

The Event Planner's Guide To Choosing
Innovative
Event Venues



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Choosing an event venue is crucial to the success of your event. According to a [recent report](#) surveying nearly 500 event organizers, around 36% of respondents spend most of their budget on event venues - more so than on speakers, marketing campaigns, or event staff.

Whether planning a small networking meetup, an internal corporate meeting, or a large conference, all event planners feel pressure to find the perfect event venue that matches or exceeds the expectations of their attendees.

As an event planner, you will need to find a venue that is not just unique and creative, but also practical and accessible. You must be budget-conscious, yet also incorporate the most innovative technologies. Ultimately, the effectiveness of this give-and-take in choosing an event venue is a reflection on your event brand.

In this eBook, you will find the most up-to-date best practices for finding, choosing, and designing your event venue in order to maximize value for your attendees, sponsors, exhibitors, and for your event overall.

Table of Contents

Finding Innovative Spaces (4)

- Personalize Innovation (4)
- Sustainability (4)
- Technology Focused (5)
- Know Your Audience (6)
- Pick An Event Theme (7)
- Where To Find Innovative Venues (7)

Choosing The Right Venue (8)

- Track Record Of Success (8)
- Can The Venue Handle Technology (9)
- Is The Venue Easily Accessible (9)
- Consider Attendee Feedback (9)
- All Things Budgeting (10)
- Creative, Affordable Venue Options (10)

Designing Your Event Space (11)

- Make It Accessible (11)
- Know Your Event (12)
- Design Sustainably (13)
- Innovative Technology Trends & Tools (14)
- Design Creativity (14)

Conclusion (15)

Finding Innovative Spaces

Consider one of your major event planning goals: to provide value to your attendees. The best way to provide value to attendees is to inspire them, and an innovative venue can do just that. A venue that is innovative will inspire people's best ideas. Many successful event venues understand this concept and have incorporated it into the formation of their spaces.

People are influenced by the spaces in which they operate. If your event takes place in a venue that feels stodgy, it will be hard to impart a feeling of newness and innovation regardless of how compelling event speakers are, or how well the venue is laid out.

In this section, you'll explore how to find inspirational or innovative event spaces.

Personalize Innovation

CIO writes that "every company embracing innovation does so in its own way." In order to find innovative spaces, you need to define what "innovative" means to your event.



Ask yourself questions:

What are the newest design trends relevant to my event theme?
What innovative technologies can I incorporate into this event space that will most accurately and efficiently encapsulate my event's mission or culture?

It is also important to consider your audience's expectations, and capture what they would really find innovative, surprising, or unique. This high level of conceptualization will provide you with the necessary template to choose relevant innovative technologies for the venue you choose.

Although personalizing your own creative take on innovation is necessary for creating a unique event experience for your attendees, there are certain key points of innovation that every event planner must consider in their quest diligently exploring event venues. In this section, we'll discuss two major points: 1. Sustainability, and 2. Technology-focused.

Sustainability

Sustainability must be part of the conversation when talking about innovation and events. Sustainable venues are interesting not only because of the positive moral implications you get to associate your event with, these kinds of venues are often built in innovative ways as a way of avoiding some of the common problems large venues often face.

By choosing to host your event in a space that uses innovation to overcome common challenges, you'll be helping to immerse event attendees in a space that could inspire them to find new solutions to challenges they're facing as well.

Take a look at [The Philip Merrill Environmental Center](#) - the first LEED Platinum building. The Philip Merrill Environmental Center has received worldwide attention for being one of the most sophisticated venues for sustainability, and has become a model for "energy efficiency, high performance, and water conservation." All the materials they use for the events they host are sustainable, and they aim to offer a flexible and innovative space that will inspire attendees.





Although it may be difficult to find venues that are as “green” as this center, identifying the key components driving its sustainability can offer you excellent guidance about what to look out for.

For instance, this center leads in sustainability because it integrates sustainability into its materials, technology, and even its spatial design. This ranges from sustainable materials like geothermal walls to an architectural design that maximizes natural light and warmth in order to minimize electricity usage.

Key questions to ask to verify if the venue holds sustainable practices:

1. Does the venue conserve energy?
2. Is the venue near public transportation or accessible through public transportation?

Also, some venues have sections of their online websites dedicated to their sustainability initiatives. For example, [Moscone West](#) has an entire section discussing their recycling initiatives, sustainability awards, and sustainable design features. Looking out for these sections can help you filter your event venue lists.

Organizers who are planning events that are smaller scale or are low budget can ride the sustainability trend too! The CEO of [VenueBook](#), a platform designed to make it easy for organizers to find beautiful event venues, **Kelsey Recht, says:**

“For raw spaces, what’s interesting here is that you get mixed use spaces. This is an example of people thinking outside of the box about what they use their space for. I just rented a photography studio, and during the day it’s a studio but during the weekend it’s an event space.”

While most organizers might think of LEED certified buildings as solely related to

sustainable venues, Recht wisely points out that repurposing spaces can also be considered sustainable.

Event organizers should be on the lookout for event venues in places that they might otherwise overlook. An artist’s studio, a compelling bookstore, or a cozy cafe could all be interesting event venues that could sit otherwise unused unless you choose to host your event there.

By repurposing existing spaces and turning them into interesting event venues, you’ll not only be providing attendees with an inspiring space in which to network and learn, you’ll also be participating in the sustainable venue movement.

Technology Focused

Event venues that integrate with technology should also be considered when organizers are searching for compelling spaces. In some cases, technology and sustainability might go hand in hand. In other cases, some event venues are designed with an exclusive tech focus - either way, venues that integrate technology into the space can serve as an excellent way to inspire attendees.

A great way to make sure a venue has a strong technology-focused outlook, take a look at their mission statement. Consider the event venue spaces offered by [Convène](#). The series of venues offered has recently underwent a name change from Sentry Centers to Convène, and they write that this change is a “reflection of our evolution as a company and our commitment to ongoing innovation.” The venues also claim to follow a method called “Design Thinking” which they say, “has allowed us to re-engineer every aspect of our space, service, culinary and technology offerings.” Not only does Convène focus on price consciousness and space design, its mission states that the venues integrate new and innovative technologies.





The best way to find the mission statement or vision of an event venue is to check the event venue's website.

In order to characterize a potential venue as innovative, be sure to look out for venues with the capacity to handle advanced AV-offerings and technologies common to the most innovative venues. Here are some examples of offerings you should look out for in a potential event venue:

- Very High-Speed Wifi (300mb/second and above)
- Technology Advisors
- Video-Conferencing
- LCD Projection Screens/Equipment

Know Your Audience

What you'll notice from the questions posed in this last section is that in order to find the most innovative and relevant event venue, you need to know your event brand and your event attendees. Knowing your attendee demographics will help you find spaces that match their interests.



Ask yourself the following questions:

Can they handle innovative technologies, or are they technology averse? Are your attendees frequent event-goers and already familiar with event related technologies?

Knowing your attendees is therefore crucial to the success of your event venue choice. For example, knowing the answer to the latter question will tell you where to focus your time, perhaps on finding unique technologies that frequent event-goers haven't already experienced at a previous event.

When it comes to utilizing attendee data, event technology will come in handy. With robust CRM platforms, you are able to analyze attendee data from all your previous events. This technology and data will allow you to choose a venue that more closely matches your attendees' interests.

For those without a CRM platform, you could poll previous attendees and research the competition in order to choose relevant venues that will provide value for your attendees in the future. Additionally, event organizers can simply try to anticipate the desires of attendees and of key stakeholders.

As Kelsey Recht says,

What is an inspiration venue? It's something that suits the needs of the event. Let's say you're a liquor brand launching a brand new whiskey, you might want a great old-school library speakeasy experience. Or if you're trying to inspire creativity among your startup executive team, you want something that feels like a casual space where people feel they can open up. With better classification you can see what inspirational means for different purposes.

Ideally, you already have plenty of deep data on potential event attendees - making selecting the ideal venue that much easier. If you don't have this data, try to classify the type of venue you're planning. Based on this classification, you should be able to anticipate some of the needs of event stakeholders.





Pick An Event Theme

You need to know what theme you intend to create for your event before choosing a venue. Although many event venues will say that they can host any type of event, the event venue itself should reflect upon your intended theme.

One benefit of selecting a venue that fits your event theme is that you won't need to do as much decorating an event venue so that it fits within the theme. For example, if you are planning an event about the environment or within the sustainability industry, then choosing an event venue like [Eden Project](#) in the United Kingdom, the world's largest indoor Rainforest Biome, would be a unique and fitting choice that will surely impress your attendees!

This then leads to one of the most important facets of an event theme and an event venue choice: be creative and unique.

Creativity and setting your event apart from others in your industry is a point that will repeat through all stages of perfecting the event venue experience for your attendees. Find your creative thematic edge, and find an event venue with this edge in mind.

Where To Find Innovative Venues

After you've done a self-assessment of your event goals, created an event theme, and considered the wants of stakeholders and potential attendees - it's time to find a fitting venue. Here are some resources to help.

Search Tools:

- [VenueBook](#): With VenueBook, venues and bookers plan together, simplifying the whole booking process.
- [Bizzabo Blog](#): For unique venues and exciting locations to host your next event, then check out Bizzabo's venue directories: like [this](#) San Francisco Venue Directory!
- [EventUP](#): This site allows you to search through event venues with filtering op-

tions by capacity, amenities, and by market.

[HeadBox](#): HeadBox is a virtual marketplace for event venues that, like VenueBook, simplifies the venue booking process.

[Spacer](#): A marketplace that features undiscovered and underutilized spaces, offering extraordinary arenas for events, experiences and activations of all shapes and sizes.

[Smart Meetings Venue Finder](#): A database of event venues located all over the world. The event spaces featured can accommodate events of all sizes.

[Peerspace](#): An online marketplace that connects professionals and businesses to great spaces.

Destination Meetings:

With the objective to promote tourism, certain locations often plan a "destination" conference for meetings and conference professionals. These events are meant to showcase the potential of this location and its venues to host conferences.

For example, check out [Destination Southeast 2016](#), which offers an opportunity for meetings professionals to connect with hotel venues, CVBs (experts that help planners find venue locations), and other destinations within the southeast region of the United States. As an event planner, you can find a lot of value in attending these events in order to learn about unique venue locations.

At this stage of the event venue brainstorming process, don't focus too much on budget. Use this stage to conceptualize and explore what venue options exist, in order to formulate an image of the perfect venue.

The next stage of this guide is all about choosing the right venue that matches your needs. Having an innovative event space does not mean spending an uncomfortable amount of your budget; innovation should actually serve to earn you more revenue and to improve attendee experience.

Choosing The Right Venue

Once you've compiled a list of venues that have innovative potential, you are ready to dive into the nitty-gritty details in order to make the perfect choice.

Your venue choice will differ depending on whether you are planning a small meetup versus a large corporate conference. A major trend in today's events industry is the utilization of mixed-use spaces. Using transformative spaces are a great way to maximize the unique edge of your event.

Keep in mind that the creative potential of a venue is often not displayed directly. For example, if you are planning a small meetup, hosting the event in a restaurant can be a great way to create a cozy atmosphere. However, in publicizing what they offer, restaurants often display their food rather than their venue space.

Sometimes organizers will need to keep an open mind in order to find great alternative use spaces.

The event venue of the [Pirate Summit](#) provides organizers with an excellent example of how effective repurposing a space can be. Ordinarily, the venue of the Pirate summit is used for rock concerts and other festivals. Located in Cologne, Germany, "Odonien" is an artistic scrap yard. But during the Pirate Summit, the venue is transformed into a unique and exciting venue for those interested in startups to come together, share best practices, and get inspired.



Above: A view from the mainstage of the Pirate Summit

Track Record Of Success

It's critical that event organizers inspect research if the venue can actually handle the technologies that they say they offer. Since high-speed Wifi has become a necessity for events today, ask the venue management if you can test the internet access before you sign on with the space.

As a rule of thumb, internet with 300mb/second download speeds can be considered "high-speed." In order to see if the internet provided by a venue matches this criteria, you can use a free tool called [Ookla](#). This tool will test the upload and download speeds of the internet your device is connected to. Be sure to run multiple tests in different parts of the event venue to see if internet speeds remain consistent.

Be sure to look out for the number and quality of power outlets, and be sure to ask the venue management about the capacity of the venue's overall power and electricity. It's best to ask venue staff if they know of any specific electrical capacity specifications of



the event, perhaps they know for example that their circuit breaker will switch certain outlets off if an electrical surge over a particular wattage is reached.

Taking a look at past events that have been hosted at the particular venue is a great way of knowing if the venue is suitable for innovative events.

How did the venue incorporate technologies into the event? How was the event received by attendees? Was the process of working with the event venue smooth and painless?

To answer some or all of these questions, it might be best to ask the venue for a few referral customers you can speak with to get a feel for the kind of events that have used the venue before, and to better understand what it's like to plan an event in a specific venue.

Can The Venue Handle Technology?

As discussed above, innovation and technology are entirely connected. You need to make sure that the venue can handle the technologies you have in mind. [The Village](#) in San Francisco is a great example of a venue with proven success in technology. On their website, they showcase the ways in which they integrated technology within the events they have hosted in the past.

For example, during the the Tech Summit, the venue integrated a custom 75-foot projection screen, which was an excellent tool to create a cutting edge look and feel.

Is The Venue Easily Accessible?

As an event planner, you are surely familiar with the many details and technicalities that are required for executing an event or conference. Choosing the right event venue requires a knowledge of specifics like all other stages of the planning process.

Since you've already assessed and analyzed your potential attendee community, you need to make sure that the event venue can accommodate this capacity. Venues often include this information on their website.

For example, [the City View at Metreon](#) includes the exact capacity numbers for the different areas of their venue on their website. In terms of space and choosing a particular room within a venue, you should avoid creating an atmosphere that is too crowded or too empty.

Either extreme will hinder the networking process and could confuse attendees.

Although this may seem obvious, it is nonetheless extremely important for choosing the right venue: is the venue accessible?

Even if the venue may be perfect for your innovative vision, if it is not accessible to your intended audience, then the match is not right. Your event attendees should be able to focus on the content of the event, rather than worry about getting to their destination.

A great tool to improve accessibility is [UberEVENTS](#), which allows organizers to purchase rides for your event attendees. You could additionally consider providing shuttle services that go from designated hotels to the venue space.

Consider Attendee Feedback

Attendee feedback is an incredible precious resource that organizers should not overlook. At the end of the event, organizers should ask attendees to complete a short [event poll](#). Questions like, how accessible was the event venue? Did you feel that the event venue positively contributed to your overall experience?





As an aside, organizers should ask a series of wide-ranging questions in order to collect general event feedback. Questions about how the event venue was perceived by attendees are certainly among the questions that should be asked.

Moving forward, organizers should take the results from previous polls and surveys into account when selecting an event venue.

All Things Budgeting

As mentioned in our introduction, the majority of planners spend most of their budget on the event venue, as reported by the [Event Professionals Of Tomorrow Report](#). Planners who already spend a great deal on event venues may be wary of having to spend even more on venues that feel unique in innovative. Fortunately, inspiring event venues don't need have to mean additional expenses.

One way event organizers can select inspiring venues, while keeping costs down is by planning events during times where venues are less in demand. As Kelsey Recht points out, *"...Midtown Manhattan is busy during the week but not during the weekend, venue spaces are much less in demand."*

In general Recht encourages organizers with tight budgets to *"....think about what do they really need and what is nice to have. Consider for example if the event can be hosted on a day that is less in demand."* Recht went on to report that many event venue owners can be unwilling to negotiate with organizers during times when a venue is in demand, but that when owners are speaking with organizers about times when the venue would be otherwise used, they become much more flexible.

By hosting an event during a time when a venue would otherwise be unused, organizers can get an amazing space at a great value.

When negotiating with event venues, be sure to know your options. Do significant research on the event venues within your intended location. You should also get quotes from some of these venues to show the other party that you know what you are talking about.

Discuss how your event will provide value for the venue. Perhaps you'll be creating a good deal of brand awareness for an otherwise unknown event.

Creative, Affordable Venue Options

Hotels are great event venues. Not only do they provide the flexibility to create what you want, they also often provide event management personnel to help you make the most out of the venue. However, hotels can be pricey, and finding a hotel that offers a truly innovative-feeling space can be a challenge.

Luckily, there are many options for excellent event venues. In truth, the budgeting realities of hotel meeting spaces can force you to think of other creative ways to host your event. Consider the following options:

- Community Centers
- Universities
- Public spaces
- Parks
- Museums
- Art galleries
- Restaurants
- Night clubs
- Private residences
- Coworking spaces

Designing Your Event Space

The design of your event space has a direct impact on the attendee experience. Space has the potential to maximize value for your attendees, but it also has the potential to detract from the overall experience.

In this section, you'll discover key concepts in maximizing the innovative design potential of your event venue. By the end, you'll have answers to the following questions: What types of innovative technologies will set my event apart from others in my industry? What are the most up-to-date trends in spatial design that will maximize the value and event experience for attendees?

Make It Accessible

Accessibility does not just refer to location. It also involves interior design. We've already discussed the importance of matching the venue capacity to the predicted attendee number. Once you've chosen the right space for the expected number of attendees, the next step is to design the space in a way that maximizes the accessibility of the space in terms of actualizing your event goals.

The best way to go about this endeavor is through focusing on Service Design. Service design is the field that deals with the relationship and interaction between space and people.

Service design ranges from airline check-ins to the organization of waiting lines at a bank. Since service design deals with the interaction between space and people - the best way to make the most out of this step is to utilize attendee data. It also requires a thoughtful attention to attendee behavior.



Ask yourself:

How do I want or expect my attendees to move around the space? What aspects of the event will attract the most attention, and how should I design the space with these focal points in mind so as to avoid overcrowding?

Accessibility also means maximizing the interactive nature of the space. As an event planner, you know the importance of planning each component of your event with an attendee-focused approach. Planning interactive events where attendees have the ability to collaborate with each other and with the information presented at the event is an important trend in value-driven planning. The design of the event space must be able to house this form of attendee engagement.

There are many ways to engage attendees at an event aside from designing a compelling venue, from social media integrations, to live polling. While there are many event planning tools out there that claim to increase attendee engagement, venue design is one key aspect of engagement that organizers must not overlook.

If you are planning a networking event, you should create a design to encourage attendees to engage with each other. This type of engagement can often be a nerve-wracking endeavor, you should build a space with many different areas where attendees can meet and talk to one another in comfort.





Designing the space with an asymmetrical balance will do just that. An asymmetrical balance in interior design is formulated by organizing and distributing in a space objects that are not similar but yet have the same visual weight. This type of balance, as opposed to symmetrical balance or radial balance, creates an informal atmosphere.



Image Source

During the 2015 Dreamforce conference presented by Salesforce (above), organizers created an asymmetrical outdoor bubble where attendees were encouraged to visit to networking with one another.

The creatively designed space made it a popular destination for attendees to hangout in when taking a break from sessions or keynote speeches. Since the bubble was a fun place to be, attendees were relaxed and ready to talk to one another.

The Inbound Conference (below) provides another example of asymmetrical design. Not the “Inbound 15” lettering in one corner of the networking area, while other parts of the space are dotted with stands showcasing exhibitors. In the far corner, the Hubspot sprocket (the company that produces the Inbound Conference) can be seen hanging from the ceiling.



Image Source

Know Your Event

Design principles such as balance need to be constructed with your event theme in mind. In other words, if you are planning a formal corporate conference, then choosing a symmetrical balance, which elicits a more formal atmosphere, for your event space is better than an asymmetrical balance, which is meant for a more informal look.





A discrepancy between design balance and event theme will cause confusion for the attendees and will not reflect well upon your brand.

It is often difficult to understand which design to go forward with because it requires a strong understanding of your attendees' behavior. In order to set and analyze these attendee behavioral expectations.



Ask yourself:

How will attendees move through the space, considering the scope and agenda of the event? What part of my event do I want my attendees to focus on, the projection screen, the new technology I'm showcasing, or the exhibitors? What stage of my event will provide my attendees with the most value, the networking stage or the keynote speaker?

Depending on your event agenda and priorities, you will need to determine and create a balance between collaboration space and presentation space. In other words, you need to make sure that there is enough space for your attendees to move around and collaborate with each other, but also so that there is enough space to differentiate or bring focus to your keynote speaker or session presenters.

If your event is centered more on your keynote speaker than on networking or attendee engagement, then perhaps constructing a design with a radial balance would be best, making a main stage the focal point of the event.



Image Source

The image above provides a great example of an event designed with radial balance in mind. The TEDx event conducted at UC Davis places the all of the attention on the mainstage.

Design Sustainably

Sustainable event design is meant to change the behavior of your attendees through design in order to minimize negative environmental impacts. Consider the following sustainable tools for your design:

- LED Lighting systems
- Local or organic food options
- In-room motion sensors
- Recyclable serviceware
- Paperless tickets and agendas





Sustainable design for events usually centers around the actual structure of the venue, like its ability to optimize sunlight. However, planners can make the design of a venue more sustainable through a number of techniques. For example, planners should make sure that the materials they choose to incorporate into the venue are sustainable and energy-efficient.

It is important to keep in mind that sustainability design is a facet of your event that will bring your brand much positive attention. Don't be shy in advertising your event's sustainability initiatives, designs, and technologies!

Innovative Technology Trends & Tools

A great way to be innovative is to incorporate the most up-to-date "gadgets." In this section, you'll find a description of new and innovative technologies perfect for your next event or conference that will surely provide value for your attendees, as well as up-and-coming technology trends within the events industry.

Virtual Reality

Most event industry thinkers consider virtual reality technologies to be leading the way for 2016. Events like [IMEX America](#) have incorporated virtual reality into their events, and virtual technology has become a leading method of having attendees experience an event in an innovative and interactive way. Virtual reality technologies are perfect for bringing direct, personalized value to your attendees.

Drones

Most people tend to categorize drones as part of the domain of scientists or the military. However, drones are becoming more and more relevant to event planners as well. [FreemanXP](#) writes that drones equipped with cameras could be used at events by flying over a particular "hot spot" of the event, like an exhibition or a speaker. The drones could then live stream video of the presentation on display placed around the venue. This is just one example of how drones can provide a new perspective for event attendees during an event.

Some event organizers have elected to record video of an event and then release these videos to attendees after the event has happened. Either way, placing drones in an event venue encourages attendees to think outside of the box when solving hard problems, because it exposes them to cutting edge technologies. Furthermore, the video and images that can be gathered by drones helps to provide everyone involved at an event with a new perspective.

Other Innovative technologies for events:

- **ChromeBox:** Google's ChromeBox is great for high-quality video conferencing for meetings and events.
- **Glisser:** Glisser is a presentation software that maximizes interaction with attendees. It allows for live audience Q&As, slide sharing, and attendee feedback.
- **Catchbox:** Perfect for either small meetings or medium sized events, this throwable microphone will surely boost audience engagement.

Design Creatively

According to award-winning global design firm [IDEO](#), a thoughtful attention to spatial design, with a focus on creativity, can help build a "creative culture" for your brand. [Inc.com](#) claims that the best way to inspire creativity in design is to create a space that has a "raw" aesthetic. In other words, the venues that are the most creative are not necessarily the spaces with the "flashy accoutrements or sweeping views," but rather those that provide the potential to inspire creative thought and to allow the attendee to make the space his or her own.

[HowDesign](#) makes an important point about event design: "We see a lot of clients get fixated on specific technologies and approaches, but the truth is, nobody pays to see technology, they pay for an experience." This is why you should take these technological tools and integrate them within the other principles of spatial design that we've discussed in this section. Basically, it's all about how successfully you are able to incorporate technologies into your proposed event theme.

Conclusion

As you know, choosing an event venue is a complex endeavor. The decision process requires not just a strong understanding of the capacities of the venue space, but it also requires a thoughtful attention to your event brand. Additionally, deciding how to choose a venue as well as how to design the space requires an analysis, understanding, and prediction of your attendees' potential behavior at the event.

All in all, the entire planning process surrounding the event venue has a direct effect on attendee experience, the reputation of your event brand, and overall event success.

In this ebook, we discussed how best to search for venues, the process of choosing the right venue, and what to consider in terms of spatial design. With searching for venues, your main focus should be on finding venues that prioritize innovation. Some key points of innovation to look out for are the venue's technology-focused outlook, dedication to sustainability, and proven success.

Once you've compiled a list of potential innovative venues that match your event assessment, your own idea of innovation, and have the capacity to handle your innovative technology ambitions, you then need to choose the right one. This decision process requires envisioning the potential of the venue space, making sure the venue will embrace your creative vision, and also verifying that the venue matches your overall event objectives.

Lastly, you need to make sure you pay close attention to the spatial design of the venue. This step in the process ranges from incorporating new event technologies like virtual reality and drones, to making sure that the space uses design principles that elicit the right ambiance or atmosphere that match your event's theme. Like in the other steps in this process, sustainability is key to a successful event design, and sustainability encompasses not just structural components like lighting but also involves the incorporation of environmentally-friendly materials and technologies. At this point, you're ready to go ahead and make your venue choice!



Bizzabo's event success platform was designed to help organizers like you plan, promote and execute more successful events. From launching your event with a well designed event website, to growing your event with our registration tools, Bizzabo was designed to make you a smarter event organizer.

Experience how Bizzabo's award winning event success platform can help you maximize your events.

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