

# Comparing Wedding Venue Management Software



EVENTECTIVE | WEDDINGPRO | EVENTUP

# At a Glance



## EVENTECTIVE

Eventective is an all-in-one event marketing and sales software created for event venues and vendors.



## WEDDINGPRO

WeddingPro includes The Knot and WeddingWire: two platforms for wedding business advertisement and management.



## EVENTUP

EventUp, owned by Tripleseat, is a marketing and lead generation platform for event venues.

# Cost Breakdown

How much will you pay?

## EVENTECTIVE

- \$54-\$362/month based on subscription and location
- Detailed pricing is available online [here](#)

## WEDDINGPRO

- Monthly prices can be \$1,000+/month, depending on your location, venue type, and competition
- Detailed pricing is not available online

## EVENTUP

- Monthly prices range from \$125-\$200+ based on product only; add-ons are required for more features
- Detailed pricing is available online [here](#)

# Pricing & Customer Support

Customer support and pricing options.

Features	Eventective	WeddingPro	EventUp
Dedicated account manager	✓	?	
Assisted onboarding process	✓		
Free version available	✓	Limited	
Discounted trial option	✓		
Flexible, affordable pricing	✓		
Hassle-free cancellation policy	✓		✓
Designed for all event types	✓		✓

**Why Eventective:** We provide a flexible, affordable solution for venues that host all events, offering a free version and tiered plans. With discounted trial options and dedicated customer support, Eventective is the perfect partner to help your venue book more events.

# Booking Features

Tools that allow you to create contracts and manage event payments.

Features	Eventective	WeddingPro	EventUp
Custom proposals or contracts	✓		Add-ons
E-sign capabilities	✓		Add-ons
Online payment processing	✓	Limited	Add-ons
Payment processor options	✓		Add-ons
No booking commission fees	✓	✓	✓
Revenue reporting tools	✓		Add-ons
No charge for additional users	✓	?	?

**Why Eventective:** Use our contract and payment tools at no extra cost. You can find everything in one place, so there's no need for additional software or complicated add-ons. We make it easy to manage your entire business so you can spend more time hosting events.

# Marketing Features

Tools that promote your business and boost visibility in your area.

Features	Eventective	WeddingPro	EventUp
Public business profile with pricing	✓	✓	✓
Unlimited photos & videos	✓	✓	✓
Calendar tools with automated responses	✓	✓	✓
Profile performance reporting	✓	✓	✓
Over 1 million site visitors every month	✓	✓	
Free profile set-up and updates	✓		
All-in-one marketing & sales system	✓		Add-ons

**Why Eventective:** Venues like yours love our all-in-one platform, established online presence, and consistently high traffic numbers. We receive over 1 million site visitors every month, which gives you more opportunities to put your venue in front of people planning all kinds of events—not just weddings.

# Prospecting Features

Tools that grow your business and allow you to connect with prospects.

Features	Eventective	WeddingPro	EventUp
Free direct event requests	✓	✓	✓
Access to people planning events in your area (Leads)	✓		
Website inquiry form	✓		Add-ons
Automated workflows	✓		Add-ons
Customizable response templates	✓	✓	Add-ons
User-friendly communication tools	✓	✓	Add-ons
Prospect reporting	✓	✓	Add-ons

**Why Eventective:** We help you connect with the right clients for your venue. With free direct inquiries, access to a competitive Lead Market, easy-to-use communication tools, and powerful reporting options, Eventective provides everything you need to attract and book more events.

**Want to see if  
Eventective is  
a good fit for  
your business?**

Contact us anytime!  
We're here to help.



**Don't just take our  
word for it.** See what  
our clients love  
about us **here**.

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