses for follow-up.

One view of who is on the floor, where they are, and what the floor generated.



EVENT ORGANISER, ATTENDEES

Suggest who should meet — and say why

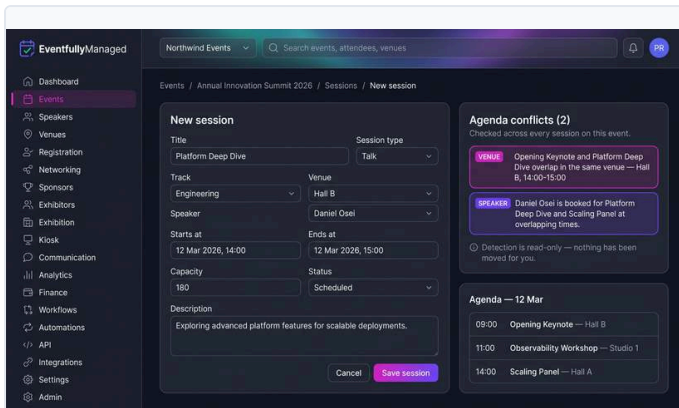
THE SITUATION

Four hundred people are in a room, most will meet nobody useful, and the usual matchmaking badge gives no reason for its suggestions so neither person sends the first message.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Attendees opt in with a networking profile covering interests, industry, role and what they are looking for. The organiser runs a match generation across the event; every opted-in pair is scored on shared interests, complementary fit and shared industry, and each match carries a written sentence explaining it. Pairs with no overlap are never written at all.

A ranked list of introductions people will actually act on, because each one comes with a reason they can check. The scoring is deterministic and rule-based today; a model-backed interest graph is roadmap.



EVENT COORDINATOR

Catch the double-booked room before the programme prints

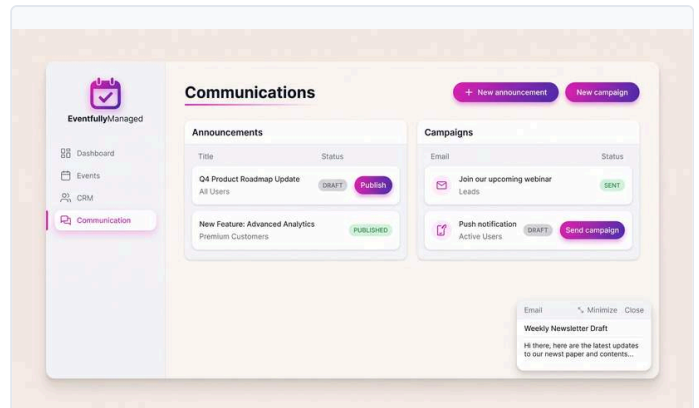
THE SITUATION

Fifty sessions across four tracks were built by three people, and the clash gets found by a speaker standing outside an occupied room.

WHAT HAPPENS WITH EVENTFULLYMANAGED

The agenda is checked across the whole event for two sessions in one room at the same time and for a speaker booked into overlapping slots, and the conflicts are surfaced while the schedule is still being built.

Clashes are a planning decision rather than a day-of incident. Per-session capacity enforcement — automatically closing a full session — is on the roadmap.



MARKETING MANAGER

Reach the right attendees with the right message

THE SITUATION

Confirmations, reminders and day-of updates go out through a mail-merge from an exported list, so anyone who registered after the export never hears anything.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Announcements and communication campaigns are created against the event record and sent to attendees by email and push, using the same attendee data registration wrote — no export, no stale segment.

The right people get the message, including the ones who signed up an hour ago. Single-shot campaigns and announcements work today; multi-step drip sequences are roadmap.



EVENT MANAGER, FINANCE, LEADERSHIP

Prove the impact the moment the doors close

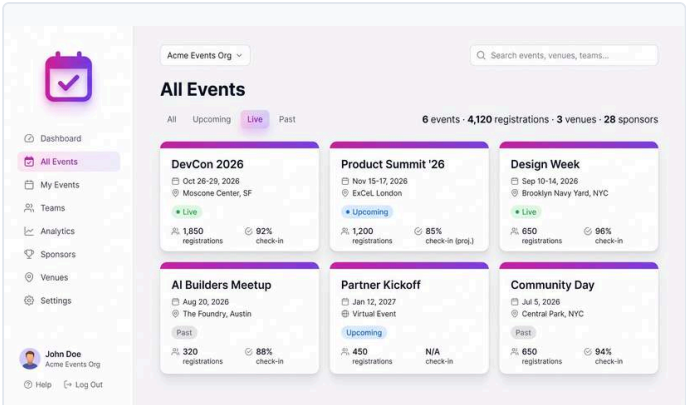
THE SITUATION

Leadership asks whether the event worked and the answer takes a week to assemble from four exports.

WHAT HAPPENS WITH EVENTFULLYMANAGED

One dashboard call returns events, active events, registrations, attendees, venues, sponsors and upcoming sessions together. Revenue by ticket type and promo-code performance sit alongside check-in throughput and session attendance, and analytics snapshots capture the picture at a point in time.

The post-event summary is a query, not a project — and it is available while the decisions it informs still matter.



OPERATIONS LEAD, AGENCY OWNER

Run a whole calendar under one organisation

THE SITUATION

Thirty events a year are run as thirty separate projects, each rebuilt from scratch, with no way to compare formats or report on the programme as a whole.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Every event lives in one workspace list with numbers rolling up across all of them, role-scoped access for staff, contractors and volunteers, and cross-event reporting over the full programme. Agencies can isolate each client in its own workspace.

Events are run as a portfolio rather than a series of one-offs. Reusable event templates that spin up the next conference from a proven blueprint are on the roadmap.

09 Product Capabilities

What the platform does, grouped the way an event team thinks about it. Anything not marked shipped is genuinely not shipped — say so if you are asked.

Plan the event

The event, the place and the programme, modelled once so everything downstream lines up.

Event model

Name, dates, timezone, type (in-person, virtual, hybrid, recurring), capacity and visibility — public, private or invitation-only.

Multi-track agenda builder

Sessions grouped into tracks, each with a time slot, a room, assigned speakers and a planned capacity.

Conflict detection

Two sessions in one room and a speaker booked into overlapping slots are surfaced across the whole agenda while it is still being built.

Venues, rooms and floor plans

Venues carry address, capacity, amenities, pricing and opening hours; floor plans add dimensions and interactive areas, and hold exhibitor booth placement.

Speaker records

Bios, headshots and talk abstracts held as records linked to their sessions rather than tracked in an email thread.

Reusable event templates planned

Save a proven event configuration and start the next one from it instead of a blank page.

Sell — registration and ticketing

The commerce layer, with capacity that holds under load.

Ticket types and tiers

Free, paid, early-bird, group, VIP and bundle tickets with a price, a quantity limit and a sale window.

Promo codes

Percentage, fixed-amount, group and early-access discounts with their own availability windows.

Oversell-safe registration

Capacity is checked and the sold count incremented in one atomic step inside a transaction, so concurrent buyers for the last seat cannot both succeed.

Configurable registration forms

Field types, validation and conditional logic, backed by the platform's shared forms service.

Branded confirmations with QR codes

Each registration produces a confirmation carrying the QR credential the door will scan.

Attendee self-service planned

Attendees editing their own details, transferring a ticket, signing up for sessions and downloading receipts without contacting the organiser.

Multi-gateway payment processing and reconciliation

planned

Card and local payment acceptance across several processors with payout reconciliation.

Run the day

On-site operations included, on hardware the team already owns.

Check-in stations

As many configured points as the venue needs — kiosk, tablet or handheld — each named, coded and toggled active per event.

QR and manual check-in

Scan a QR code from a phone or printed ticket, or look the attendee up by ID or email; every scan records who, when, where and in which direction.

Duplicate-safe scanning

A rescan of the same badge within the same minute returns the existing record instead of creating a duplicate or throwing an error at the desk.

Live arrivals

Check-ins land on the organiser dashboard as they happen, so a second station can open before a queue forms.

Kiosk mode

A locked, touch-friendly self-service screen for check-in, information and wayfinding, branded per event.

Session-level attendance

Staff scan attendees into individual sessions so per-session attendance is recorded against the same attendee record.

On-demand badge printing planned

Printing a physical badge at the desk at the moment of check-in.

Per-session capacity enforcement planned

Automatically closing a session at its planned capacity; capacity is enforced at ticket and event level today.

Engage the room

Turning a list of attendees into conversations, with explanations rather than black boxes.

Networking profiles

Attendees opt in with interests, industry, role, what they are looking for and their visibility; opting out means never being scored.

Explainable match scoring

Every opted-in pair is scored on shared interests, complementary fit and shared industry, and each match carries a written reason. The scoring is deterministic, not model-backed.

One-to-one meetings

Attendees book meetings with each other against the event schedule.

Announcements and campaigns

Single-shot communications to attendees, staff and sponsors, created against the event record.

Live polls, Q&A and session feedback in progress

In-session audience interaction and structured feedback capture.

Installable attendee mobile experience in progress

A personal schedule, venue map, push notifications and digital badge as an installable web app; packaged mobile and desktop builds exist but published store apps are not out.

Lifecycle drip sequences planned

Multi-step, triggered email and push journeys across the event lifecycle.

Sponsors and exhibitors

The partners who fund the event, on the same record as everyone else.

Sponsor records by tier

Platinum through community tiers, each with logo, contract value, lead target and working contacts.

Exhibitor and booth management

Exhibitors carry a booth code and category and are placed on the venue floor plan.

Attributed lead capture

Every lead is tied to a specific sponsor or exhibitor with a score, status and notes on the same event record.

Sponsorship packages in progress

Named packages with benefits, price and visibility held against the event.

Sponsor and exhibitor dashboards in progress

A partner-facing view of the leads and reach their sponsorship delivered.

Lead export to CRM planned

Pushing captured leads directly into the sponsor's own sales system.

Measure and prove

Numbers during the event and a summary the moment it ends.

One-call dashboard summary

Events, active events, registrations, attendees, venues, sponsors and upcoming sessions returned together, plus the most recently updated events.

Operational metrics

Check-in throughput, session attendance, the hourly arrival curve and capacity utilisation while the event is running.

Financial tracking

Revenue by ticket type and promo-code performance held against the event.

Analytics snapshots

Point-in-time captures of the event picture so post-event reporting does not have to be rebuilt.

Attendance and no-show forecasting planned

Predicting turnout to right-size rooms, catering and staffing before registration closes.

Custom dashboards and scheduled reports planned

Cohort and funnel analysis with extended retention, offered as a priced add-on.

Govern, integrate and extend

The parts the security review asks about, and the parts a developer asks about.

Role-based access on every operation

Permissions are enforced at the API edge before a request reaches the product, across twenty-two workspace-scoped resource names.

Six seeded event roles

Director, event manager, programme producer, sponsorship manager, on-site staff and analyst are created automatically in every workspace — nobody builds them by hand.

Activity trail and tenant isolation

Every action recorded with actor, target and result, inside strict per-workspace boundaries; personal fields are redacted from the trail.

Personal-data erasure

Attendee, speaker and lead personal data can be erased on request, with only the erasure event itself retained for audit.

GraphQL API and webhooks

One typed API covering the whole domain, plus entity tagging and export jobs, available on every plan.

In-product assistant

A page-aware assistant on every console screen that can answer questions about what you are looking at.

Agent tool surface for AI clients in progress

The event domain exposed as tools and guided workflows for external AI clients, under the same permissions as a human.

Automation execution planned

Workflow templates and trigger-and-action rules are saved as records today; the layer that actually fires them is being built.

10 Pricing & Plans

Quota-based rather than feature-gated: every user-facing capability is available from the free tier upward, and plans differ by capacity — active events, registrations a month, attendee records, sessions, sponsors, check-in stations, storage, retention and support. Plans are priced per organisation on registration volume, never per organiser seat, so putting the whole team on the platform costs nothing extra. Four permanent regional bands set the price for a customer's billing market; they are market prices, not discounts. Paid ticketing carries a separate per-ticket platform fee.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 Forever free, no card required	A solo organiser or small team running a first event end to end	1 active event; 100 registrations a month; 200 attendee records; 2 organiser seats; 5 sessions per event, 1 ticket type; 1 check-in station; Free RSVPs only — no paid ticketing; Community support, 30-day analytics retention
Pro	\$99/month \$79/month billed annually (\$948/year). India band: ₹3,999/month. 14-day trial available.	Small event teams, meetups, workshops and recurring smaller events	5 active events; 2,000 registrations a month; 5,000 attendee records; 10 organiser seats; 100 sessions per event, 10 ticket types, 50 promo codes; 5 check-in stations; Networking and meetings included; Email support under 48 hours, 90-day analytics retention
Business	\$399/month \$319/month billed annually (\$3,828/year). India band: ₹14,999/month.	Conference organisers, agencies, associations and multi-event programmes	25 active events; 20,000 registrations a month; 50,000 attendee records; 50 organiser seats; Unlimited sessions per event, 50 ticket types, 500 promo codes; 50 check-in stations; 25 custom roles, 365-day analytics retention; Priority support under 24 hours, 99.9% service level
Enterprise	From \$0.50 per registration From \$0.35 per registration on an annual commitment at 50,000–250,000 registrations a year, or a negotiated annual platform fee. Annual contract, invoiced.	Large or recurring event programmes, multi-entity organisations and regulated buyers	Custom or unlimited events, registrations and attendees; Unlimited organiser seats and workspaces; Single sign-on and directory provisioning included; Customer-selected data residency; customer-managed keys available; Dedicated tenancy or self-hosting available as priced add-ons; Named support options with defined response times, 99.95% service level

Add-ons

ADD-ON	PRICE
5-Event Pack (+5 active events)	\$39/month
25-Event Pack (+25 active events)	\$149/month
50K Registration Pack (+50,000 registrations a month)	\$99/month
5-Station Check-In Pack (+5 check-in stations)	\$49/month
Sponsor Pro (+50 sponsors and exhibitors per event)	\$39/month
Analytics Pro (730-day retention, custom dashboards, scheduled reports)	\$99/month
Branding Pro (custom domains, branded attendee emails)	\$39/month

ADD-ON	PRICE
5 Admin Seats	\$49/month
Quick Start Implementation (one-day workshop)	\$2,500 one-time
EU or India data residency	\$6,000/year (EU) or \$4,000/year (India)

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices quoted here are the published Band A rate for the US, EU, UK and comparable markets. Three lower bands apply elsewhere — Pro is \$69, \$49 or \$35 and Business \$279, \$199 or \$139 depending on the band, with India billed natively in rupees.
- Paid ticketing carries a platform fee of 2.5% plus \$0.30 per ticket, or 1.9% plus \$0.30 at Business volume, paid by the organiser. Payment-processor fees are separate and disclosed on payout statements. Free events carry no ticket fee.
- Free and Pro can be bought self-serve. Business and Enterprise are arranged with us — send the opportunity over rather than quoting a figure you have not confirmed.
- Enterprise is priced on registrations, not on people, so collaboration is never penalised. Taxes are added where applicable, including 18% GST on Indian rupee prices.
- Add-ons require a paid plan. If a partner needs a number that is not in this list, ask us rather than estimating — an invented price is the fastest way to lose a deal.

11 Competitive Landscape

Seven alternatives you will meet, with an honest statement of where each of them genuinely beats us. Use the concession — a comparison where the competitor never wins is not believed.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Cvent	The largest enterprise event management suite, covering venue sourcing, registration, marketing, mobile apps, on-site check-in, badge printing and reporting. The checklist champion for very large global programmes.	A venue supplier network of over 300,000 properties, travel and delegate housing management, mature published mobile apps, on-site hardware partners and deep global procurement credibility. For a large regulated buyer running a worldwide meetings programme, Cvent is genuinely the safer answer.	Published pricing from \$99 a month against contracts that commonly start in the tens of thousands plus per-registrant fees and implementation cost, days rather than months to first event, and one connected record instead of a lifecycle composed across separate sub-products.
Eventbrite	The best-known self-serve ticketing and consumer event-discovery marketplace, strongest for selling tickets to standalone public events.	Consumer discovery. Their marketplace puts an event in front of an audience the organiser does not have, and for a single free RSVP meetup it is faster and cheaper than anything else. Brand recognition with attendees is a real asset.	Everything after the checkout page — multi-track agenda, venue and floor plans, QR check-in, sponsor and exhibitor lead capture, networking and analytics on the record the ticket created. Per-ticket economics are also lower: 2.5% plus \$0.30 against roughly 3.7% plus \$1.79 before processing.
Bizzabo	A business-to-business event platform positioning itself as an event experience operating system, with registration, agendas, a mature mobile app, matchmaking and its distinctive tap-to-connect wearable badge.	The wearable badge hardware is a tangible on-site networking advantage we deliberately do not build, their published mobile apps are mature, their shipped matchmaking is ahead of ours, and they have real brand standing with large business conferences.	No entry floor of roughly \$17,999 a year with a three-user minimum, and no upsell for the essentials — single sign-on, API access and sponsor tooling are included rather than sold as add-on modules.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Whova	A well-liked mid-market conference app bundling agenda, speaker management, attendee networking, community boards, check-in and post-event reports, popular with academic and association events.	Attendee app polish and community features — message boards and one-to-one exchange are strong, and organisers who have used it tend to like it. Established trust at the single-conference level is real.	A flat subscription that amortises across a whole calendar instead of custom per-event licensing, a genuine free tier rather than a sales conversation to see pricing, and native registration and ticketing rather than a partner integration.
RingCentral Events	The virtual and hybrid event platform built on Hopin's technology — virtual venues, live streaming, webinars and content repurposing.	The virtual venue experience. Stages, breakout rooms, expo booths and streaming production are considerably deeper than anything we offer, and a native virtual venue is roadmap for us, not shipped. For a virtual-first summit they are the better tool.	The physical event. Check-in stations, QR check-in, kiosk mode, session attendance and on-site sponsor lead capture are where they are thin, and in-person, virtual, hybrid and recurring events all run on one model here.
Swapcard	An engagement-led event platform known for interest-graph matchmaking and a strong exhibitor lead centre, popular with trade shows.	Matchmaking quality. Their interest-graph scoring is the market benchmark and is genuinely better than our deterministic rule-based scoring, and their exhibitor lead tooling is mature.	The planning half of the job — venues, floor plans, sessions, speakers, ticketing and registration are all first-class here rather than lighter add-ons, and matches come with a written reason the attendee can check rather than an unexplained score.
InEvent	An enterprise event operations platform with strong regulated-sector credentials, travel and housing logistics and on-site hardware options.	Regulated and government procurement. Their compliance accreditations and travel and delegate-housing logistics are things we deliberately do not cover, and they ship on-site hardware options we do not.	Self-serve access from \$99 a month against a starting point around \$9,990 a year with an assigned project manager, plus inherited single sign-on, permissions and audit and an included API — no hardware dependency required.

THE POSITIONING LINE TO HOLD

EventfullyManaged is the only event platform built as a native part of the workspace the team already works in, running the entire lifecycle on one attendee record with governance included rather than sold as an upgrade.

12 Why Us / Differentiators

If a prospect only remembers six things, make them these.

One attendee record, literally

This is the claim to lead with and it is checkable. Registration, ticketing, the agenda, the door, networking, sponsors and analytics are not integrated systems — they are one schema. Incumbents compose the same lifecycle across sub-products or partner integrations, which is where the data drifts and the badge list goes stale.

Governance is inherited, not upsold

Single sign-on, role-based permissions, tenant isolation, an activity trail and quota controls come from the platform the product sits inside, so they are present on the free tier. Several competitors sell single sign-on and API access as enterprise line items. This is usually what gets the tool past the security review.

Priced on events, not on people

Plans scale with active events, registrations and attendees rather than organiser seats. Pro includes ten seats and Business fifty at a flat fee, and Enterprise is priced per registration. Teams stop rationing access to their own tool, which is a small thing that changes how the platform actually gets used.

Regional pricing that is a real price, not a discount

Four permanent market bands, including native rupee pricing for India, set the normal price for a customer's billing market. That makes a complete event platform reachable in markets where the incumbent quote is simply out of range, and it is a genuine advantage for partners selling in India, Southeast Asia, LATAM and Africa.

Explanations instead of black boxes

Where the product makes a suggestion, it shows its reasoning. Every networking match carries a written sentence naming the shared interests or complementary fit behind it, and a pair with no overlap is never suggested at all. The scoring is deterministic rather than model-backed, which is stated plainly rather than dressed up.

An honest roadmap you can quote

Published store apps, badge printing, per-session capacity enforcement, automation execution and forecasting are named as roadmap on the product's own website. A partner who repeats those limitations accurately is trusted on everything else they say, which is worth more than a claim that does not survive the first demo.

13 Customer Proof & Credibility

There are no customer references to point at yet, so credibility has to come from depth and candour instead. Show the shape of the domain model, show the specific engineering decisions that only matter to someone who has actually run an event, and be first to name what is missing.

DEPTH OF THE DOMAIN MODEL

Roughly twenty-two first-class record types on one schema — events, sessions, venues, floor plans, speakers, ticket types, promo codes, registrations, attendees, check-in stations and records, sponsors, sponsorship packages, exhibitors, leads, networking profiles, matches, meetings, announcements, campaigns, workflow templates, automation rules and analytics snapshots. This is not a thin wrapper over a ticketing form.

CORRECTNESS UNDER LOAD, BY DESIGN

Selling the last seat is guarded by an atomic capacity check and increment inside a database transaction, so two concurrent buyers cannot both succeed. Check-in is idempotent: a badge scanned twice within the same minute returns the existing record rather than duplicating it or erroring at the desk. These are the details that separate a product built by people who have run an event from one that has not.

ACCESS CONTROL THAT IS ENFORCED, NOT ADVERTISED

Every query and mutation carries an access rule checked at the API edge before the request reaches the product, across twenty-two workspace-scoped resource names. Six event roles are seeded into every workspace automatically, scoped so an analyst sees revenue and throughput but never attendee contact details or lead lists.

A REAL DELETION PATH FOR PERSONAL DATA

Attendee, speaker and lead personal data can be erased on request, with only the erasure event itself retained for the audit trail. Personal fields are redacted from activity metadata. Most event tools handle a data-subject request by opening a support ticket.

PUBLISHED, COMPLETE PRICING

Every tier, quota, add-on and per-ticket fee is published rather than gated behind a quote. A prospect can work out their cost in five minutes, which most of this market cannot offer.

SECURITY POSTURE STATED WITHOUT OVERREACH

Encryption in transit and at rest, least-privilege access, tenant isolation and defence in depth are in place today. SOC 2 Type II and ISO 27001 are targeted for 2027 and are explicitly not claimed as held — the product's own security page says so.

Be straight about this. EventfullyManaged went generally available in August 2026 and is early. There are no public reference customers, no published usage numbers and no security certifications in hand — SOC 2 Type II and ISO 27001 are targets for 2027, not attestations we hold. Several capabilities a competitor ships today are on our roadmap: published mobile store apps, on-demand badge printing, per-session capacity enforcement, automation execution, multi-step drip campaigns, a native virtual streaming venue and predictive attendance forecasting. What a prospect should weigh instead is the depth of the record model, the specific engineering choices around overselling and duplicate scans, the governance inherited from day one, and pricing they can read on a page. If any of the roadmap items above is genuinely

a must-have for their next event, say so plainly and tell us — an honest no now is worth more to everyone than a disappointed customer in three months.

14 Demo Information

You are not expected to run a demo. Getting a prospect into a live call with us is the whole job. If they want to look around first, the free tier is a complete product surface and takes minutes to set up.

HOW TO GET A DEMO

Anyone can sign up at the app and use the free tier immediately — one live event, 100 registrations a month and a check-in station, no card required. For a guided walkthrough of the sponsor, agenda and analytics surfaces at Business scale, book a call with us and we will drive.

Runs about 25 to 35 minutes for a guided walkthrough. Ten minutes is enough for the dashboard, agenda and check-in flow if that is all the time you have.

WHERE TO LOOK

- **Product website** — <https://eventfullymanaged.com>
- **Sign in or create an account** — <https://app.eventfullymanaged.com>
- **Documentation** — <https://docs.eventfullymanaged.com>
- **Book a walkthrough with us** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

1 The dashboard

This is the whole programme in one screen — events, registrations, attendees, venues, sponsors and what is coming up next. It loads as one call, not five, which is why it is the landing screen rather than a report you go and find.

2 An event and its agenda

Sessions grouped into tracks, each with a room, a slot and speakers attached as records. As the agenda is built, the system checks the whole event for a room booked twice or a speaker in two places, and tells you before the programme goes out.

3 The venue and floor plan

The venue is registered once with its rooms and capacities, and the floor plan carries interactive areas and booth positions. That is why the platform knows in advance which session is oversubscribed instead of finding out at the door.

4 Ticket types and promo codes

Tiers, sale windows, quantity limits, and codes with their own availability. When someone buys the last seat, capacity is checked and decremented in one atomic step, so two people cannot both take it.

5 Check-in and kiosk mode

Stations are configured per event and staff scan the QR from the ticket, or type an ID or email. Scan the same badge twice in a minute and it returns the existing record rather than erroring in front of a queue. Arrivals appear live on the dashboard.

6 Sponsors, exhibitors and leads

Each sponsor has a tier, a contract value and a lead target. Every lead captured is attributed back to that sponsor or exhibitor with a score and a status. This is the screen a sponsorship manager takes into a renewal conversation.

7 Networking matches

Attendees opt in with interests and what they are looking for, and every scored pair carries a written reason — shared interests, complementary fit, same industry. A pair with no overlap is never suggested. It is deterministic scoring, and we say so.

8 Analytics and snapshots

Revenue by ticket type, promo-code performance, check-in throughput, session attendance and the arrival curve. Because everything wrote to one record, this is available while the event is running, not a week later.

15 Sales Talking Points

Eight points that land. Each one is short enough to say in a corridor and specific enough to be believed.

The person who registers is the same record that scans in at the door and lands on the dashboard.

This is the single sentence that explains the product. It also sets up every other advantage — no re-keying, no stale badge list, no reporting project — without sounding like a feature list.

Check-in is included, not rented for the day, and runs on any phone.

Renting a check-in app for the event is a line item every organiser recognises and resents. It is also a concrete cost saving you can name without knowing their numbers.

Single sign-on, roles and an audit trail are on the free tier.

For everyone else in this market those are enterprise line items. This is often what converts an IT reviewer from an obstacle into an advocate.

You are charged for events and registrations, never for organiser seats.

Teams ration access to per-seat tools, which quietly wrecks adoption. Naming this makes the buyer think about how many people actually need the tool, which is always more than they are currently paying for.

Every networking suggestion comes with the sentence that justifies it.

Everyone in this market claims AI matchmaking and almost none of it is explainable. Being able to say the score is deterministic and the reason is written down is more credible than a bigger claim.

The event cannot be oversold, even when a hundred people register at once.

Anyone who has run a ticketed event has been burned by this or has been closing sales early to avoid it. It is a small technical detail that signals the product was built by people who have done the job.

The India price is ₹3,999 a month for Pro, and that is a real price rather than a discount.

In Band C and D markets the incumbent quote is often simply unreachable. This turns a non-conversation into a live one, and it is the strongest single wedge for partners selling outside North America and Europe.

Published mobile store apps and badge printing are not shipped yet, and we say so on the website.

Leading with a limitation is counter-intuitive and it works. It buys credibility for everything else, and it surfaces a genuine mismatch early instead of at the demo.

The objections as prospects actually phrase them. Answer with the concession first where there is one — a partner who argues every point is not believed on any of them.

"I have never heard of you. How do I know you will still be here for my conference next year?"

That is fair, and the answer is not a logo wall. The product launched in August 2026 and has no public reference customers yet. What you can check is the thing itself: sign up free, build a real event, and see whether the agenda, the ticketing and the door work the way you need. Start with a smaller event rather than your flagship, and keep your data exportable through the API from day one so you are never trapped.

PROOF · The free tier is a complete product surface, not a limited trial, and everything in the product is reachable through an included API with export jobs — so a full export is always available.

"We already use Eventbrite and it is fine."

For selling tickets to a public event it genuinely is fine, and if that is the whole job then keep it. The question is what happens after the ticket sells. Where does the agenda live, who runs the door, and who tells your sponsors how many leads their booth produced? Those are the parts we own, on the record the ticket created — and our per-ticket fee is materially lower once events are paid and recurring.

PROOF · 2.5% plus \$0.30 per ticket, against roughly 3.7% plus \$1.79 plus processing — before you count what agenda, check-in and sponsor tooling would otherwise cost separately.

"\$399 a month is more than we spend now."

Compare it against the whole stack rather than one line. Most teams at that size are paying for a ticketing tool, an email tool, a check-in app rented per event and often a networking or survey tool, plus the hours someone spends reconciling them. Business covers 25 active events and 20,000 registrations a month with fifty seats included. If it is still too much, Pro is \$99 and the free tier costs nothing — and there is a lower regional band if you are billed outside high-income markets.

PROOF · Published tiers with every quota listed, four regional bands, and no per-seat charge — so a growing team never triggers a surprise increase.

"Why not just use Cvent? Everyone in our industry does."

If you need venue sourcing, delegate housing and global procurement credibility, Cvent is genuinely the better answer and I will say so. What people usually find is that they are buying a fraction of that breadth at a contract commonly starting in the tens of thousands, with per-registrant fees and a months-long implementation on top. If your events are a few thousand people with an agenda, a door and sponsors, this covers it at a published price with days to first event.

PROOF · Cvent's own pricing is quote-only; independent analyses put typical implementations well into five or six figures annually. Ours is on the website.

"Our developers could build this on top of what we already have."

They could build the registration form. What takes the time is everything after it: capacity that holds under concurrent load, idempotent check-in that does not fall over at the desk, role separation so a volunteer cannot open the attendee database, an audit trail, a personal-data deletion path, and the reporting. That is a year of work for a team that would rather be building your actual product, and it needs maintaining every year after.

PROOF · The domain here is roughly twenty-two record types with permissions enforced on every operation and a personal-data erasure path — the parts teams discover late and regret.

"What happens to our attendee data? We handle personal information for thousands of people."

The data stays yours; the platform is the system you use to manage it. It is encrypted in transit and at rest, isolated per workspace, and every action is recorded with who did it. Attendee, speaker and lead personal data can be erased on request with only the erasure event retained. Roles are scoped so an analyst can see revenue without ever opening contact details. Enterprise adds data residency in the EU or India.

PROOF · Personal-data erasure is a built-in operation, not a support ticket, and personal fields are redacted from the activity trail by default.

"Are you SOC 2 certified?"

No, and I will not pretend otherwise. SOC 2 Type II and ISO 27001 are targeted for 2027 and are not held today; the product's own security page states that. What exists now is encryption in transit and at rest, least-privilege access, tenant isolation, enforced role-based permissions and an audit trail, plus GDPR and India data-protection readiness work. If a current certificate is a hard procurement gate for you, this is not the right time for us and I would rather say that now.

PROOF · The security page names the certifications as targets rather than claims — which is itself a useful signal about how the rest of the product is described.

"We need a proper mobile app for attendees, in the app stores."

Published store apps are on the roadmap and are not out. Today the attendee experience runs in the browser and can be installed to a home screen, and packaged builds exist without being published. If your attendees expect to search an app store and find your event, that is a genuine gap and Whova or Bizzabo are stronger there. If they are happy with a link, it works now and there is nothing to download.

PROOF · The website lists the attendee mobile experience as in progress and store-published apps as roadmap — we do not claim parity here.

"We print badges at the desk. Can you do that?"

Not yet. On-demand badge printing at check-in is on the roadmap, not shipped. What works today is QR check-in against the attendee record with the station and direction captured, live arrivals, and kiosk self-service. Plenty of teams pre-print or use a separate printing workflow alongside, but if printing at the desk is non-negotiable for your next event, tell me and we will be straight about the timing.

PROOF · Named as roadmap on the product's own comparison pages rather than buried — the same place session-level capacity enforcement is flagged.

"You are a small company. Who supports us when something breaks on event day?"

We are small, and that cuts both ways — you will not be routed through three tiers of a call centre, but there is no global follow-the-sun desk either. Pro includes email support under 48 hours, Business is priority under 24 hours with a 99.9% service level, and Enterprise adds named support options with defined response times and a 99.95% level. Support hour blocks and a retainer with a named contact are available as add-ons. For a critical event, buy the retainer and plan the day-of coverage with us in advance.

PROOF · Support tiers and response commitments are published per plan, and named-contact retainers are a listed add-on rather than an informal promise.

"How hard is it to move off our current tool?"

Depends entirely on where you are coming from. Spreadsheets and a ticketing site are straightforward; a heavily customised enterprise deployment is not. The honest sequence is to run one smaller event end to end on the free or Pro tier first, then move the flagship once the team trusts it. Migration and implementation are offered as paid engagements — a one-day quick start at \$2,500 or a two-to-four-week standard implementation at \$12,000.

PROOF · Implementation and migration are published as priced services rather than vague promises, and the API and export jobs mean data is portable in both directions.

"We run virtual and hybrid events. Can you handle streaming?"

Virtual and hybrid events are supported as event types on the same model, but a native streaming venue with stages and breakout rooms is roadmap, not shipped. If the stream is the event, RingCentral Events or Webex are the better tool and we would expect to sit alongside rather than replace them. If the stream is one component of an in-person event with a door, an agenda and sponsors, we are the right side of that line.

PROOF · The comparison pages concede the virtual venue outright rather than claiming parity — the concession is the reason the rest is credible.

17 Discovery / Qualification Questions

Ten questions that open an event conversation. Ask three or four, listen for the answers below, and stop when you know whether it is real.

ASK THIS

How many events do you run in a year, and are they growing?

Walk me through the tools one event touches, from first sign-up to the final report.

LISTEN FOR

Three or more is a real opportunity; a single annual conference is workable if it has an agenda and sponsors. One-off free meetups are not worth chasing. Growth in the number of events, not just the size, is the strongest signal.

Count them. Three or more, plus a spreadsheet, is the core pitch. Listen for who owns each tool and whether anyone has ever tried to consolidate — a failed consolidation attempt means budget and appetite already exist.

ASK THIS**LISTEN FOR**

Who is the person that reconciles the numbers afterwards, and how long does it take them?

A named person and a number of days is the clearest quantified pain you will get. If the answer is 'we do not really' that is worse for them and better for you — it means leadership is not getting an answer at all.

How do you run check-in on the day?

A rented app, a laptop with an exported list, or volunteers with printed sheets. Ask whether anyone who registered that morning made it onto the list. Ask what the queue was like at peak.

What do you send a sponsor when they ask what they got for their money?

Hesitation is the answer. A footfall figure and a photo means leads are being captured somewhere the organiser never sees. If they mention a renewal conversation going badly, that is urgency.

Has your agenda ever gone out with a clash in it?

Almost everyone has a story. It gets them talking about how the agenda is actually built, who has edit access, and how many people are working on it at once — all of which points at the shared-spreadsheet problem.

Has IT or security ever had an opinion about your event tooling?

A blocked purchase, a tool bought on a personal card, or a question about where attendee data lives. Any of these means the governance story is your lead, not your footnote.

What is the per-ticket fee costing you across a year of paid events?

Most organisers have never added it up. If they are on a consumer ticketing platform with paid tickets at volume, the arithmetic often pays for the subscription on its own — but let them do the sum rather than doing it for them.

When is your next event, and when do you have to decide on tooling for it?

A date. Without one this is a conversation rather than an opportunity. Anything inside six months with an unresolved tooling decision is worth passing to us straight away.

Is there anything your current platform does that you would refuse to lose?

Listen specifically for badge printing at the desk, published store apps, streaming production, venue sourcing or NFC wearables. Any of those as a hard requirement means you should say so and requalify rather than push.

18 How to Identify a Good Opportunity

How to tell in five minutes whether this is worth anyone's time.

STRONG SIGNAL – PURSUE

- Runs three or more ticketed or registered events a year and the number is growing
- Names three or more tools for one event, plus at least one spreadsheet
- Has sponsors or exhibitors who are asking for evidence of leads at renewal
- IT or security has blocked, questioned or is about to review the current event tool
- A named person spends days assembling the post-event report
- Is billed in a market covered by a lower pricing band, where incumbent quotes are simply out of reach
- Has a specific event within six months with the tooling decision still open

Introduce us straight away.

WORTH A CONVERSATION

- One large annual conference only — real, but the sales cycle follows their planning cycle and may be a year long
- Happy with a consumer ticketing platform and running mostly free events; the economics only bite once tickets are paid
- Wants published mobile store apps or badge printing at the desk but could live without them for one cycle
- Interest is coming from an individual organiser with no budget authority — useful champion, needs a route to a buyer
- Mid-contract with an incumbent; worth registering now so the renewal date is protected

Qualify further before an introduction.

POOR FIT – DO NOT CHASE

- The core requirement is a consumer discovery marketplace to find an audience they do not have
- Requires NFC or RFID wearables, turnstiles or biometric access control — deliberately not built and not planned
- Needs venue sourcing, travel or delegate housing management inside the platform
- Procurement requires a current security certification on paper today
- Virtual-first programme where streaming production is the product
- Just signed a multi-year enterprise contract with no renewal event inside twelve months

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

How many separate tools does one of your events touch between the first sign-up and the final report? Three or more, with a spreadsheet somewhere in the middle, and you have a real opportunity; one tool and a free RSVP list, and you do not.

19 How to Introduce Us

Introduce the problem, not the product. Event teams recognise tool sprawl instantly, and once they have named it themselves the rest of the conversation is ours to have.

IN CONVERSATION

"You know how every event you run touches five different tools and someone spends the following week reconciling them? There is a platform called EventfullyManaged that runs the whole thing on one record — registration, the agenda, the door, sponsors, the report. It starts free and Pro is ninety-nine dollars a month. I know the founder. Want me to put you in touch?"

EMAIL – SUBJECT: ONE PLATFORM FOR [COMPANY]'S EVENTS, INSTEAD OF FIVE

Hi [Name],

When we spoke about [event or programme], you mentioned the number of tools it takes to run one event and the reporting that follows. I thought of you when I came across EventfullyManaged.

It runs the whole event lifecycle on one attendee record — registration and ticketing, the multi-track agenda, venue and floor plans, QR check-in at the door, sponsor and exhibitor lead capture, and the analytics — so nothing is re-keyed and the post-event report is already there when the doors close. Single sign-on, roles and an audit trail are included rather than sold as an upgrade, and pricing is published: free to start, \$99 a month for Pro.

Worth twenty minutes? Vignesh at Burdenoff runs it and is happy to walk you through it: vignesh@burdenoff.com, or book directly at <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about [event]. If the tooling behind it is spread across a ticketing site, a spreadsheet agenda and a check-in app you rent for the day, have a look at EventfullyManaged — it runs the whole lifecycle on one record, starts free, and publishes its prices. Happy to introduce you to the team if it is useful.

WARM THREE-WAY INTRODUCTION

[Name], meet Vignesh T.V., who runs EventfullyManaged — an all-in-one event platform covering registration, agenda, check-in, sponsors and analytics on one record. [Name] runs [number] events a year across [tools] and has the reporting problem we talked about. Vignesh — [Name] is the [role] at [Company]; their next event is [date]. I will leave you two to it. Vignesh is on vignesh@burdenoff.com and +91-7358445777.

Please do not: Do not claim customers, attendee numbers or case results — there are none to claim, and one invented figure destroys everything else you say; Do not promise badge printing at the desk, published store apps, per-session capacity enforcement, automation execution or a streaming venue; all are roadmap and naming them as shipped will be found out at the demo; Do not quote Business or Enterprise pricing off the cuff — regional bands and per-registration terms mean the number depends on the customer's market and volume; Do not describe it as an Eventbrite replacement for a free public meetup; that is the one segment where we are genuinely the wrong choice; Do not attempt the technical architecture conversation — hand it to us and stay credible on the business case

20 Lead Handoff Process

The handoff is the point of this document. Once a prospect is interested, register them with us before anyone else does — registration is what protects your commission.

1. Register the opportunity before the introduction

Email vignesh@burdenoff.com with the prospect's details and what you have learned. Registration must happen before we have an active opportunity with that account, and an approved registration protects you for 90 days, extendable once if the deal is progressing. No retroactive registration is accepted.

2. Make the introduction

A three-line warm email or a shared call invitation is enough. Copy vignesh@burdenoff.com so the thread is visible from the start. If they want to book directly, send them to <https://calendly.com/vignesh-burdenoff/1-1>

3. Hand over what you know

Send the qualification detail in the checklist below. Five minutes of context saves the first discovery call and makes you look like a partner rather than a lead broker.

4. Stay in the loop at the level you have chosen

A referral partner can step back after the introduction. A consulting partner joins the evaluation call. An implementation partner scopes the rollout and contracts that work directly with the customer. Tell us which you are so we do not either cut you out or drag you into calls you did not want.

5. We control the quote

Final pricing, discounting and contract terms are set by us and must be approved before anything goes to the customer. That is what keeps the programme sustainable — and it is also what stops you being held to a number you did not have authority to give.

SEND US THIS – IT IS ALL WE NEED

- Company name, website, country of billing, and roughly how many people work there
- Your contact's name, role and whether they can sign or need to build a case internally
- How many events they run a year, typical attendee numbers, and whether events are ticketed, free or a mix
- The tools they use today, and which one they are most frustrated by
- The date of their next event and any deadline for a tooling decision
- Anything they said is non-negotiable — badge printing, store apps, streaming, a certification, a region
- How you know them, and how involved you want to be from here

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered opportunity within one working day and contact the prospect within two. If we cannot take it on — wrong fit, or already an active opportunity — you will hear that plainly rather than being left waiting.

Deal registration: Commission eligibility starts at registration, not at introduction. An approved registration is protected for 90 days with one possible 90-day extension where there is active progress. If we already had an active opportunity with the account, commission does not apply unless you bring a new buying centre or materially expand the scope. Where two partners claim the same deal, the first approved registration with real contribution takes priority; splits require written approval.

21 Partner / Referral Commercials

Partners are paid on collected net revenue — what the customer actually pays, after taxes, refunds, credits and pass-through costs — not on list price. If the customer qualifies for a lower regional band, commission is calculated from that billed regional price, which is normal and does not reduce your eligibility. Choose the programme that matches the work you actually want to do; the rate rises with the contribution.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Event-Ops Consulting Partner	Introduction plus evaluation support	12% of first-year collected net subscription	0–3% where active in the success plan · 3% of first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus implementation delivery	15% of first-year collected net subscription	3–5% where active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, where approved
Managed Service or Strategic Partner	Bundled or managed offering, or repeat enterprise pipeline	Custom	Custom · Custom

THE RULES THAT MATTER

- Register the opportunity before commission eligibility begins. Approved registrations are protected for 90 days, extendable once where there is active progress. Retroactive registration is not accepted.
- Deals above \$100,000 in first-year net subscription earn an additional incentive: 1% capped at \$2,500 from \$100,000, 2% capped at \$7,500 from \$250,000, and 3% capped at \$25,000 from \$500,000 — where the deal was registered before procurement and you materially helped close it.
- Regional band pricing is the customer's normal market price and does not reduce your eligibility. Extra discounts, credits and coupons do reduce the commissionable net revenue.
- Dedicated tenancy, self-hosted licences, air-gapped deployments, premium support and managed services carry heavy delivery effort, so partner economics on those are lower and must be approved in the quote.
- Marketplace take-rate and content-publisher revenue are not partner-commissionable; they follow a separate publisher programme. Taxes, customer-owned cloud costs and the customer's own AI provider spend are excluded.
- Partner and affiliate rewards do not stack — a customer is attributed to one programme only, unless we approve an exception in writing.
- Never promise a feature, a compliance status, a discount or a timeline without our written approval. Services you contract directly with the customer are yours to keep, provided they do not conflict with our agreement.
- We approve every quote. Reseller margin combined with any customer discount must not push net realisation below the approved regional floor.

GETTING PAID

Commission is paid on collected net revenue, 15 days after revenue is successfully realised, once settlement, refund, cancellation, fraud, tax and payout-document checks have cleared. Multi-year contracts pay as the customer's cash is collected rather than on total contract value. Refunds, chargebacks and credits are reversed or deducted from future payouts. Partners handle their own tax forms and local compliance; we withhold and report where the law requires it.

These are the standard programme terms and are given here for guidance only. Final terms are those in your signed partner agreement and in the quote issued to the customer, which we approve. Nothing in this document is an offer, a commitment on pricing, or authority to quote.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If EventfullyManaged is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
EventfullyManaged website	https://eventfullymanaged.com	The public product story, features, comparisons and pricing — safe to share with anyone
Sign in or create an account	https://app.eventfullymanaged.com	The live product. The free tier needs no card and takes minutes to set up
Documentation	https://docs.eventfullymanaged.com	Product guides, API reference and integration material for a technical evaluator
Use cases	https://eventfullymanaged.com/use-cases	Scenario-by-scenario stories, each honest about what is shipped and what is roadmap
Comparisons	https://eventfullymanaged.com/vs	Head-to-head pages against Cvent, Eventbrite, Whova, Bizzabo and others — including where they win
Security	https://eventfullymanaged.com/security	The security posture as published, including certifications named as targets rather than claims
Book a call with Vignesh	https://calendly.com/vignesh-burdenoff/1-1	Send prospects straight here, or use it yourself before a meeting you want backup on
All Burdenoff products	https://burdenoff.com/products	The wider product family — useful when a prospect's need turns out to be next door to events
Product enquiries	mailto:contact@eventfullymanaged.com	General product questions from a prospect who is not ready for a call
Partner contact — Vignesh T.V.	mailto:vignesh@burdenoff.com	Deal registration, handoffs and anything commercial. Phone +91-7358445777

WHAT YOU CAN SHARE, AND WITH WHOM

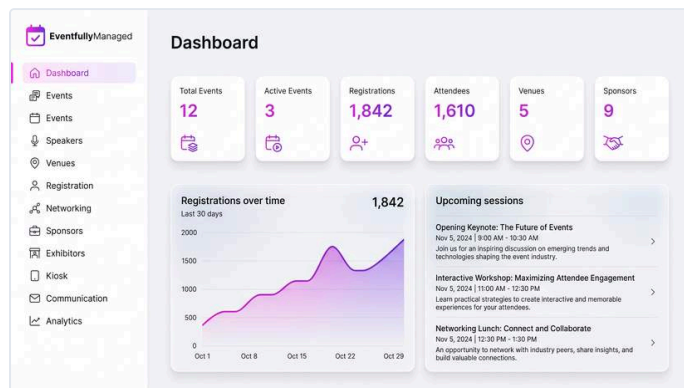
- Share freely: anything published on eventfullymanaged.com — the product story, features, use cases, comparison pages, security page and pricing. It is public, sanitised and current.
- Share with prospects only: this playbook and the cheat sheet. They contain commission terms, roadmap detail and competitive concessions written for you, not for a public audience.
- Never publish: partner commission rates, deal registrations, prospect names, or any Business or Enterprise quote. Pricing beyond the published tiers is confidential to the specific customer.
- Ask us first: any written claim about certifications, service levels, data residency, roadmap timing, or a named competitor comparison you intend to publish under your own brand.
- Use the product's own vocabulary and status language. If you build your own material, mark roadmap capabilities as roadmap — the honesty is the positioning, and misrepresenting it costs your commission eligibility as well as the deal.

24 Product Mockups — Complete Visual Appendix

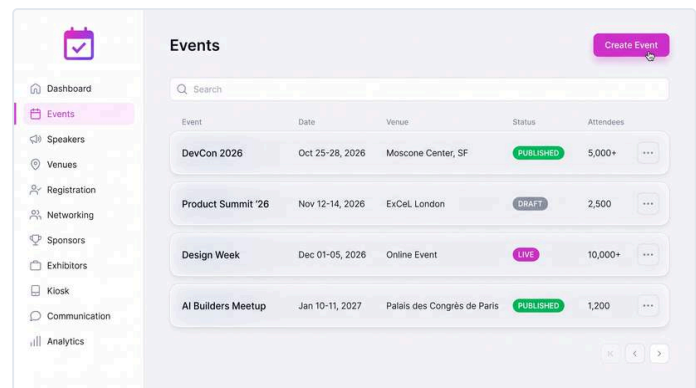
27 SCREENS

Every screen in the EventfullyManaged design set — 27 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

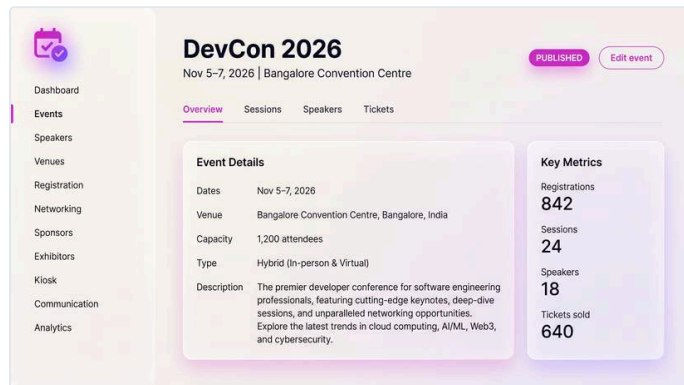
PRODUCT SCREENS • 27 SCREENS



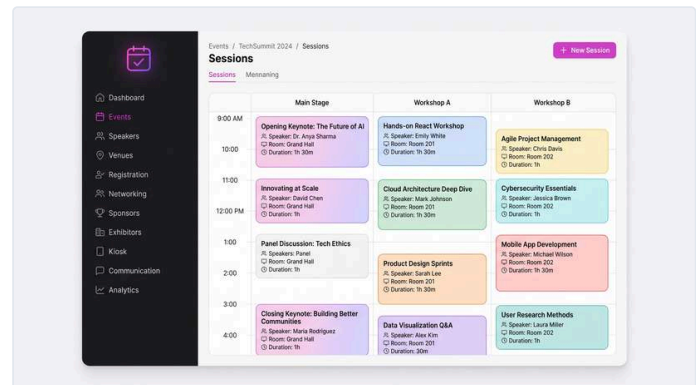
001 Efm 01 Dashboard



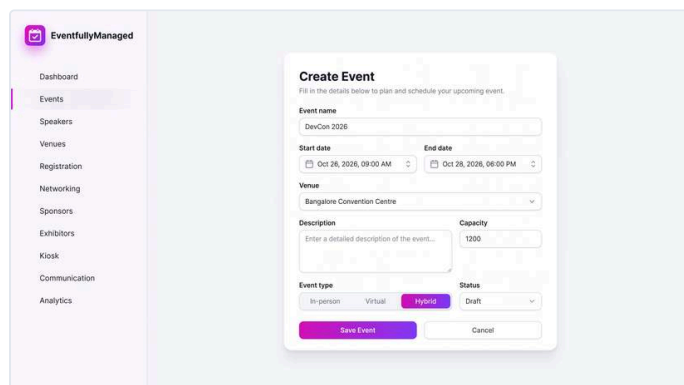
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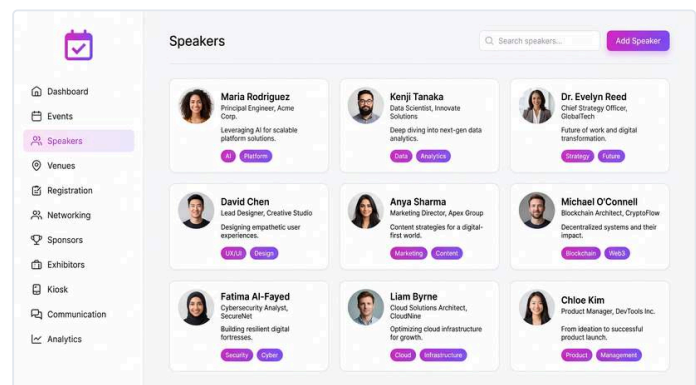
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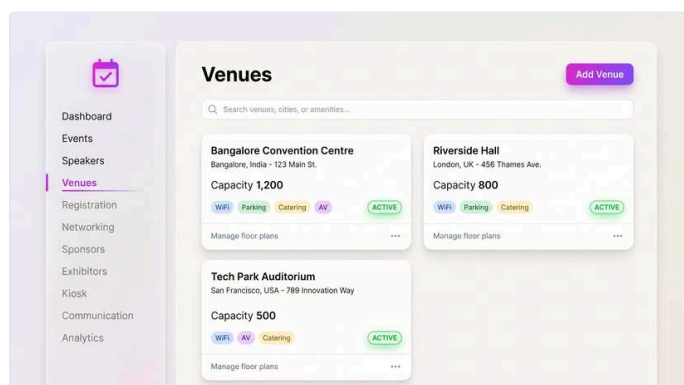
004 Efm 04 Event Agenda Sessions



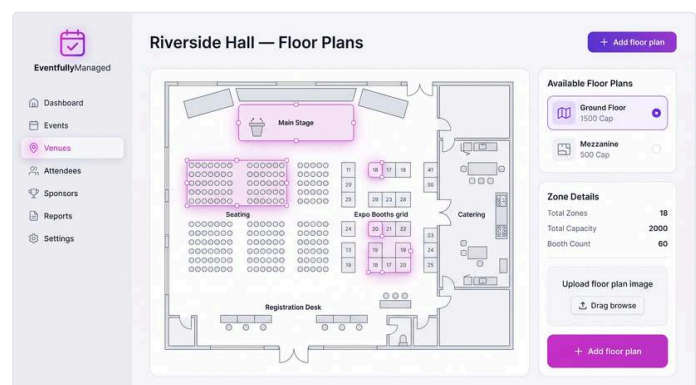
005 Efm 05 Event Create Form



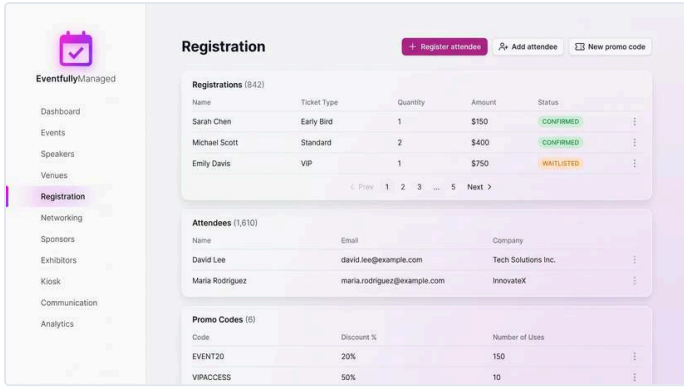
006 Efm 06 Speakers



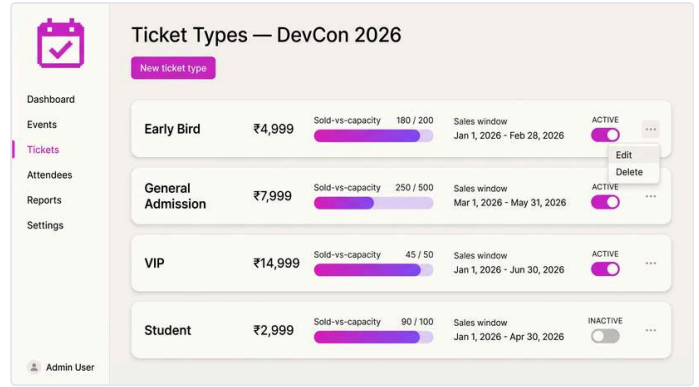
007 Efm 07 Venues



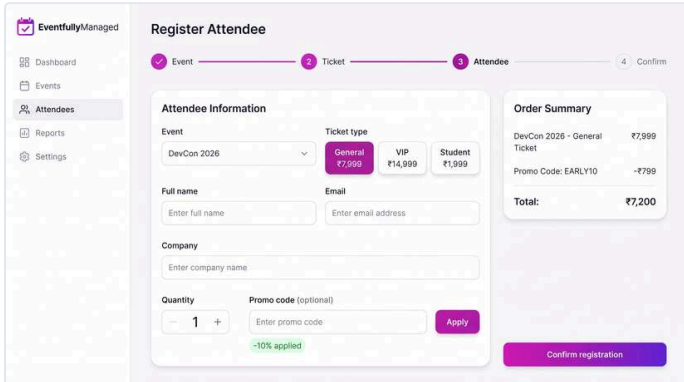
008 Efm 08 Venue Floorplan



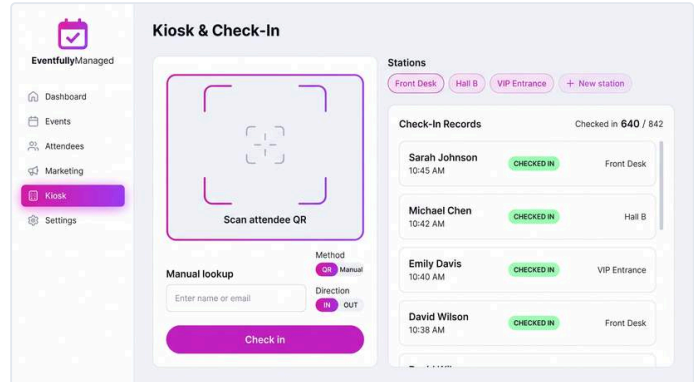
009 Efm 09 Registration



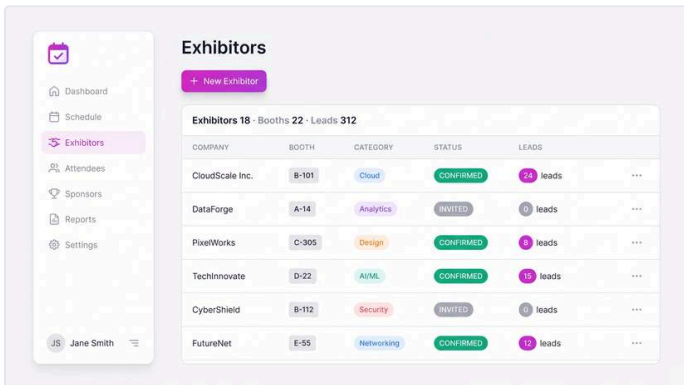
010 Efm 10 Ticket Types



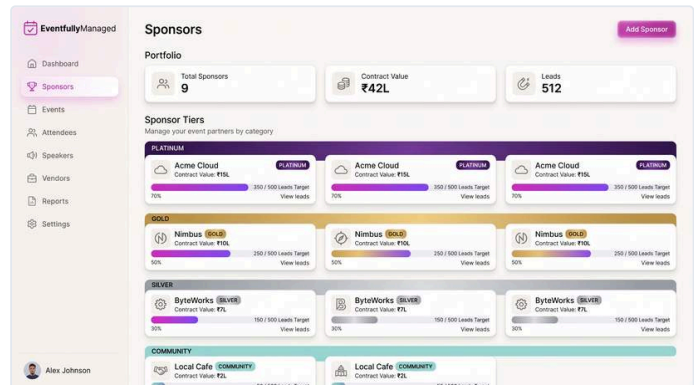
011 Efm 11 Register Attendee



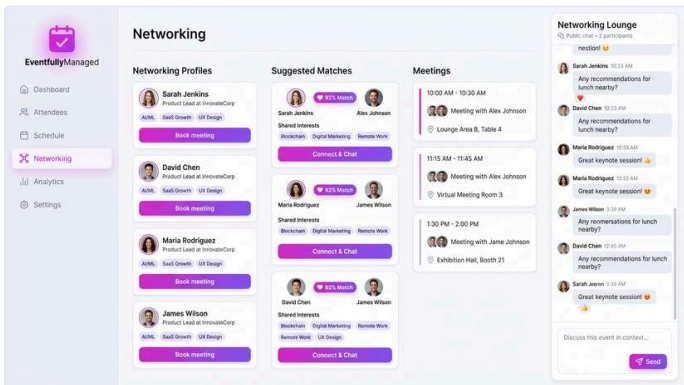
012 Efm 12 Checkin Kiosk



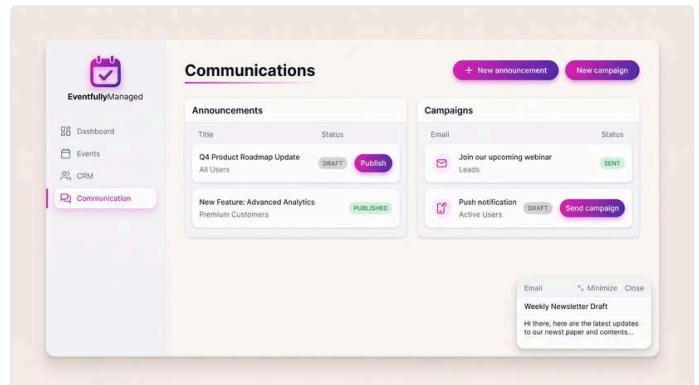
013 Efm 13 Exhibitors



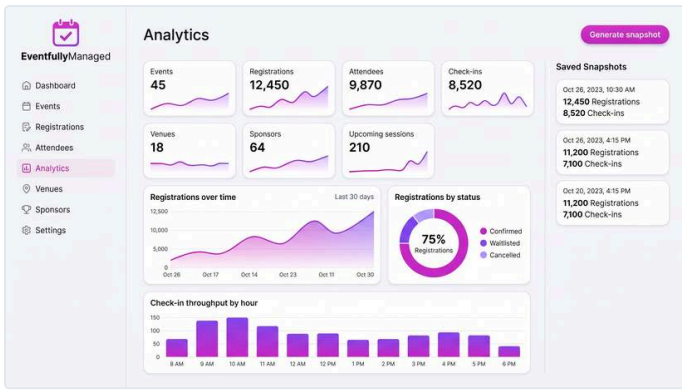
014 Efm 14 Sponsors



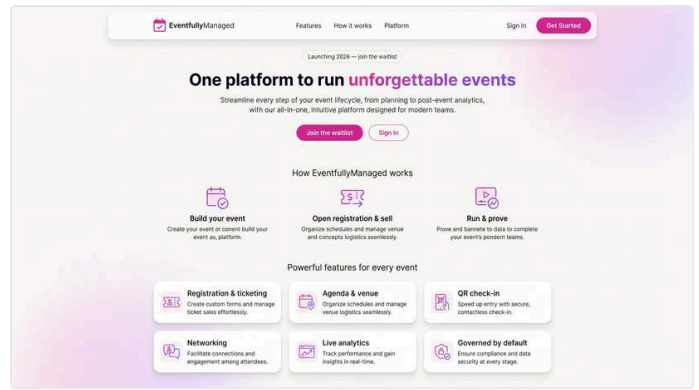
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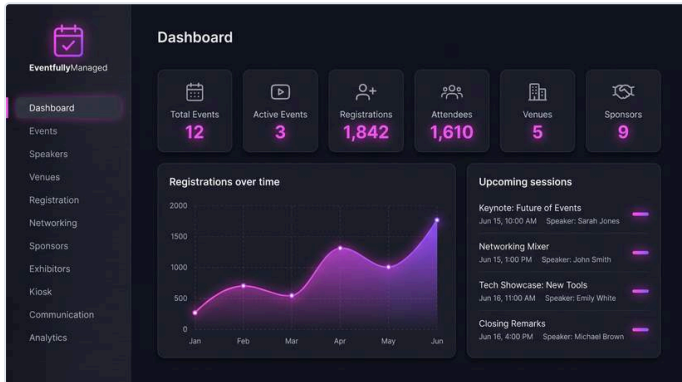
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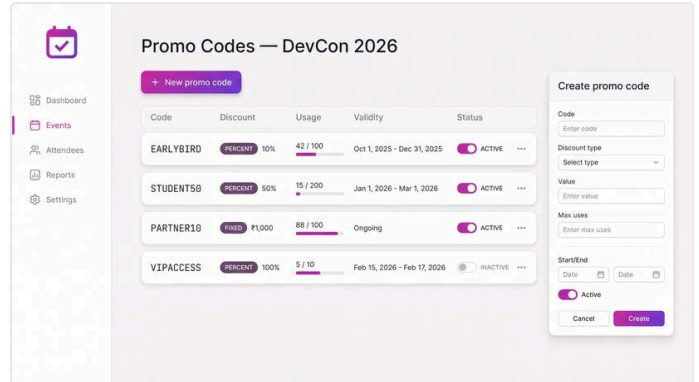
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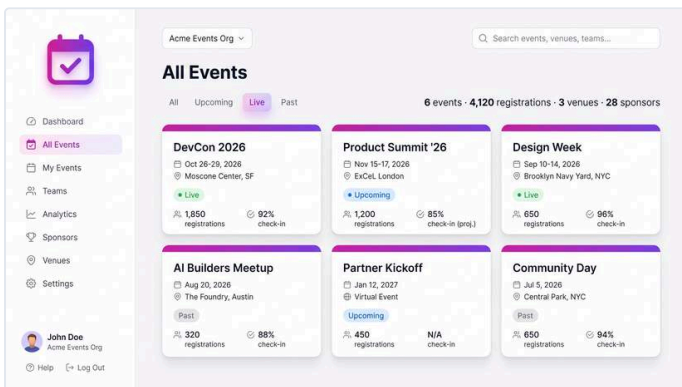
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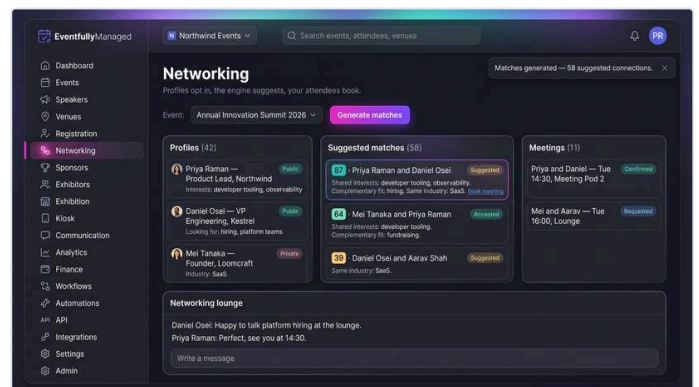
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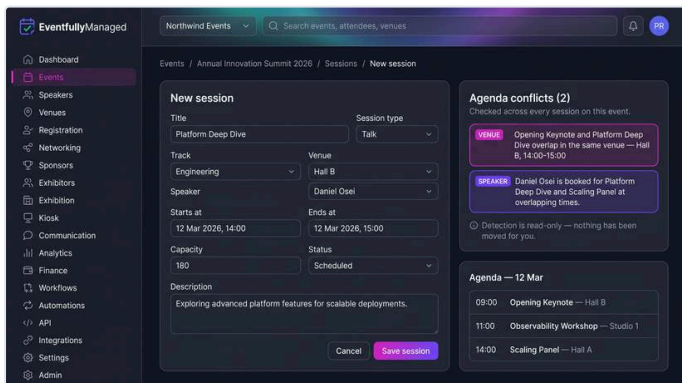
020 Efm 22 Promo Codes



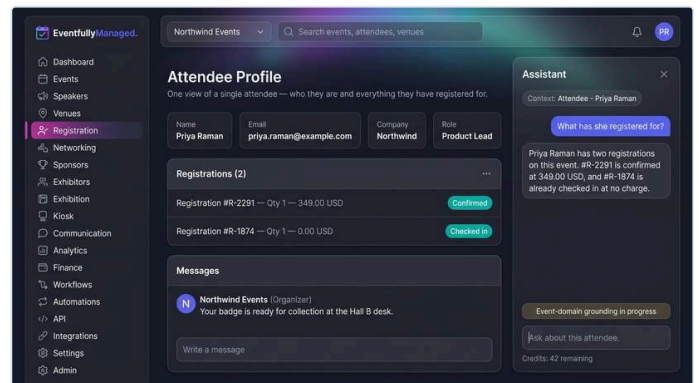
021 Efm 23 Multi Event Org



022 Efm 24 Networking Matchmaking



023 Efm 25 Session Conflict Detection



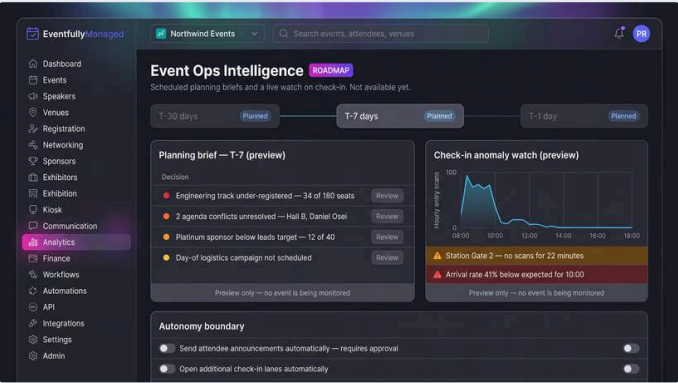
024 Efm 26 Assistant Page Context



025 Efm 27 MCP Agent Tools



026 Efm 28 Attendance Forecast Roadmap



027 Efm 29 Event Ops Briefs Anomaly Watch



Found someone who needs EventfullyManaged?

You do not need to be an events specialist to spot this one. If someone tells you they run several events a year and dread the reporting afterwards, that is the whole qualification. Make the introduction and we will take it from there.

EMAIL OR CALL

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

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<https://burdenoff.com/products>



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