

BBD Boom Resource

Why HubSpot is the Best Solution for Event Businesses

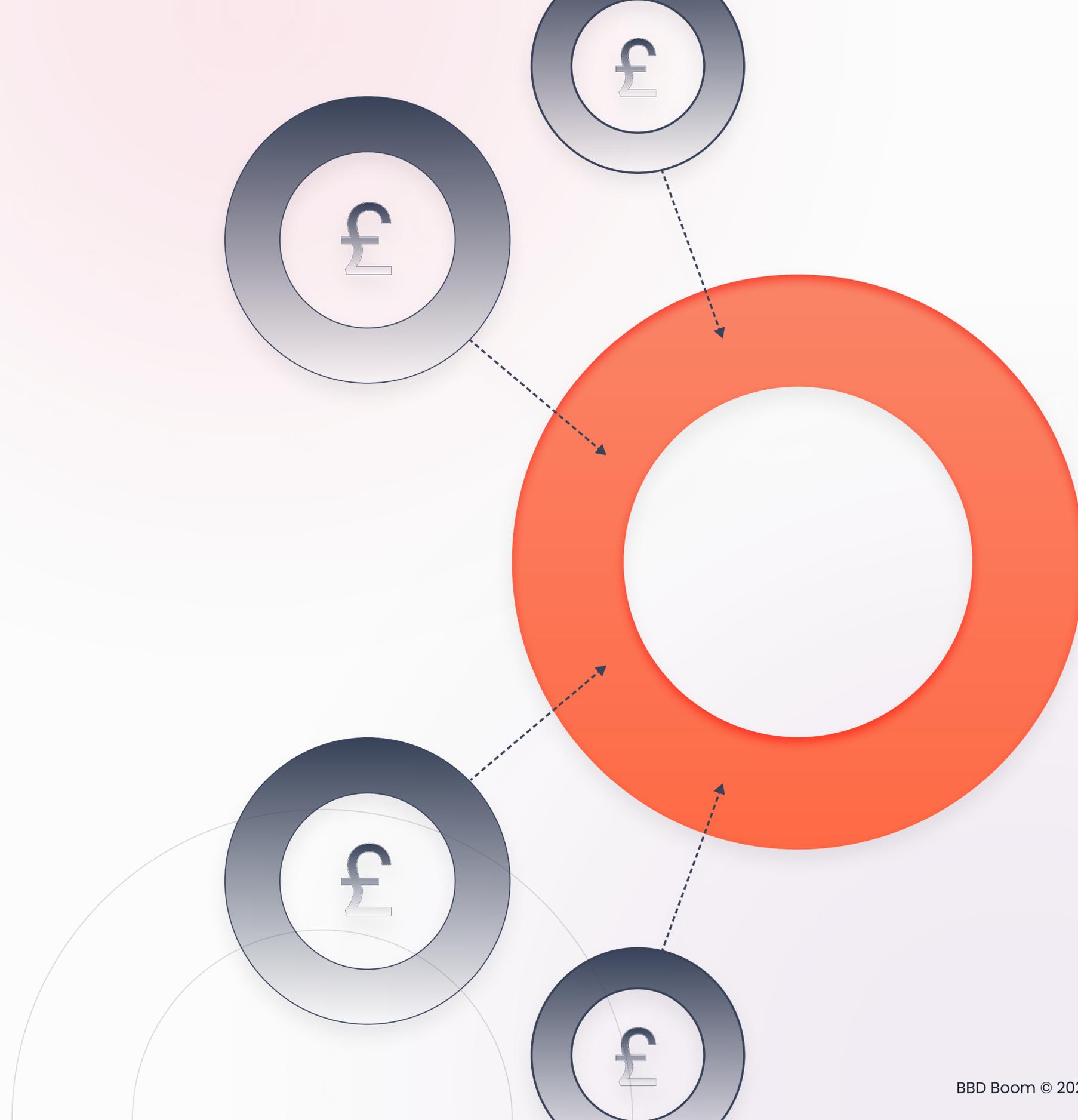


Event planning has never been more complex. Organisers today are managing a whirlwind of tasks, from coordinating vendors to engaging attendees, all while keeping budgets in check and ensuring events deliver real ROI. The pressure is relentless, and outdated or poorly connected tools often lead to missed opportunities, unnecessary friction and costly mistakes.

If you're relying on disconnected platforms or manual processes, the need for an all-in-one system that aligns your event planning with your goals is clear.

This is where a robust CRM steps in. A modern solution that centralises your efforts, streamlines your processes, gives you a singular view of the customer and empowers your team to focus on what really matters: delivering exceptional events that drive results.

Let's dive into why a modern CRM is the backbone of successful event management and how it can help you overcome your biggest challenges with tools designed for event success.



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Part I:

Why CRM is the Backbone of Successful Events

Whether you're organising a small workshop, a corporate seminar, a large-scale conference or tradeshow, the complexities of managing multiple moving parts can quickly become overwhelming. From tracking attendee interactions and coordinating with vendors to managing sponsorships and measuring event success, the emails start, the spreadsheets become a maze, and critical details risk slipping through the cracks. For many event organisers, this chaos is simply the norm, but it doesn't have to be.

Imagine instead having a system that acts as the command centre for your entire event - a single source of truth where every piece of data, every task, and every interaction is captured and accessible at a moment's notice. That's the power of a **Customer Relationship Management (CRM)** system. Far from being just another tool in your tech stack, a CRM sits at the heart of it, and transforms the way you plan, execute, and evaluate your events. It streamlines your processes, keeps your team aligned, and ensures no detail goes unnoticed. But not all CRMs are created equal, and that's where **HubSpot** stands out.





Your events are a key sales and marketing channel for your customers. Exhibitors and sponsors rely on your event to generate leads, build relationships, and drive revenue, while attendees expect value and engagement. To deliver on these expectations, you need seamless sales and marketing alignment, ensuring that leads are captured, nurtured, and converted effectively.

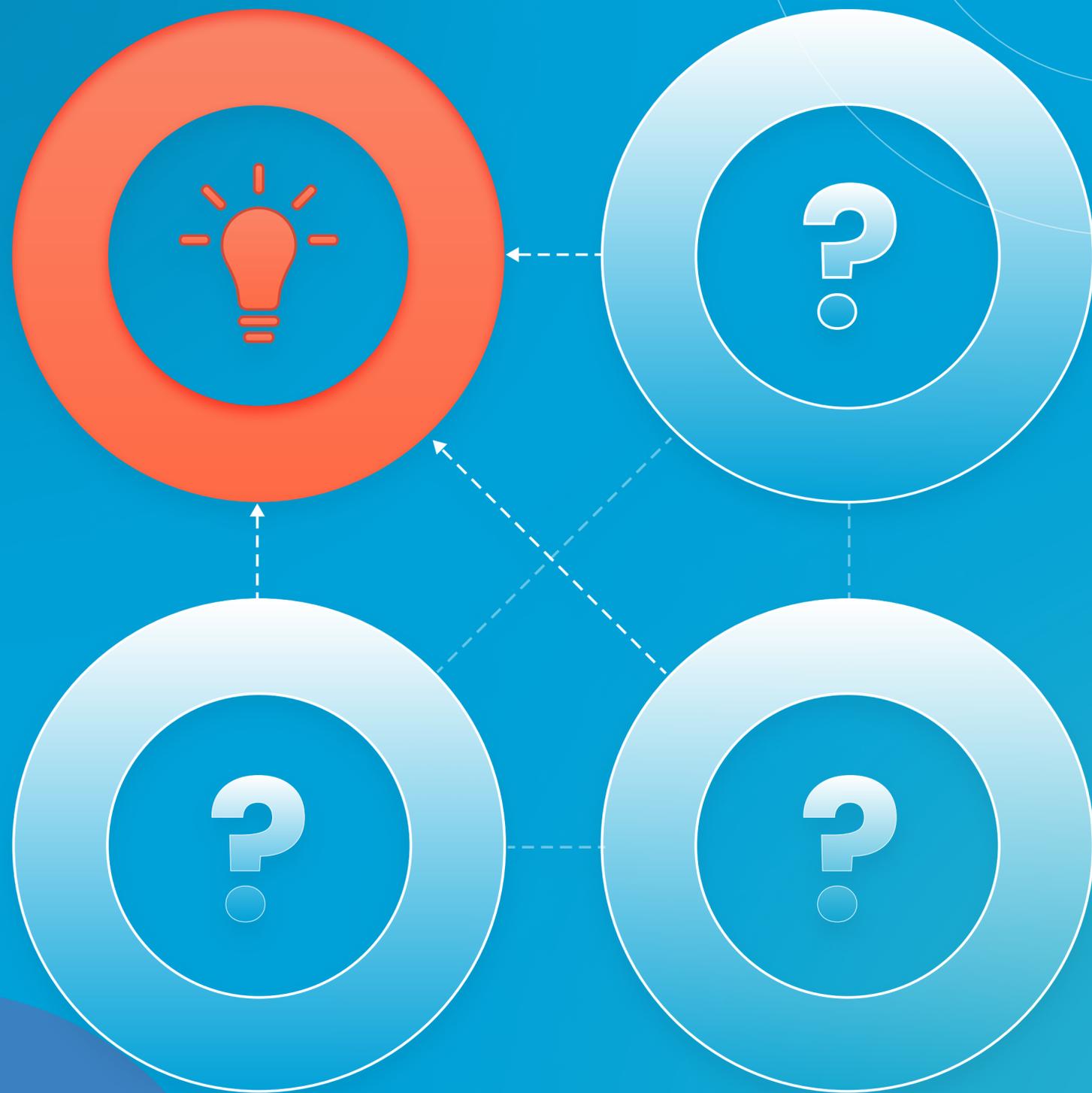
This is where HubSpot comes in first. Unlike traditional event management tools that focus solely on logistics, HubSpot provides an integrated approach, aligning marketing and sales teams and ensuring every interaction is tracked in one place. With real-time data, automated workflows, and powerful reporting, it enables you to turn your event into a measurable growth engine - not just for your attendees, but for your own business.

But a platform like HubSpot does more than just help you keep things organised. It allows you to create a truly personal experience for every attendee, sponsor, and vendor. In a world where personalisation is the key to engagement, your CRM becomes your secret weapon. It remembers the preferences of your VIP attendees, suggests the perfect sessions for first-time participants, and ensures every sponsor gets the tailored attention they deserve. These small, thoughtful touches make your event not just another date on the calendar, but an experience people remember.

And then there's the magic of automation. With HubSpot, repetitive tasks like sending reminders and follow-ups, assigning tasks and gathering feedback happen automatically, freeing you and your team to focus on the big picture. And when the event wraps and the applause fades, the real work begins: proving if it was a success. For many organisers, this is the most daunting part but with HubSpot, you have all the event data you need at your fingertips and synced in real-time so you can show the tangible results of your efforts.

This ebook will reveal exactly how HubSpot differs from other CRMs and why it's the ultimate solution for event organisers. You'll learn how it tackles common challenges and discover the tools that will take your events to the next level. Ready to see the difference?





Part II:

The Modern Challenges of Event Businesses

The events industry is evolving rapidly, but with this evolution comes a unique set of challenges that can make or break an event business. Here's a closer look at some of the pain points that many event professionals are grappling with today - and why addressing them is essential for success.

Challenge 1: Disorganised Data and Fragmented Systems

- **The Problem**

Event businesses often manage data across multiple platforms, from spreadsheets to email threads to a multitude of standalone event tech. This fragmentation leads to inefficiencies, data silos, and difficulty maintaining a single source of truth. Without consolidated systems, retrieving critical information, tracking progress, or identifying gaps becomes time-consuming and prone to errors, ultimately impacting decision-making and event outcomes.

- **The Solution**

A centralised system that consolidates all event-related data is key to overcoming these inefficiencies. Implementing a CRM allows teams to store, manage, and access information from a single location, ensuring seamless collaboration, improved accuracy, and better decision-making. With a CRM like HubSpot, you can build a data architecture that keeps all key information on contacts and companies instantly available at your fingertips.

Challenge 2: Inefficient Manual Processes

- **The Problem**

Repetitive tasks like manually updating attendee lists, sending email follow-ups or tracking budgets and spent not only consume valuable time but also increase the risk of errors. As your events get bigger and bigger, these manual workflows create bottlenecks, reducing team productivity and the ability to respond to changes quickly.

- **The Solution**

Moving away from manual processes towards automated systems can save valuable time and minimise errors. Workflow automation tools in CRMs can handle attendee registrations, email campaigns, follow-ups or reminders allowing for streamlined operations and a more agile response to evolving needs.

Challenge 3: Attendee Engagement and Marketing Communications

- **The Problem**

Attracting attendees and keeping them engaged is key, but it's not always easy to pull off. Many struggle with lack of personalisation, ability to run omni-channel campaigns and relevant post-event follow up. The result? Disengaged audiences and missed opportunities.

- **The Solution**

80% of event creators believe attendee engagement is a major factor in event success. Yet, even with this awareness, finding the right strategies to drive excitement before, during and after the event can be tricky. By investing into a CRM, you can track attendee behaviour and tailor your efforts to increase engagement and loyalty.

Challenge 4: Managing Sponsor and Vendor Relationships

- **The Problem**

Managing sponsor and vendor relationships involves managing contracts, deliverables, payments and communication, across multiple partners which can quickly become overwhelming. Without a streamlined system, miscommunications can lead to unmet expectations, strained relationships, and lost revenue opportunities, all of which can undermine the success of an event.

- **The Solution**

A CRM can centralise all this information and communication, ensuring that it is easily accessible in one place. By tracking each stage of the relationship and setting reminders for follow ups, event businesses can maintain smoother communication and build stronger, more reliable partnerships. This approach ensures clarity, accountability, and stronger partnerships that contribute to long-term success.

Challenge 5: Difficulty Tracking Real Time Data and Proving ROI

- **The Problem**

One of the greatest hurdles for event professionals is fragmented and unintegrated event technology. Effective event ROI measurement relies on the quick and seamless flow of data from event technology platforms into a centralised system like a CRM. This disjointed process often results in incomplete or inaccurate analytics, making it difficult to measure success and prove ROI to stakeholders.

- **The Solution**

Integrating your event attendee tracking with a CRM ensures all attendee data is captured and synced in real-time. This allows you to maintain up-to-date records, segment attendees based on behavior or interests, and automate follow-ups directly from your CRM. Moreover, a robust CRM has the proper tracking abilities to capture detailed data on every aspect of your business, be it marketing, sales, service and so on, giving you insights for future planning and investments.

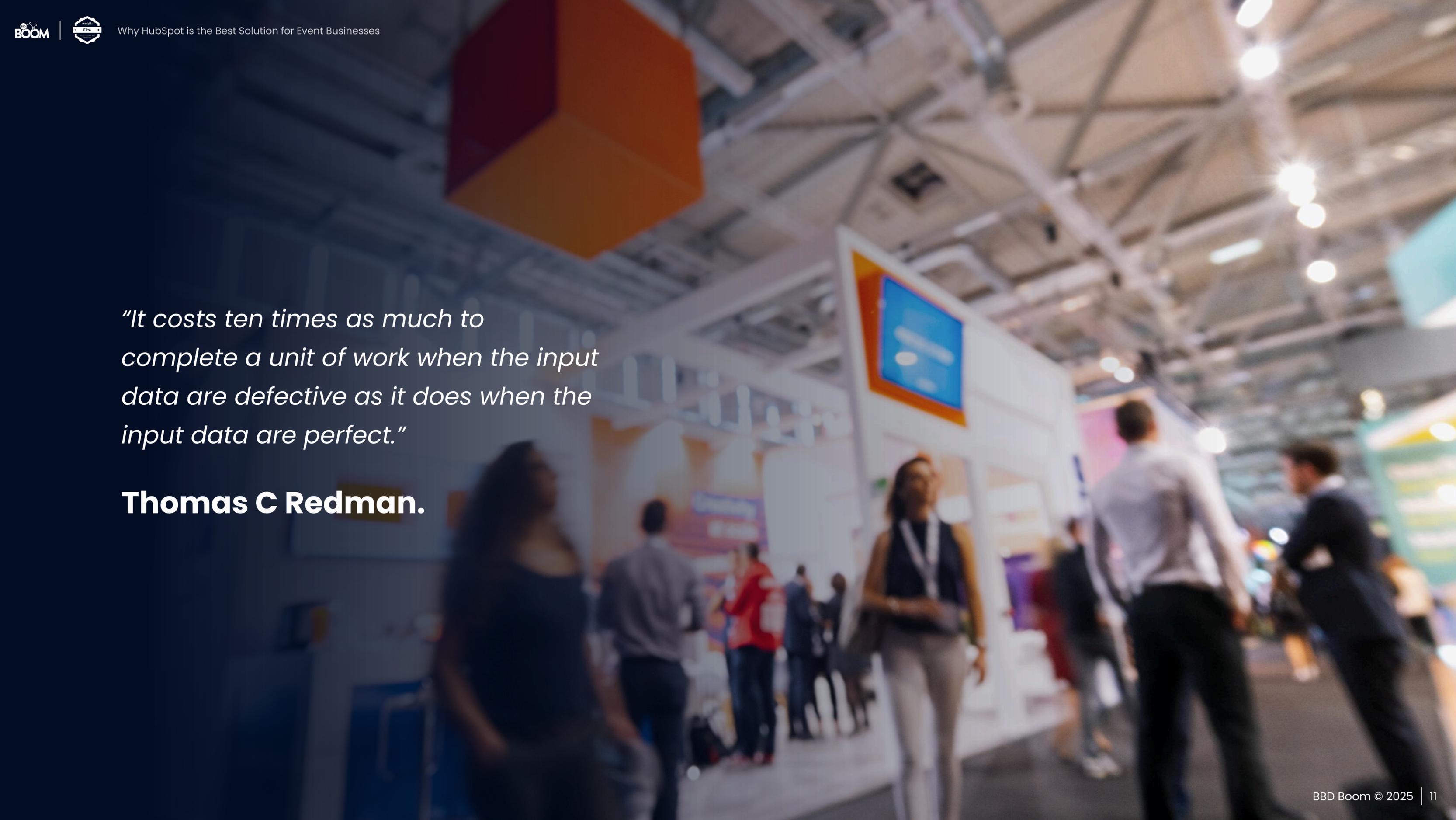
Challenge 6: Scalability for Growing Events

- **The Problem**

Scaling events increases operational complexities, stretching existing resources, systems and processes to their limits. Without scalable solutions, teams risk becoming overwhelmed, and attendee satisfaction may suffer as a result.

- **The Solution**

That's where the right CRM comes in. Implementing a scalable digital solution allows event businesses to grow without compromising efficiency. A CRM like HubSpot is designed to adapt to the needs of businesses of any size. Its flexibility allows you to manage increasing demands, larger teams, and complex operations seamlessly.



“It costs ten times as much to complete a unit of work when the input data are defective as it does when the input data are perfect.”

Thomas C Redman.

Part III:

Why HubSpot for Events

Recognising the need for a CRM is the first step, but selecting the right one for your business is where the real challenge lies. HubSpot goes beyond simplifying processes; it transforms the way you manage your events. From bringing all your data in one place to managing sessions or ticket sales and integrating with your existing tools, it provides a robust, scalable solution for businesses of all sizes. In the sections that follow, you'll learn how its features can be tailored specifically for event management, how it measures up to other platforms, and the unique advantages it brings to your business, helping you stay organised, scale effortlessly, and prove ROI with confidence.

Unique Benefits of HubSpot for Event Businesses

End-to-End Event Management

HubSpot combines CRM, marketing, sales and operations tools all into one platform, enabling you to manage every aspect of your event from planning to execution and beyond.

Enhanced Collaboration Across Teams

With a centralised system, marketing, sales, and operations teams can work together seamlessly on the same system, ensuring alignment and improving communication throughout the event lifecycle.





Improved Attendee Experience

Through personalised communication at scale and tailored follow-ups, HubSpot allows you to create memorable experiences that resonate with your audience and keep them coming back.

Scalability for Growth

HubSpot is designed to grow with your business. Whether you're managing your first event or scaling to multiple events globally, the platform adapts to your needs without requiring a complete overhaul.

Proving ROI Made Easy

Integrations with event tools, seamless data syncing and the robust analytics features of HubSpot ensure you have the metrics needed to demonstrate ROI to stakeholders, sponsors, and vendors.

Customisability

HubSpot's adaptability means it can support a variety of event types, from live trade shows and conferences to online webinars and workshops, making it a versatile choice for any organiser.

Key HubSpot Features Tailored for Event Management

1. Set up HubSpot for Event Success

A successful event begins with a well-structured HubSpot setup tailored to your event's unique needs.

- **Custom Objects for Event Data:**
Create custom objects to track event-specific details such as sessions, ticket types, speakers, and sponsorship packages. These objects act as a central repository for all event-related information.
- **Custom Properties:**
Add custom properties to capture attendee details, such as dietary preferences, session selections, and ticket categories, ensuring no critical data is overlooked.
- **Integration with Event Platforms:**
Sync HubSpot with platforms like Eventbrite, Zoom or others to automatically import attendee data, ensuring your CRM remains up-to-date with real-time information.
- **Automate Manual Tasks and Processes:**
Use the native automation tools to set up workflows and automate marketing follow-ups, registrations, tasks and ticket issuance.
- **Set Up Lead Scoring:**
Leave the guesswork out and introduce an automated lead scoring system that will help you identify engagement and intent and make informed decisions.

2. Customise Your Pipeline for Event Sales and Management

HubSpot's pipelines can be tailored to manage sales and event-related processes more efficiently.

- **Ticket Sales Pipelines:**

Track ticket sales across categories like early bird, general admission, and VIP. Visualise revenue generation and manage inventory with ease.

- **Sponsorship Pipelines:**

Create custom pipelines to manage sponsor relationships, tracking leads, negotiations, and signed agreements.

- **Speaker Management:**

Use pipelines to coordinate with speakers, tracking confirmations, deliverables, and session updates.

- **Revenue Tracking:**

Combine ticket and spaces sales, sponsorship deals, and other revenue streams into a unified pipeline for a clear financial overview.



3. Leverage HubSpot for Targeted Marketing

HubSpot enables highly targeted and effective marketing campaigns, ensuring your event reaches the right audience at the right time.

- **Segmented Campaigns:**

Track ticket sales across categories like early bird, general admission, and VIP. Visualise revenue generation and manage inventory with ease.

- **Personalised Email Marketing:**

Craft personalised emails with dynamic content based on attendee details and preferences, such as recommended sessions or early bird offers.

- **Social Media Management:**

Schedule, track, and manage event promotion across social media platforms directly from HubSpot, driving engagement and registrations across native and paid campaigns. Track your marketing ROI natively within the platform.

- **Retargeting Campaigns:**

Utilise HubSpot's ad tools to run retargeting campaigns for individuals who visited your event page but didn't register.

- **Landing Pages and Forms:**

Design custom landing pages with optimised forms to capture attendee registrations, making it easy to track conversions and leads.



4. Analytics, Reporting, and Proving ROI

Understanding the impact of your event and communicating its value to stakeholders is essential for long-term success. HubSpot provides robust analytics and reporting tools to help you measure performance and ROI effectively.

- **Marketing Attribution Reports:**

Track which marketing efforts, such as email campaigns or social ads, are driving the most registrations and engagement, helping you allocate your budget more effectively.

- **Event-Specific Reporting:**

Use HubSpot's reporting tools to analyse metrics like session attendance, email open rates, and conversion rates, providing a comprehensive view of your event's success.

- **Integrated Event Data:**

Sync attendee data from other platforms directly into HubSpot, ensuring all information is consolidated for seamless analysis.

- **Revenue and ROI Tracking:**

Combine ticket sales, sponsorship revenue, and other income streams to calculate your event's ROI, breaking down costs versus earnings for detailed insights.

- **Stakeholder Reports:**

Generate easy-to-understand reports to share with sponsors and stakeholders, showcasing key metrics such as impressions, engagement, and overall event value.



5. Implement AI Across Your Business

HubSpot's AI tools are transforming how businesses operate by automating tasks, analysing data, and enhancing decision-making. Here's just a small portion of the things you can do with HubSpot AI tools.

- **Content Creation:**
Generate engaging, AI-driven blog posts, podcasts, emails, and social media content tailored to your audience.
- **A/B Testing Recommendations:**
Optimise landing pages by using AI variations and see what performs best for your target audience.
- **Conversation Insights:**
Analyse recorded calls to uncover patterns, refine strategies, and improve closing techniques.
- **Predictive Revenue Forecasting:**
Use AI to anticipate future revenue trends based on historical performance and current deals.
- **Chatbots for FAQs:**
Deploy AI-powered chatbots to handle common questions, reducing response times and freeing up your team for complex enquiries.



6. Enhance Customer Satisfaction

HubSpot's tools enable you to deliver exceptional experiences for attendees, sponsors, and stakeholders. But how do we measure satisfaction?

- **Feedback Collection:**

Use custom forms and surveys to collect attendee feedback, gathering valuable insights to improve future events.

- **Post-Event Engagement:**

Automate follow-ups with personalised thank-you emails and exclusive offers for future events.

- **Real-Time Communication:**

Use HubSpot's Service Hub to manage attendee enquiries, offering a professional and responsive customer support experience.





CRM Comparison

To understand the true value of HubSpot, it's essential to compare it with other popular CRM solutions used in the event business sector. Below, we'll look at how HubSpot measures up against various software and sector specific tools.

Salesforce

Salesforce is a powerful enterprise-level CRM with deep customisation, automation, and integrations. It offers a Sales Cloud, Marketing Cloud, and industry-specific solutions, making it a top choice for large-scale event businesses that require robust data management.

Comparison with HubSpot

While Salesforce is a powerful enterprise CRM, its complexity and cost can be barriers for event businesses that need agility and ease of use. HubSpot, on the other hand, offers a more user-friendly and scalable solution with built-in automation, reporting, and integrations that don't require extensive development work. For event businesses, HubSpot's intuitive CRM, automation tools, and seamless marketing and sales alignment make it a more accessible and cost-effective choice, particularly for teams looking to streamline operations without heavy technical overhead.

Pros

- **Comprehensive Features:** Offers a wide range of tools for sales, marketing, customer service and analytics, making it an all in one solution.
- **Highly Customisable:** Tailor workflows, dashboards and integrations to meet specific business needs, accommodating even the most complex processes.
- **Advanced Reporting and Analytics:** Provides deep insights with customisable dashboards, forecasts and AI-powered recommendations.

Cons

- **Steep Learning Curve:** Requires significant training and onboarding due to its complexity, which can slow down adoption.
- **Salesforce Marketing Cloud:** The Marketing Cloud is complex, expensive, and heavily reliant on IT and consultants, making it difficult for businesses to implement, manage, and scale efficiently.
- **High Investment Cost:** Expensive licensing, add-ons, and implementation costs make it a significant investment, especially for smaller teams.
- **Customisation Complexity:** While highly flexible, customisation often requires developers or consultants, increasing both cost and time to implement changes.

Zoho Backstage

Zoho Backstage is an event management platform designed to help businesses plan, promote, and execute in-person, virtual, and hybrid events. It integrates with the Zoho ecosystem, offering tools for ticketing, registrations, event websites, and audience engagement.

Comparison with HubSpot

Zoho Backstage is great for managing event logistics, but it lacks the advanced CRM capabilities that event businesses need to track leads, nurture attendees, and drive revenue. HubSpot provides a more integrated approach, enabling event businesses to manage attendee engagement, follow-ups, and marketing automation within a single CRM, ensuring long-term value beyond event execution.

Pros

- **End-to-End Event Management:** Covers everything from ticketing and registrations to audience engagement and live streaming.
- **Zoho Ecosystem Integration:** Works seamlessly with other Zoho apps like Zoho CRM, Zoho Campaigns, and Zoho Analytics.
- **Affordable Pricing:** Offers cost-effective plans, making it accessible to small and mid-sized event businesses.

Cons

- **Limited Customisation:** While it provides essential tools, its flexibility is lower compared to enterprise-grade solutions.
- **Less Advanced CRM Capabilities:** Doesn't offer the same level of sales and marketing automation as full-fledged CRMs like HubSpot.
- **User Experience Can Be Clunky:** Some users report a less intuitive interface compared to other event management tools.

Pipedrive

Pipedrive is a sales-focused CRM designed for small and mid-sized businesses, offering an intuitive pipeline management system and automation features for sales teams.

Comparison with HubSpot

Pipedrive is a great tool for managing sponsorship and exhibitor sales, but it lacks the marketing, automation, and event execution capabilities that HubSpot offers. With HubSpot, event businesses can track leads, manage attendee engagement, automate marketing campaigns, and nurture relationships beyond the event, making it a more comprehensive solution.

Pros

- **Easy-to-Use Sales Pipeline:** Simple drag-and-drop interface to track deals and follow-ups.
- **Customisable Pipelines:** Allows event businesses to tailor workflows for sponsorship sales, exhibitor management, and lead tracking.
- **Automation & Integrations:** Provides workflow automation and integrates with tools like Zoom, Calendly, and marketing platforms.

Cons

- **Limited Marketing Features:** Lacks built-in email marketing, landing pages, and advanced automation needed for full event lifecycle management.
- **Basic Reporting & Analytics:** Doesn't offer deep insights or AI-driven recommendations like HubSpot.
- **Not Built for Event Execution:** While it works well for sales teams, it doesn't provide event-specific tools like registration, ticketing, or engagement.

EventHub

EventHub is an event management platform that focuses on virtual and hybrid events, offering exhibitor and sponsorship management alongside ticketing, live streaming, and engagement tools.

Comparison with HubSpot

EventHub excels in exhibitor and sponsor management, making it a solid choice for trade shows. However, HubSpot provides a broader CRM-driven approach that enables event businesses to not only manage event logistics but also track, nurture, and convert attendees into long-term customers through automated sales and marketing workflows.

Pros

- **Exhibitor & Sponsorship Focus:** Great for trade shows and conferences, making it easy to manage sponsor and exhibitor relationships.
- **Virtual Event Capabilities:** Supports hybrid and virtual events with built-in streaming and networking features.
- **Marketplace for Event Listings:** Helps businesses attract more attendees by listing their events on EventHub's marketplace.

Cons

- **Limited CRM Features:** Primarily an event management tool, so it lacks comprehensive lead tracking and sales automation.
- **Not as Scalable:** Best suited for mid-sized events but lacks deep integrations for larger, more complex event businesses.
- **Less Marketing Automation:** Doesn't offer advanced marketing workflows or email sequences for nurturing event attendees.

EventMobi

EventMobi is an event management and attendee engagement platform offering mobile event apps, networking tools, and virtual event solutions for conferences and trade shows.

Comparison with HubSpot

EventMobi is an excellent tool for improving attendee engagement, but it lacks the CRM functionality to manage long-term customer relationships. HubSpot not only helps event businesses attract and engage attendees but also enables seamless follow-up, lead nurturing, and sales conversion through its powerful automation and reporting tools.

Pros

- **Custom Event Apps:** Allows businesses to create branded mobile apps for attendees, speakers, and exhibitors.
- **Interactive Engagement Tools:** Includes gamification, live polling, Q&A, and networking features to enhance event experiences.
- **Hybrid & Virtual Event Support:** Provides streaming and on-demand content management for digital events.

Cons

- **No CRM or Sales Pipeline Features:** Focuses on event execution rather than tracking attendees as leads.
- **Limited Marketing Automation:** Doesn't offer sophisticated email marketing or lead nurturing workflows.
- **Pricing Can Be High for Small Events:** More cost-effective for larger events but expensive for smaller teams needing simple event tools.



All these platforms offer valuable features for event businesses, but HubSpot stands out as a complete CRM solution that integrates sales, marketing, and automation. While tools like Zoho Backstage and EventHub help manage event logistics and sponsors, Pipedrive is more sales-focused and EventMobi enhances attendee experience—none of them provide the end-to-end lead nurturing, marketing automation, and post-event conversion tracking that HubSpot delivers for long-term business growth.

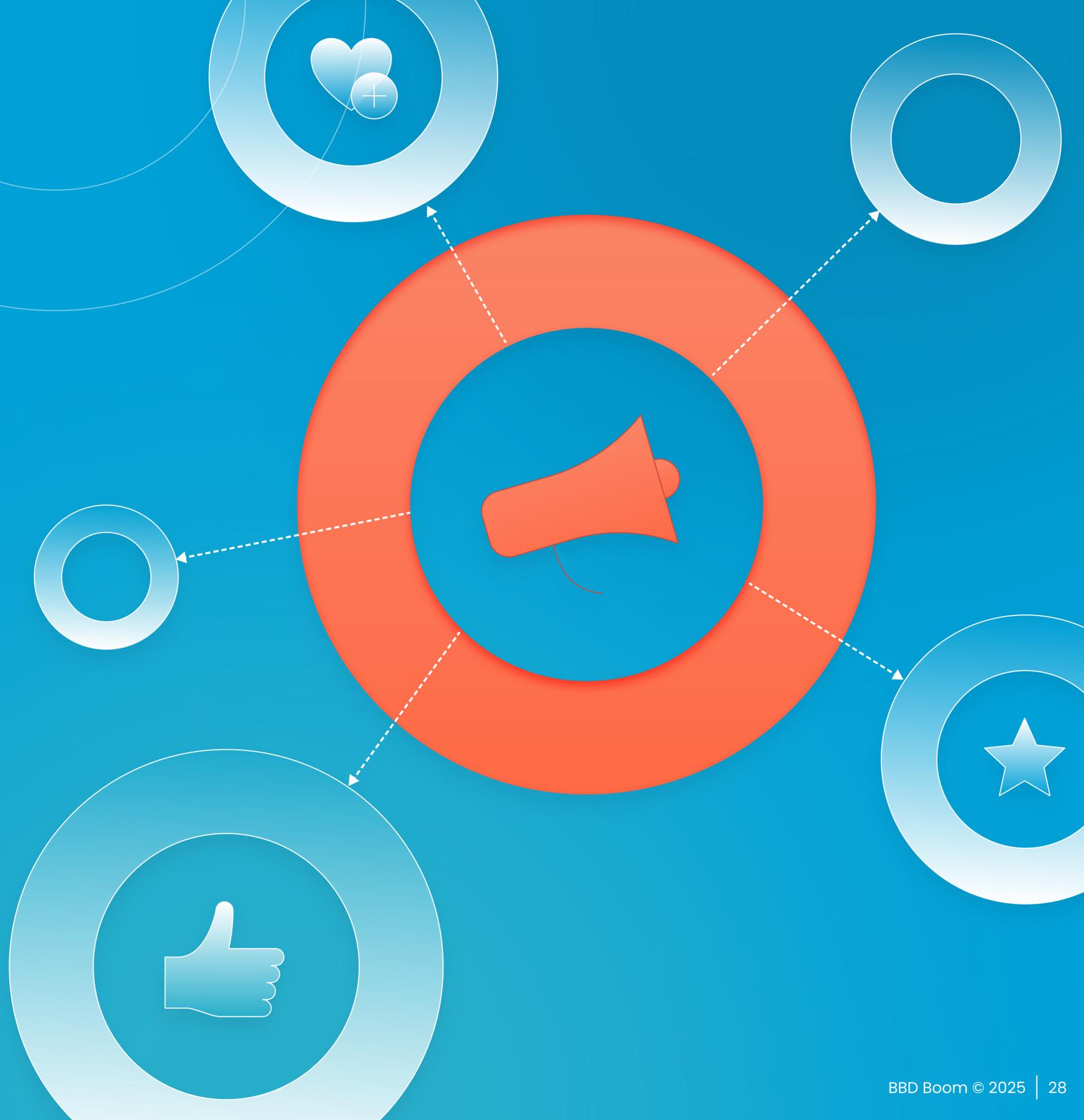
Maximise event success with HubSpot CRM

[Learn More →](#)

Part IV:

How Other Event Organisers Use HubSpot

Montgomery Group is a prominent trade exhibition organiser, specialising in connecting buyers and sellers across various sectors through in-person events globally. With operations spread across key global markets such as London, Africa, and Asia, they recognised the need for a transformation in how they managed their operational and marketing strategies.



- **Challenges**

Montgomery Group faced operational inefficiencies due to outdated systems and fragmented data across multiple platforms. This fragmentation hindered effective data management, slowed communications with stakeholders and exhibitors, and limited the marketing team's ability to create personalised and targeted campaigns for their events.

- **Solution**

To address these issues, Montgomery Group implemented HubSpot as a unified platform to consolidate data and streamline operations. Partnering with BBD Boom, a certified HubSpot Elite Partner, they mapped existing processes and customised HubSpot's tools to their specific needs. This collaboration facilitated a smooth transition to a more integrated and efficient system.



“Working with BBD Boom has really helped us tailor and customise HubSpot to exactly what we wanted and needed it for. We know we're getting the most out of the platform as it's been adapted to meet our unique business needs.”

**Alexander Angus,
COO at Montgomery Group**

Result

The implementation of HubSpot, facilitated by BBD Boom, brought about transformative improvements to Montgomery Group's operations. Here are the key outcomes:

- **Centralised Data Management:**

Unified all data into a single, accessible platform, enhancing data integrity.

- **Increased Team Efficiency:**

Automated manual tasks, allowing teams to focus on value-adding activities.

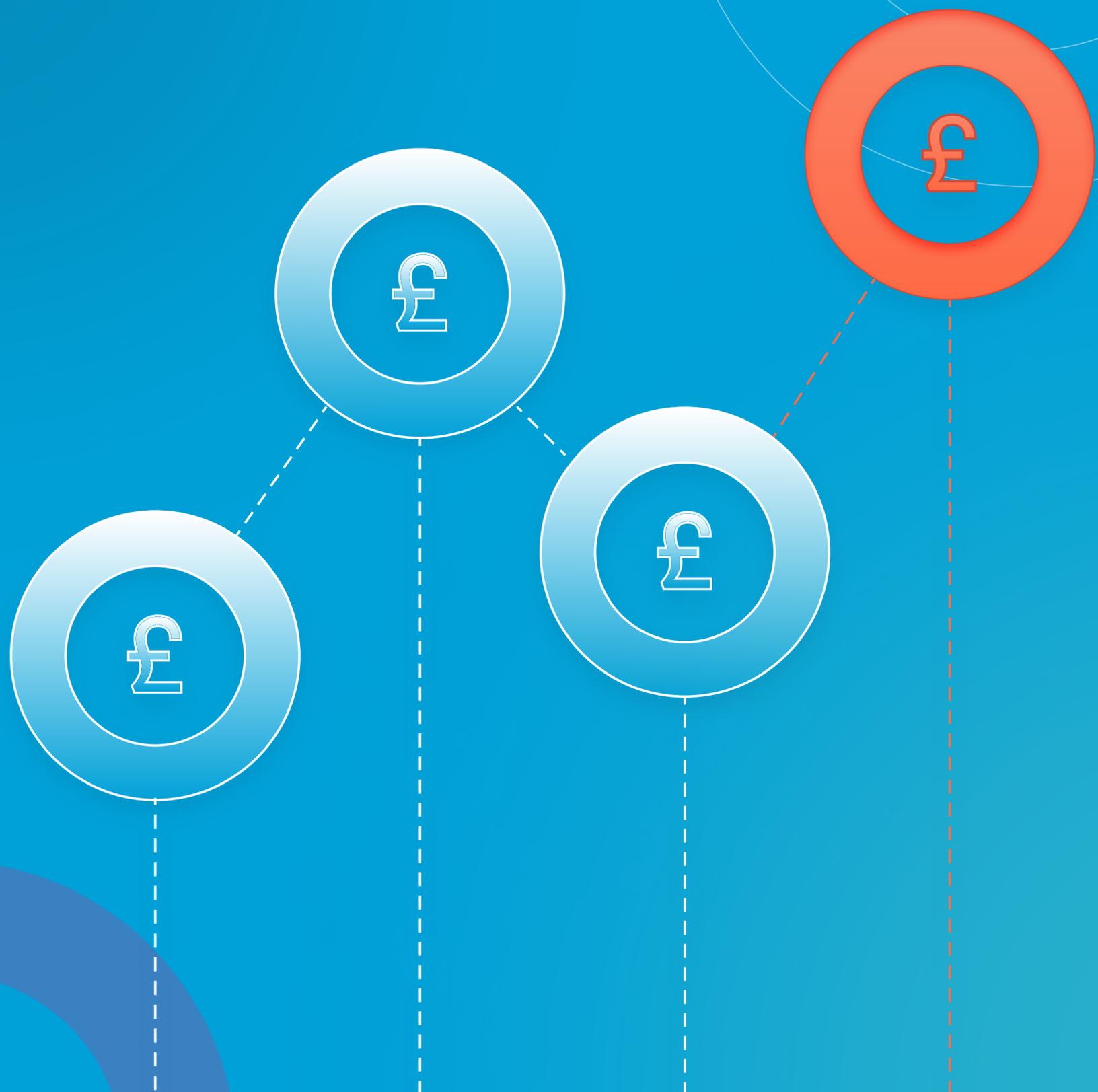
- **Elimination of Data Silos:**

Provided a holistic business view, improving decision-making processes.

- **Enhanced Marketing Efforts:**

Enabled better data visibility and audience segmentation, leading to more targeted and successful campaigns.





Part V:

Getting Started with HubSpot for Event Management

With HubSpot's automation and analytics capabilities, your team can stay organised, engage attendees and create memorable events. By adopting HubSpot, your team can deliver these experiences and continuously improve your strategies to stand out in a competitive crowd.

If you've decided your business needs HubSpot, we are here to help. Working with a HubSpot Elite Partner can eliminate the stress of adopting a new CRM to your business. Book a meeting with one of our excellent team members today to get your HubSpot journey started.

[Book a consultation with a HubSpot expert](#) [Learn More →](#)

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