SALES & PARTNER PLAYBOOK

EventfullyManaged

EventfullyManaged is the AI-native platform for the whole life of any event — weddings, birthdays, corporate events and conferences, physical, digital or hybrid — on one connected record.

Every event type | Team milestones | No-login kiosks | Participant experience | Burdenoff ecosystem

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 manages the end-to-end lifecycle of any event, from a ten-guest birthday party to a multi-day conference. Organisers start from a template or a plain-language brief and get a draft plan; every team, family co-host and vendor works in workstreams with milestones, targets, checklists, owners and due dates, and the platform warns before anything slips. Invitations or registration and tickets go out, guests check in by QR or NFC, digital and hybrid sessions stream through HookMovies, and kiosks let anyone at the venue give feedback, answer surveys, share their mood or fill in a form without logging in. Participants get a personal plan and keep recordings, photos and certificates in their own event history. PlanMagnet (project management), HookMovies (video production and streaming) and HeadshotMarketing (marketing and CRM) connect from inside the event.

CATEGORY

Event management platform — for corporate event teams, conference organisers, agencies, wedding and celebration planners, venues, communities and families, and for the participants who attend their events.

WHERE IT STANDS TODAY

Live and generally available since August 2026: anyone can create an account, plan an event and invite guests today. It is a young product with no public reference customers, published usage numbers or security certifications.

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 — plan, teams and milestones, programme, venues, invitations and ticketing, on-site, sponsors, analytics
- Kiosk mode — any tablet or touchscreen for no-login feedback, surveys, mood, forms, guestbook and check-in, with optional QR, NFC or biometric light sign-in
- Check-in stations for staff — scan by QR, NFC, attendee ID or email
- Participant experience — web, mobile apps and installable web app with a personal plan and event history
- GraphQL API, webhooks, CLI, MCP server and SDKs
- An in-product assistant and AI that plans, forecasts, warns and personalises

02 One-Line Pitch

SAY EXACTLY THIS

"EventfullyManaged is the AI-native platform for the whole life of any event — weddings, birthdays, corporate events and conferences, physical, digital or hybrid — on one connected record."

SHORTER, FOR A CHAT MESSAGE

One platform for the whole life of any event.

THE CATEGORY SENTENCE

EventfullyManaged is an AI-native event management platform for anyone who puts events together — businesses, planners, agencies, venues, communities and families — and for the people who attend them.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Every event is a small project with a hard deadline and many hands. The guest list is in a spreadsheet, vendors on a chat group, tickets in one tool, the stream in another, and nobody can see who is late until the day. EventfullyManaged puts the whole event on one record — the plan, every team and vendor working to milestones and due dates, invitations or tickets, check-in, a kiosk that collects feedback from anyone without a login, the stream and the memories afterwards. It runs a birthday, a wedding or a conference, starts free, and Pro is ninety-nine dollars a month."

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.
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 proprietary RFID wearables, beacons or turnstile hardware; EventfullyManaged uses standard QR, NFC tags, badges and kiosks instead
- Virtual-only broadcasts whose whole requirement is a dedicated virtual-venue product with stages and expo halls
- 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 SOC 2 or ISO 27001 certificate on paper — EventfullyManaged does not hold one
- 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.

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.

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?

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.

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.

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?

Sponsorship / Exhibitor Manager

WHAT THEY WANT

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

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.

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?

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.

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.

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, and how do we delete an attendee's personal data on request?

Finance / procurement

WHAT THEY WANT

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

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.

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?

08 Top Use Cases

14 SCENARIOS

Scenarios across every kind of event. They are illustrative, not customer stories.

WEDDING OR CELEBRATION PLANNER

Plan a wedding with both families on one plan

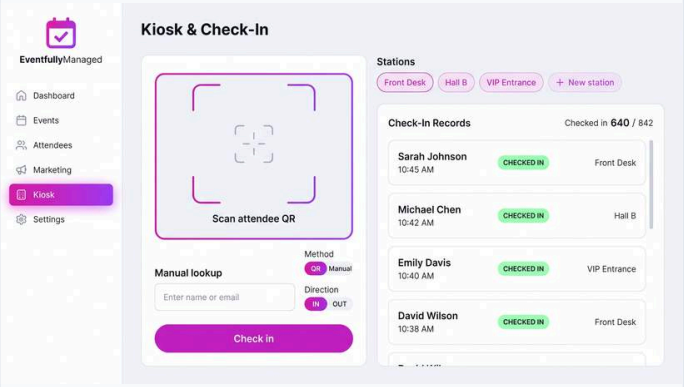
THE SITUATION

A four-ceremony wedding, two families keeping separate guest lists, a dozen vendors on chat groups and relatives abroad who want to watch.

WHAT HAPPENS WITH EVENTFULLYMANAGED

The brief becomes a programme of sub-events with a milestone schedule; each family co-hosts its own guest sub-list; households RSVP per ceremony; vendors work to due dates; the ceremony streams through HookMovies and a reception kiosk runs the guestbook and photo booth.

Both families aligned, every vendor on time, and an album and replay every guest keeps.



KIOSK OWNER OR ON-SITE OPERATIONS LEAD

Hear from everyone in the room, no login needed

THE SITUATION

Feedback forms behind an app download get a handful of answers from a hall of hundreds.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Exit tablets in kiosk mode ask three questions and a mood emoji; anyone can answer without an account, and attendees who tap their badge attach ratings to their own record with event-scoped access only. Each kiosk is mapped to its owner and to the session it serves.

Feedback from the whole room, live on the dashboard by hour and session.

CORPORATE EVENT MANAGER

Keep five teams and four vendors on milestone

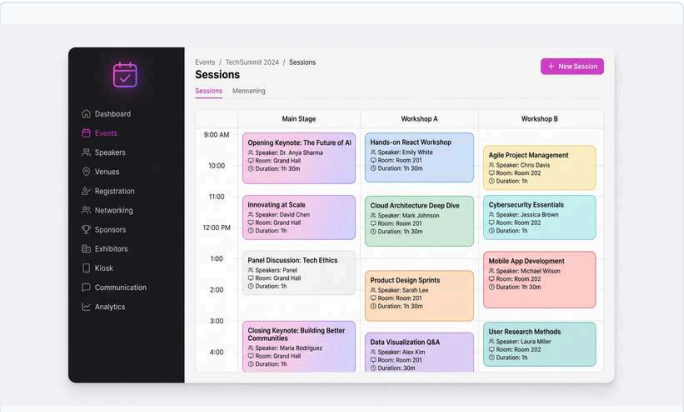
THE SITUATION

A company kickoff where marketing, IT, travel, facilities and HR plan in different tools and the AV deadline slips quietly.

WHAT HAPPENS WITH EVENTFULLYMANAGED

Workstreams with owners, milestones, targets and due dates sit inside the event and sync both ways with PlanMagnet; the platform warns the AV owner before the milestone slips.

Deadlines everyone can see, and no surprises on the day.



EVENT MANAGER OR PROGRAMME PRODUCER

Stand up an event and a full agenda in an afternoon

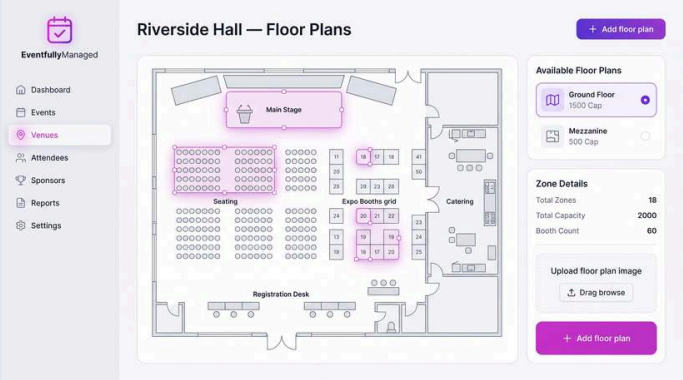
THE SITUATION

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

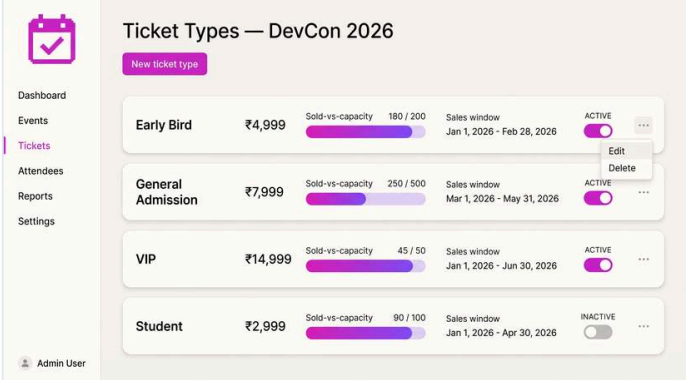
THE SITUATION

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

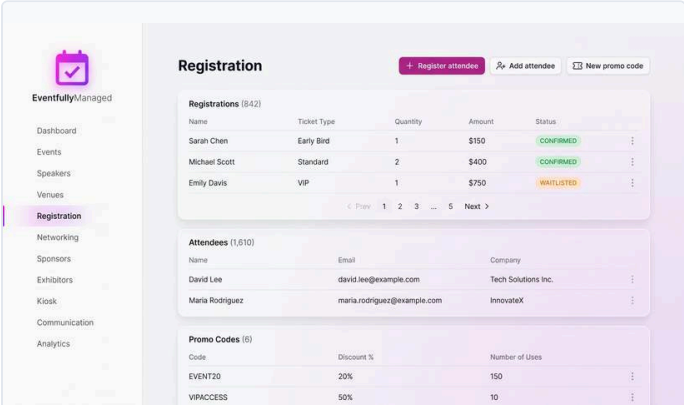
THE SITUATION

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

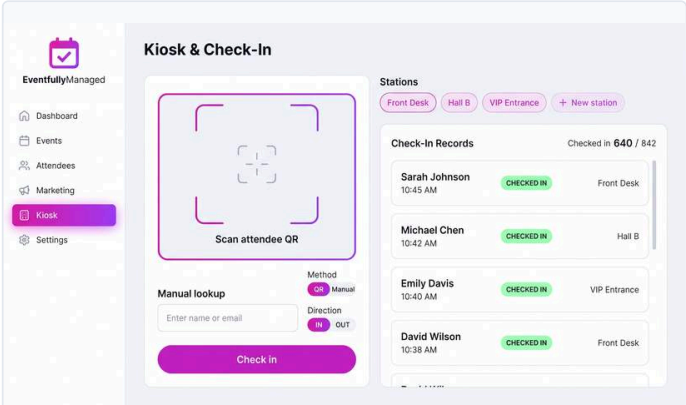
THE SITUATION

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

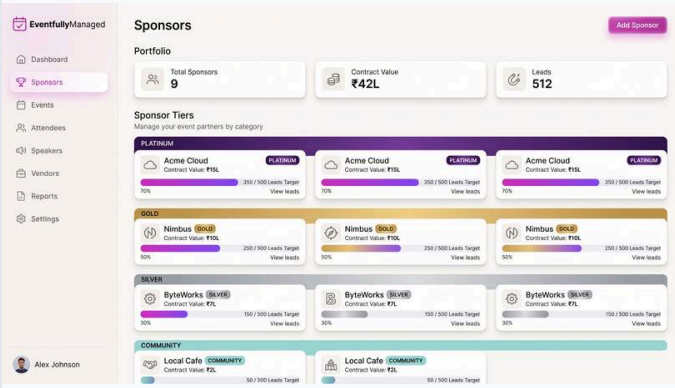
THE SITUATION

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

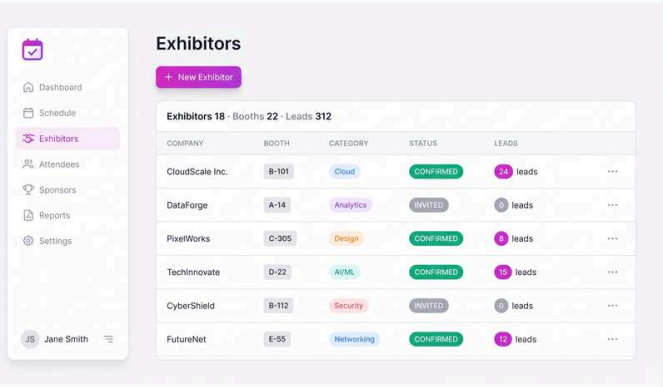
THE SITUATION

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

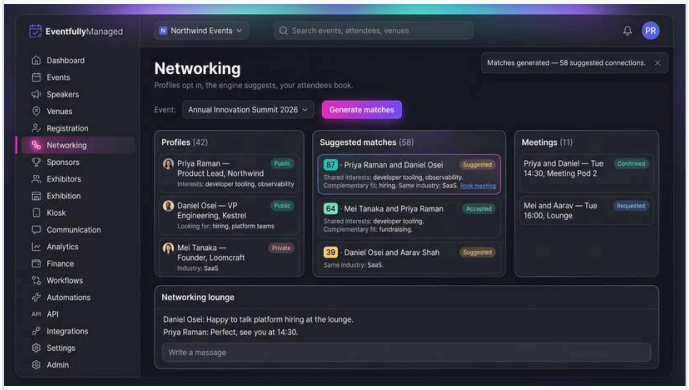
THE SITUATION

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

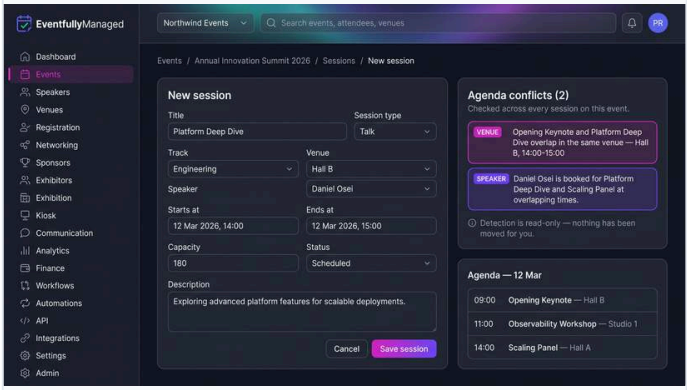
THE SITUATION

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.



EVENT COORDINATOR

Catch the double-booked room before the programme prints

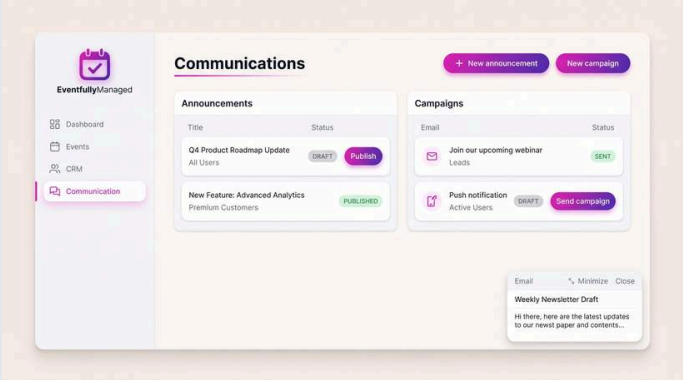
THE SITUATION

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.



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.



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.

09 Product Capabilities

What the platform does, grouped the way an organiser thinks about it.

Plan any event

Every type, format and size, from a brief or a template.

Event types and templates
Weddings, birthday parties, corporate events, conferences, community and online events; physical, digital, hybrid and recurring.

Plan from a brief
A plain-language description becomes sub-events, workstreams, a milestone schedule, a checklist, budget lines and vendor categories.

Programme and multi-track agenda
Sessions grouped into tracks with time slots, rooms, speakers and capacity.

Conflict detection
Double-booked rooms, speakers, vendors and guests surfaced while the plan is being built.

Venues, spaces and floor plans
Capacities, amenities and floor plans with booth placement.

Reusable templates
Start the next event from a proven one, with lessons carried forward.

Coordinate the teams

Everyone who builds the event, on one plan.

Workstreams with owners
Catering, decor, AV, travel, marketing, registration — each with an owner and members.

Milestones and targets
Milestones with due dates and measurable targets such as RSVPs by a date.

Checklists, due dates and approvals
Tasks with dependencies and approvals for internal teams, family co-hosts, agencies and vendors.

Milestone risk watch
The platform warns the owner before a milestone slips and proposes recovery steps.

PlanMagnet sync
Workstreams, milestones and tasks synced both ways with PlanMagnet project management.

Invite, register and sell

Household invitations or ticketed registration, on the same record.

Household invitations and RSVPs
One person RSVPs for the family per sub-event, with meal and dietary choices.

Ticket types and promo codes
Free, paid, tiered, VIP and bundle tickets with sale windows and discounts.

Oversell-safe registration
Capacity checked and incremented atomically, so the last seat cannot be sold twice.

Payments
Card and local payment acceptance through platform billing, with reconciliation.

HeadshotMarketing campaigns
Promotion campaigns, funnels and source attribution for registrations.

Run the day and kiosk mode

The door, the room, the stream — and a voice for everyone present.

QR and NFC check-in
Stations on phones, tablets or scanners; duplicate-safe scans; live arrivals.

Badges and session check-in
On-demand badge printing and per-session attendance with room limits enforced.

No-login kiosks
Feedback, surveys, mood, forms, guestbook, photo booth and check-in without a username or password.

Light sign-in
Optional QR, NFC, OTP or consented biometric match that attaches responses to a guest's own record with event-scoped access only.

Kiosks mapped to people
Every kiosk has an owner and operators, serves a space or session and maps responses to guest identifiers where presented.

HookMovies streaming
Digital and hybrid sessions streamed with ticket or invitation entitlement; replays afterwards.

The participant experience

Guests who take part, enjoy it and leave with something.

Personal plan
Schedule, seat, dietary choices, sessions and people to meet, in the guest's language.

Networking and meetings
Opt-in profiles, explainable match suggestions and one-to-one meetings.

Polls, Q&A and feedback
In the room and online, in the same polls.

Takeaways and event history
Recordings, photos, certificates and contacts kept in a personal history of every event attended.

Mobile apps and installable web app
iOS, Android and browser, under the EventfullyManaged name.

Sponsors, measure and AI

Partners who see their value and organisers who see the whole picture.

Sponsors, exhibitors and leads
Tiers, booths on the floor plan and leads attributed per partner, into HeadshotMarketing CRM where configured.

Live dashboard and outcome reports
Registrations, attendance, revenue, engagement and kiosk mood in one view; summaries when the doors close.

Attendance forecasting
Turnout and no-shows forecast to right-size rooms, catering, staff and kiosks.

Live room sense and event-ops briefs
Kiosk feedback, mood and check-in flow turned into a live picture and owner briefs.

Cross-event dashboards
Portfolio analytics in BigConsole.

Govern, integrate and extend

The parts the security review and the developer ask about.

Role-based access on every operation
Enforced at the API edge, with light and anonymous tiers for guests and kiosks.

Activity trail and tenant isolation
Every action recorded, including AI-initiated and kiosk-originated ones.

Personal-data erasure
Erasure on request that propagates to linked Burdenoff products.

Burdenoff ecosystem
PlanMagnet, HookMovies, HeadshotMarketing, FluidGrids, BigConsole, AssetHandler and more under one sign-in.

API, automation and agents
GraphQL API, webhooks, FluidGrids workflows, CLI, MCP server and SDKs under the same permissions.

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
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.
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.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
RingCentral Events	The virtual and hybrid event platform built on Hopin's technology — virtual venues, live streaming, webinars and content repurposing.	The dedicated virtual venue. Stages, breakout rooms, expo booths and streaming production are their whole product. For a virtual-only summit they are the stronger choice; EventfullyManaged streams digital and hybrid sessions through HookMovies on the same record as the room.	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 one platform for the whole life of any event — every type, format and size — where the teams behind it work to clear milestones, guests take part without a login, and project management, video and marketing come from the Burdenoff products built for them.

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.

Every kind of event, and the people behind it

Weddings, birthdays, corporate events and conferences run on the same platform, with every team, family co-host and vendor working to milestones and due dates, and kiosks that hear from guests who never create an account. No competitor in this pack positions a family wedding and a multi-track conference as the same product.

13 Customer Proof & Credibility

There are no customer references to point at, so credibility comes from depth and candour. Show the shape of the domain model, the engineering decisions that matter to someone who has run an event, and the breadth across event types, team collaboration and kiosks.

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. SOC 2 Type II and ISO 27001 are not held and are never claimed — the product's own security page says so.

Be straight about this. EventfullyManaged went generally available in August 2026. There are no public reference customers, no published usage numbers and no security certifications: SOC 2 Type II and ISO 27001 are not held. What a prospect should weigh is the depth of the record model, the engineering choices around overselling and duplicate scans, the breadth across every event type, team milestones and no-login kiosks, the Burdenoff products around the event, the governance inherited from day one, and pricing they can read on a page. If a requirement sits outside the product — proprietary on-site hardware, venue sourcing, travel and housing — say so plainly and tell us.

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.

16 Objection Handling

12 OBJECTIONS

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. What you can check is the thing itself: sign up free, plan a real event, and see whether the plan, the team milestones, the invitations or tickets, the door and the kiosks 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 not held, and the product's own security page states that. What exists 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 certificate is a hard procurement gate for you, this is not the right fit 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."

Attendees can use the EventfullyManaged apps on iOS and Android, the installable web app, or just a link in a browser — and guests at the venue can take part at a kiosk without installing anything or creating an account. What they do not get is a separately branded app per event; the apps carry the EventfullyManaged name.

PROOF · One participant experience across apps, browser and kiosks, under the EventfullyManaged name — no per-customer branded apps.

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

Yes. Badges print on demand at the check-in station when the attendee is scanned by QR or NFC, with the station and direction captured and arrivals landing live on the dashboard. Session check-in enforces room limits at the door.

PROOF · Check-in, badge printing and session attendance all write to the same attendee record the dashboard reads.

"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?"

Physical, digital and hybrid events run on the same model. Digital and hybrid sessions stream through HookMovies, Burdenoff's video production and streaming product, with entitlement from the ticket or invitation and replays in each participant's history. If the event is a virtual-only broadcast where a dedicated virtual venue is the whole requirement, RingCentral Events or Webex may be the better fit; if the stream is one part of an event with a room, 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	LISTEN FOR
How many events do you run in a year, and are they growing?	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.
Walk me through the tools one event touches, from first sign-up to the final report.	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.
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.

ASK THIS	LISTEN FOR
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 for proprietary on-site hardware, venue sourcing, travel and delegate housing as hard requirements. Any of those 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 proprietary RFID wearables, beacons or turnstile hardware
- Needs venue sourcing, travel or delegate housing management inside the platform
- Procurement requires a SOC 2 or ISO 27001 certificate on paper
- 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 proprietary on-site hardware, venue sourcing or travel and housing management; they are outside the product, and naming them 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. **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. **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 under the EventfullyManaged name, 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

ASSET	WHERE	WHAT IT IS FOR
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 across weddings, birthdays, corporate events, conferences and kiosks
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

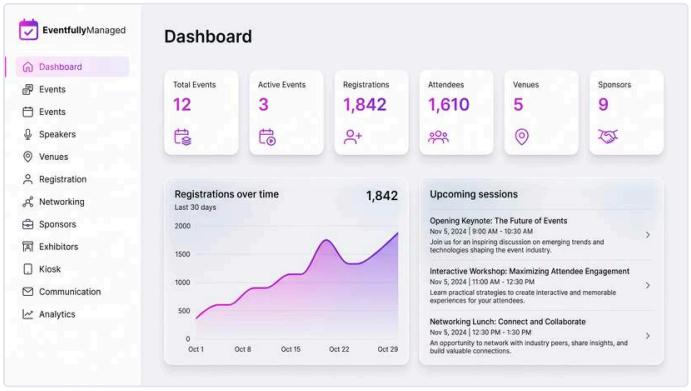
- Share freely: anything published on eventfullymanaged.com — the product story, features, use cases, comparison pages, security page and pricing. It is public, sanitised and current.
- Share with prospects only: this playbook and the cheat sheet. They contain commission terms and competitive concessions 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, or a named competitor comparison you intend to publish under your own brand.
- Use the product's own vocabulary. If you build your own material, describe what the product does without status labels, never invent customers, metrics or testimonials, and never claim certifications — misrepresenting it costs your commission eligibility as well as the deal.

24 Product Mockups — Complete Visual Appendix

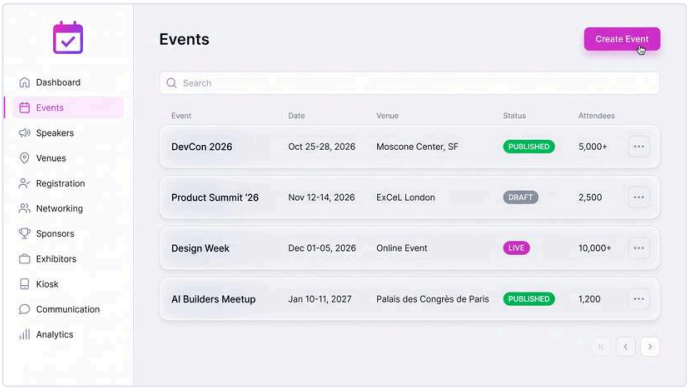
35 SCREENS

Every screen in the EventfullyManaged design set — 35 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

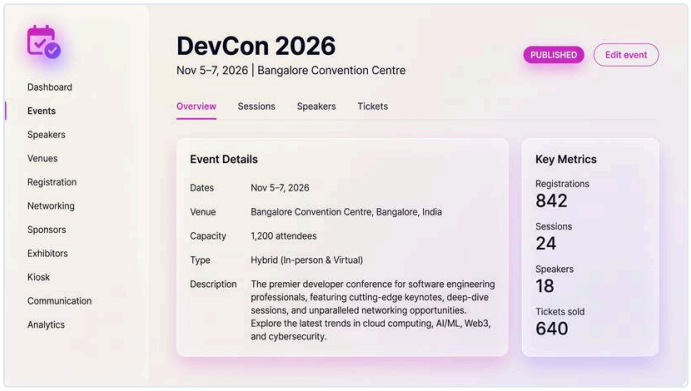
PRODUCT SCREENS · 27 SCREENS



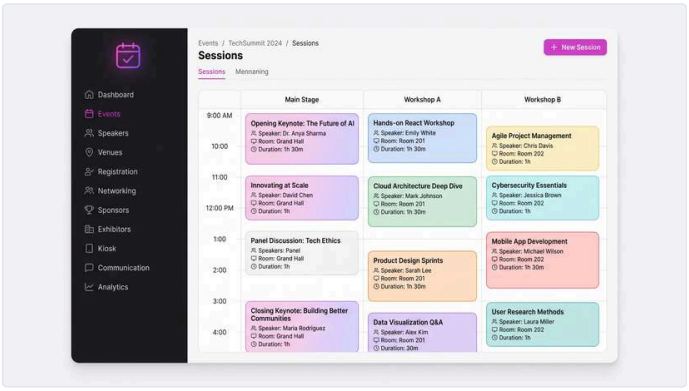
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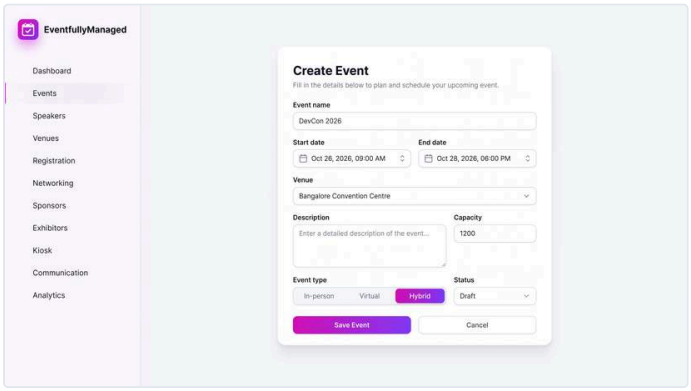
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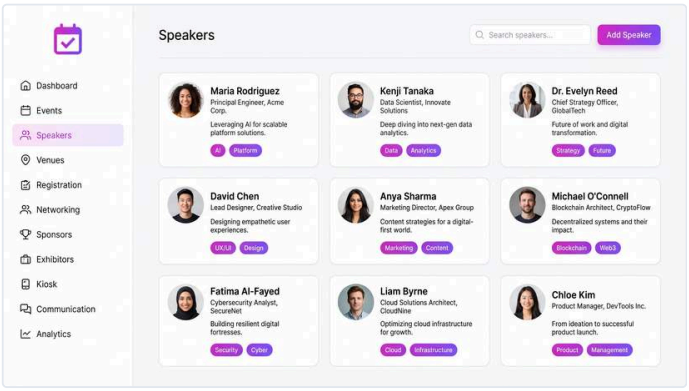
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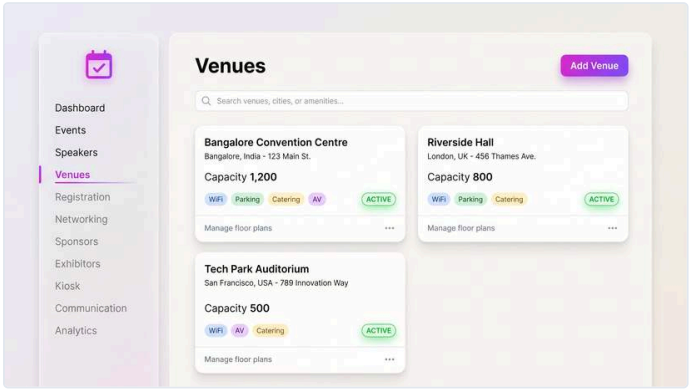
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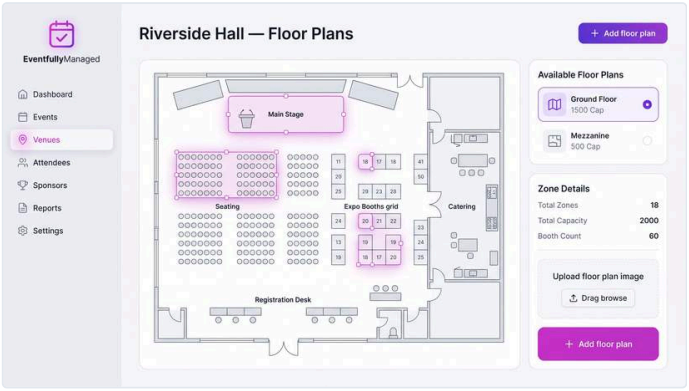
005 Efm 05 Event Create Form



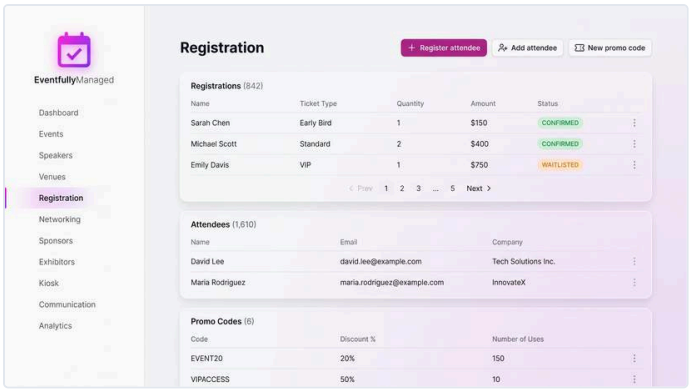
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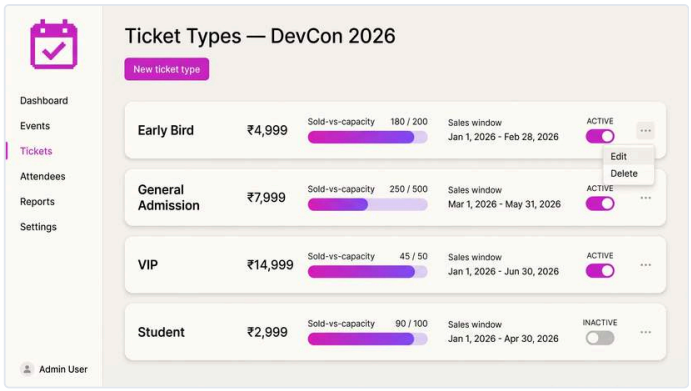
007 Efm 07 Venues



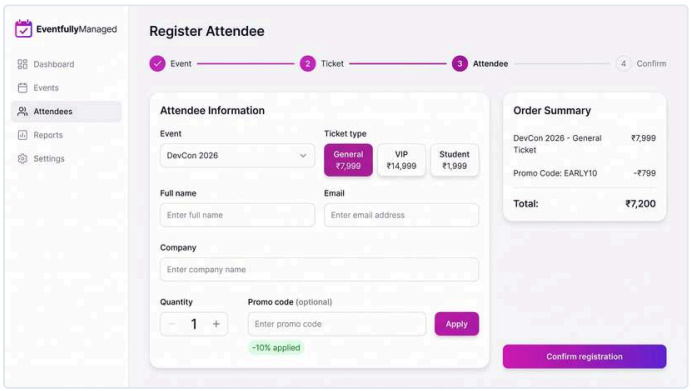
008 Efm 08 Venue Floorplan



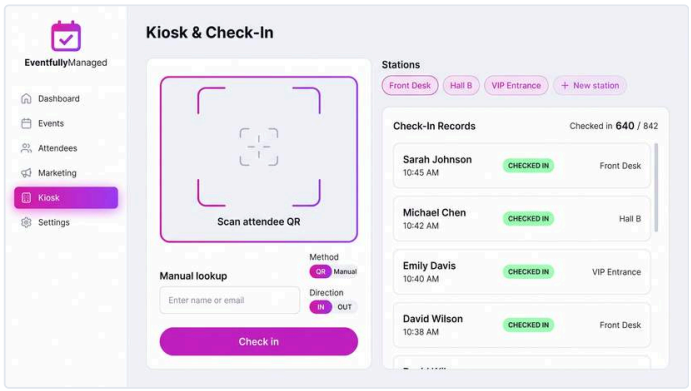
009 Efm 09 Registration



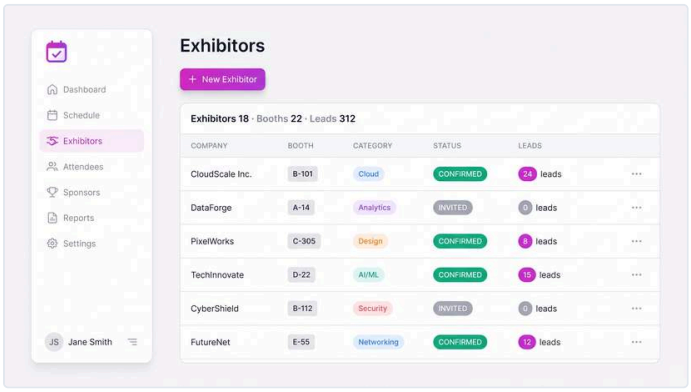
010 Efm 10 Ticket Types



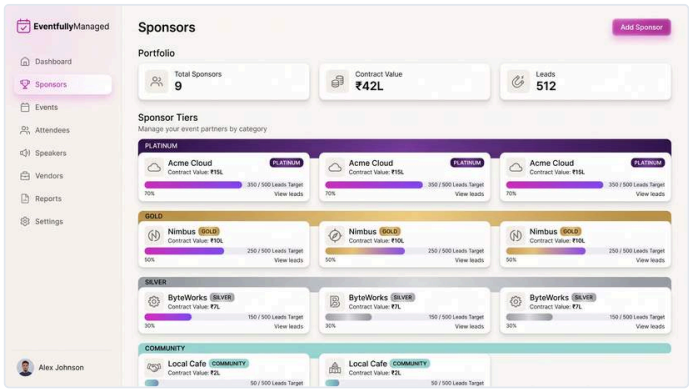
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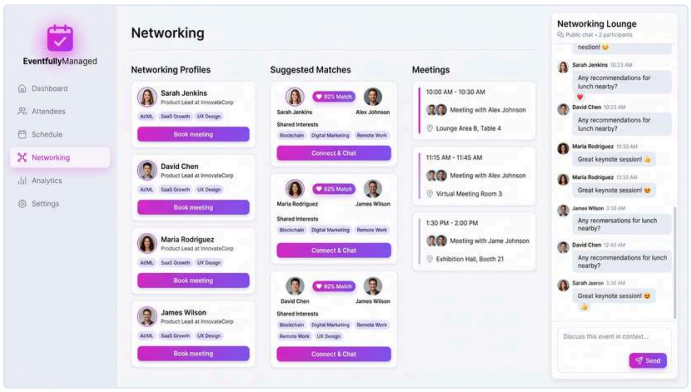
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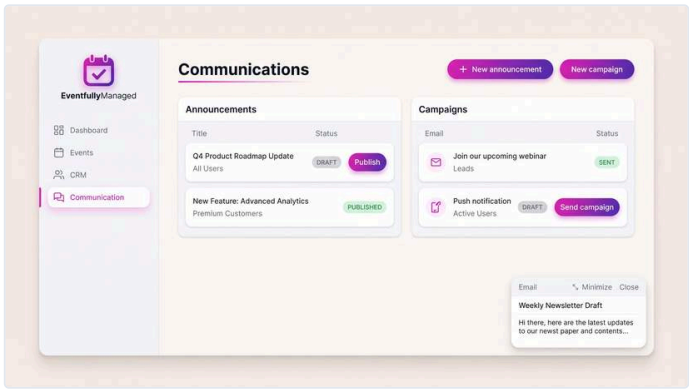
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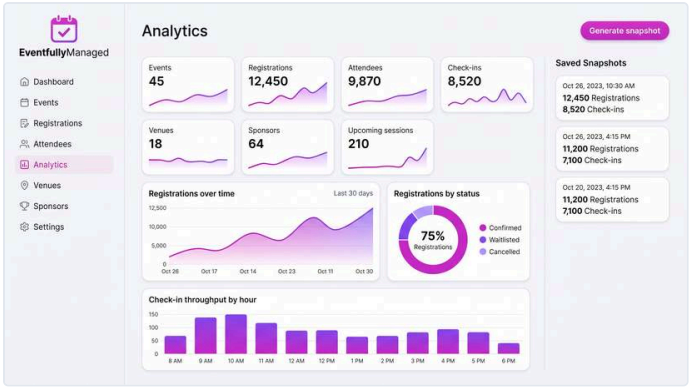
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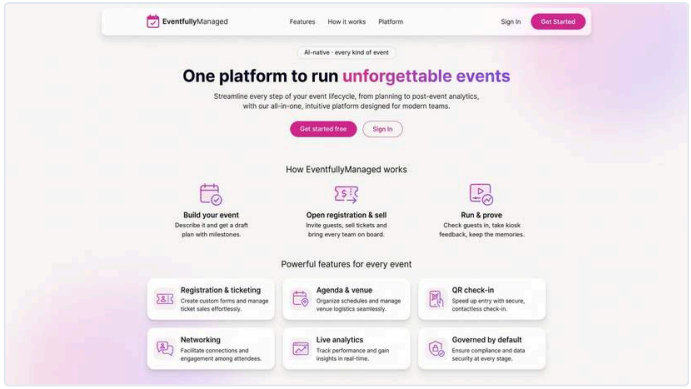
015 Efm 15 Networking



016 Efm 16 Communications



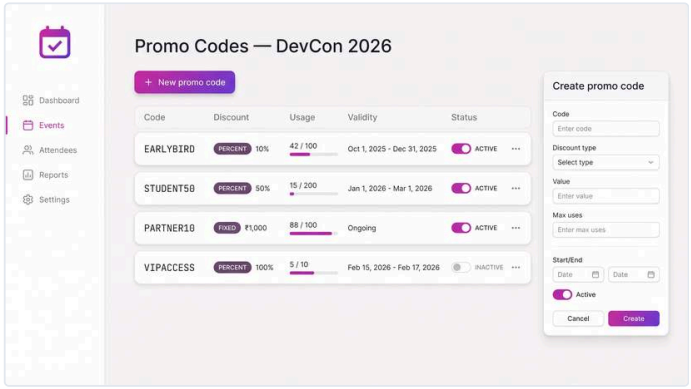
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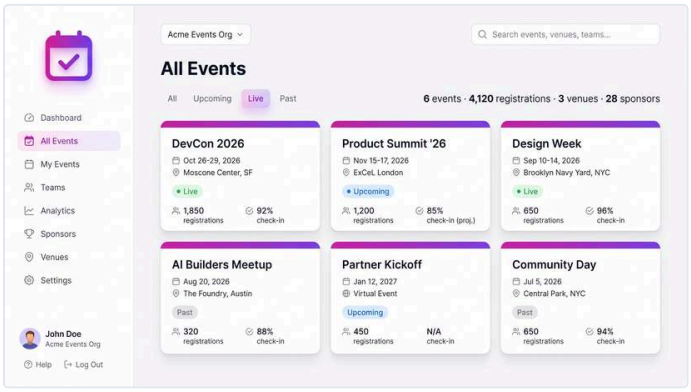
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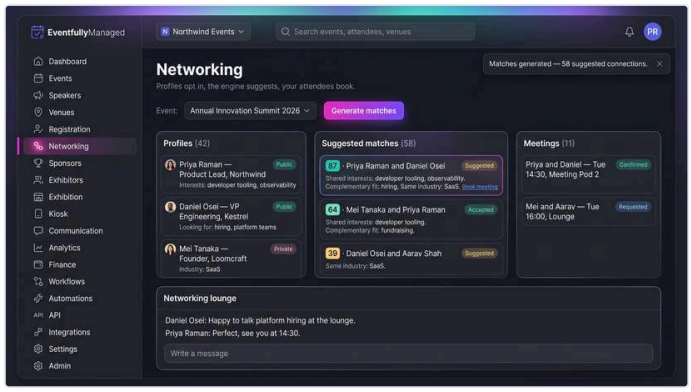
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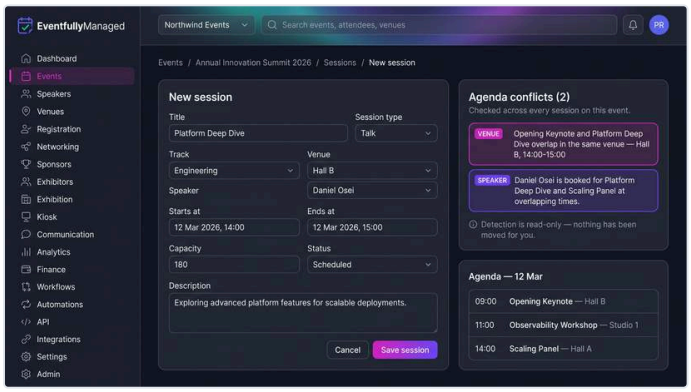
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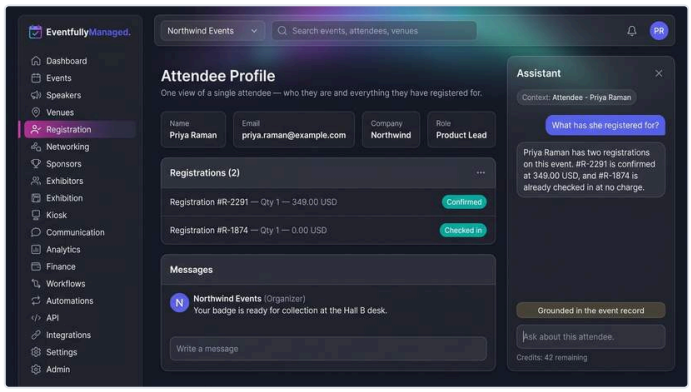
021 Efm 23 Multi Event Org



022 Efm 24 Networking Matchmaking



023 Efm 25 Session Conflict Detection



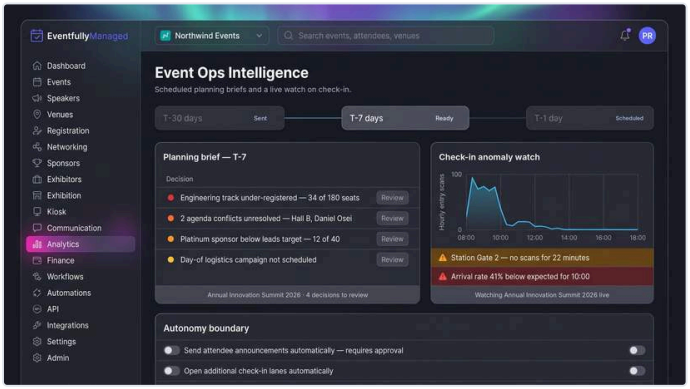
024 Efm 26 Assistant Page Context



025 Efm 27 MCP Agent Tools

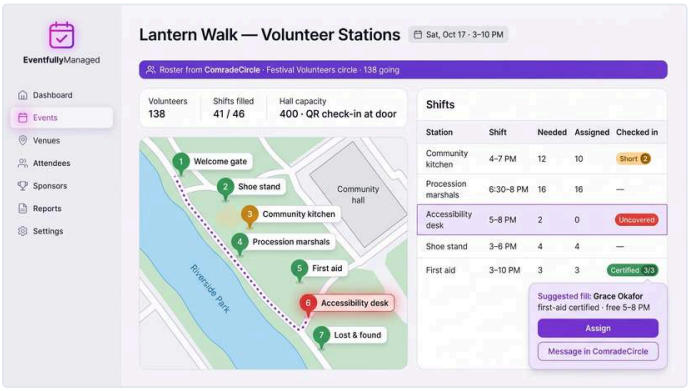


026 Efm 28 Attendance Forecast



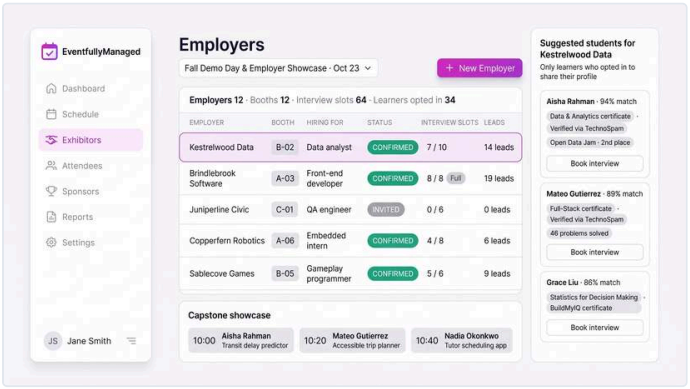
027 Efm 29 Event Ops Briefs Anomaly Watch

CULTURE HERITAGE · 1 SCREENS



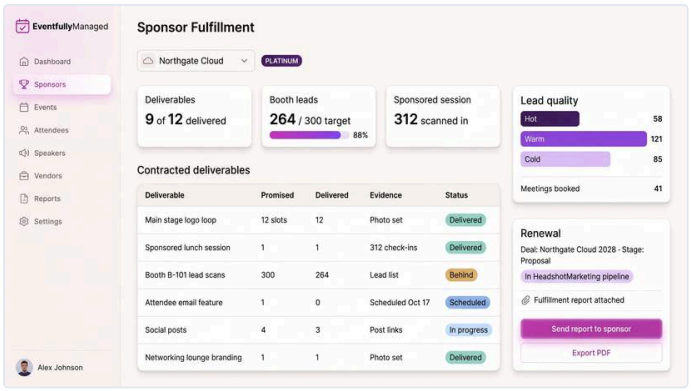
028 Festival Volunteer Station Board 1 Volunteer Station Board

EDUCATION · 1 SCREENS



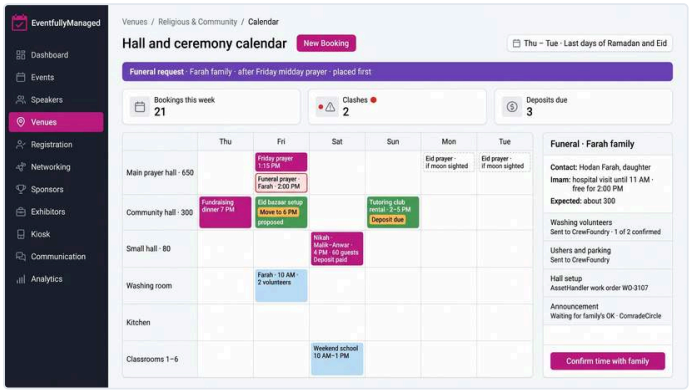
029 Campus Career Fair And Demo Day 1 Employers And Student Ma

EVENTS · 1 SCREENS



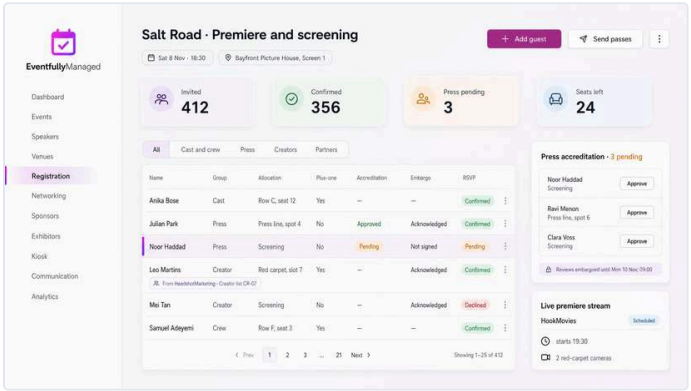
030 Event Sponsor Deliverables And Renewal Proof 1 Sponsor Fulfillment

FAITH COMMUNITY · 1 SCREENS



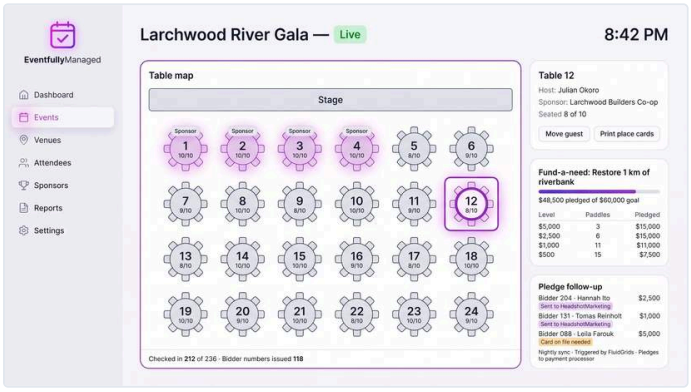
031 Congregation Hall And Ceremony Calendar 1 Rooms By Day Funeral Pla

MEDIA ENTERTAINMENT · 1 SCREENS



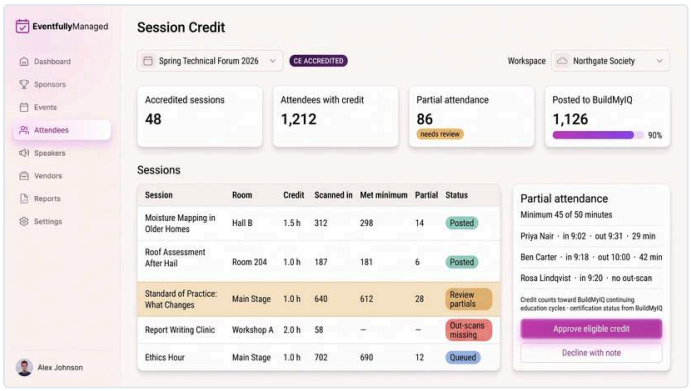
032 Premiere Guest List And Press Accreditation 1 Premiere Guest List

NONPROFITS · 1 SCREENS



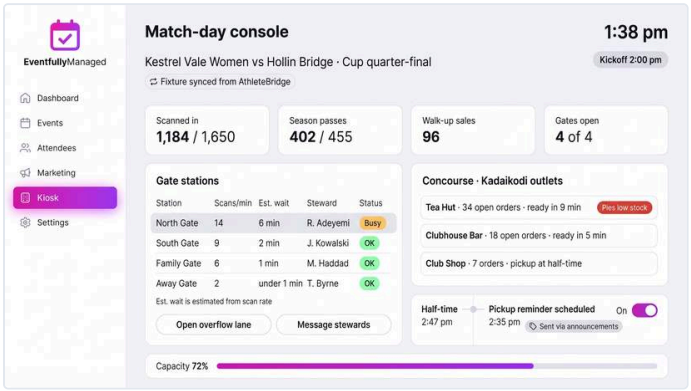
033 Fundraising Gala Tables And Pledges 1 Gala Night Console

PROFESSIONAL BODIES · 1 SCREENS



034 Conference Session Credit Ledger 1 Session Credit Ledger

SPORTS FITNESS · 1 SCREENS



035 Match Day Gate And Concourse Console 1 Match Day Console

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.

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