

# Event platform evaluation scorecard

A weighted decision framework for comparing event management platforms.

Use this scorecard to compare up to four event platforms across six weighted criteria. The weights reflect what actually matters when an event is live, not vendor talking points. Score each platform from 1 to 5, multiply by the weight, and add the column. The platform with the highest total wins, subject to the red flags checklist on page 2.

## How to use this scorecard

- 1. List your candidates.** Write up to four platforms in the table headers below.
- 2. Score each criterion.** Use the 1 to 5 scale at right. Be specific. Pull data from demos, references, and contracts.
- 3. Compute the weighted score.** Multiply the raw score by the weight shown on each row.
- 4. Total the column.** Sum the weighted scores down each platform column. Maximum is 5.00.
- 5. Apply the red flags filter.** Even a high score can be disqualified by a contract red flag on page 2.

### Scoring scale

- 5** Excellent. Clear differentiator.
- 4** Strong. Above market standard.
- 3** Acceptable. Meets baseline.
- 2** Below average. Notable gaps.
- 1** Poor. Disqualifying weakness.

## Evaluation matrix

Fill in platform names in the header row. Enter a score from 1 to 5 in each cell. The weight column shows how much each criterion contributes to the final total.

Criterion	Weight	Platform A	Platform B	Platform C	Platform D
<b>Feature completeness</b> Covers the full event lifecycle without bolting on five other tools.	<b>0.30</b>				
<b>Technical reliability</b> Performance under peak load when WiFi is stressed and thousands are online.	<b>0.20</b>				
<b>Pricing transparency</b> Setup fees, support charges, and white-labeling costs disclosed upfront.	<b>0.15</b>				
<b>Integration capabilities</b> Native CRM, SSO, and marketing integrations rather than partner add-ons.	<b>0.15</b>				
<b>User adoption and usability</b> Steps to find a session after download. Staff training time.	<b>0.10</b>				
<b>Support responsiveness</b> What happens at 7am on event day. Outside-hours coverage.	<b>0.10</b>				
<b>Weighted total</b> Score x weight, summed down the column. Max 5.00.	<b>1.00</b>				

*Tip: write the weighted value lightly in the corner of each cell. For example, a score of 4 on Feature completeness contributes  $4 \times 0.30 = 1.20$  to the column total.*

## Final ranking summary

Once the weighted totals are calculated, transfer them here. The highest score wins, unless a red flag below disqualifies the platform.

Platform	Weighted total (out of 5.00)	Rank	Notes / concerns

## Contract red flags checklist

If any of these appear in the winning platform's contract, return to negotiation before signing. Each flag below has cost real buyers six figures over a three-year term.

- "Additional fees may apply" clauses without specific amounts disclosed
- Long-term commitments without a trial period or single-event pilot option
- Vendor retains ownership of attendee data after the contract ends
- Premium support charges for issues that arise during the live event
- Mandatory vendor logo or attribution on your branded attendee app
- Auto-renewal clauses without 60 or more days written notice
- Per-registrant fees that scale silently with event growth
- Native versus partner integration confusion (charged twice for the same connection)

## Questions to ask every vendor

Before signing, get clear written answers to each of these. Vague responses are themselves a data point.

1. What is the concurrent user limit under peak load, and what happens when it is exceeded
2. What is the true three-year total cost including setup, support, and white-labeling
3. Who owns attendee data after the contract ends, and how is it exported
4. Which integrations are native versus delivered through a partner connector
5. Can offline mode be demonstrated live with WiFi disabled, on actual devices
6. Can you provide three references from events of similar size and type
7. What is the typical response time for a critical event-day issue at 7am
8. What does data residency look like, and where is attendee data stored

### Want to see how Eventify scores on this matrix?

Book a 30-minute walkthrough and bring your scorecard. We will go criterion by criterion, with live data from comparable events.

[eventify.io/request-demo](https://eventify.io/request-demo)