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Ten of The Best Event Planning Tools

by [Nicholas](#) · December 5, 2013

Even the most skilled and talented planner is only as good as their toolkit. Planning an event is an immensely complicated process, after all. Veterans know that any advantage they can get—anything that streamlines the intricacies of running an event—is invaluable. Thankfully, tools exist in droves to this end.

Given how large the events industry has become and how it's incorporated the Internet into its operations, this shouldn't come as any surprise. Tools, applications, and platforms to help simplify the process are a dime a dozen. Today, we're going to take a look at a ten of what we feel are the best event planning tools, and explain how they can help you.

Google Maps

We'll start with one that everybody knows. Google Maps is without a doubt the most widely-used mapping utility in the world, particularly given that the majority of smart-phones and tablets sold today come with Maps pre-installed. In other words, there's a good chance most of your attendees will have access to it.

Maps is useful not because it'll help you plan event, but because it can help your attendees find the event. You can use it to create a map featuring your venue, in addition to setting up a customized map that shows your guests places of interest (such as nearby hotels and restaurants).

Slideshare

Slideshare is probably one of the best presentation tools on the Internet. Using the platform, you can create documents, PDFs, slideshows, videos, and webinars; all presentations and keynotes at your event can further be streamlined and gathered into one place. Factor in the platform's ease of use, and it's clear to see why most everybody utilizes it: because it works.

Facebook Events

Facebook is the largest social network in the world, meaning that, for most events, all your attendees are probably on it. What's more, Facebook Events is actually surprisingly versatile; with a few clicks, you can create an event for just about any occasion with a hub on which you can easily post updates. Co-ordination of attendees, venue, and location are all nearly effortless as well.

Ustream

The popularity of Internet video has of late been skyrocketing. Why not hop on the bandwagon? The Enterprise tier of Ustream offers a huge laundry list of valuable tools and features including event support, branding control, custom audience sizes, and professional-level video management software.

Eventbrite

Eventbrite is an incredibly powerful registration management platform which allows organizers to easily promote, publish, and sell tickets to their events. Using the Eventbrite platform, you can quickly and easily create a professional-looking hub (accessible on both desktop and mobile devices) from which you can offer attendees a huge range of payment options. What's more, Eventbrite allows you to send personalized invitations, set up paperless registrations and make use of a bunch of different built-in promotion tools, all for free.

Disclosure: [Tweetwall](#) and [Eventbrite](#) are [partners](#).

Super Planner

Billed as a business app for the professional event planner, Super Planner is an easily-navigable mobile application developed by Paint the Town Red founder Howard Givner. Using Super Planner, you can easily calculate venue capacity (based on seating configuration), food and beverage counts, place setting, A/V, and staff numbers. Even better, there's a whole host of tips embedded into the app designed to make your job easier.

MobilePlanner/MobileVenue

Built for both iOS and Android, MobilePlanner (and its sister application, MobileVenue) allow an event organizer to manage virtually every aspect of an event straight from their smartphone. MobilePlanner allows easy management of multiple events at different venues, instant collaboration with other involved parties, and organization of schedules, meetings, and contacts. MobileVenue, meanwhile, allows event planners to easily communicate and share details with their guests, including maps, schedules, information on area attractions, and applications. They make for a powerful pair, indeed.

Presdo

Presdo is a deceptively simple and Spartan mobile application which allows you to create events on a single screen, seamlessly integrating mobile devices with the Presdo web app. It's pretty much the textbook definition of 'streamlining' – creating an event and sending out invites takes minutes from within the Presdo interface. Even better, it's packaged with a whole host of social marketing tools and built-in utilities for networking.

XING Events (formerly Amiando)

Amiando is one of the world's leading event management services, and with good reason. Its award winning selection of tools make event promotion and management a snap, and creating an account on the site is completely free. Using amiando, you'll be able to customize virtually every step of the management process, including your website, ticket sales, attendance, and payment handling.

MeetingApps

I'll preface our last entry by saying that MeetingApps technically isn't a tool. That said, it might well be the most valuable item on this list – it's an online database which incorporates some of the world's best event-related applications. Everything an event management professional could possibly need on their smartphone can be found here; the MeetingApps library includes a diverse selection of applications ranging in use from mapping software to career options.

Do you have any suggestions for the best planning tools? Leave a note in the comments!



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