

Comparing Event & Program Management Tools for Museums: Features, Functionality, and Pricing

Let's break down how HubSpot for Nonprofits compares to other tools and why it's a strong contender for your museum's event management needs.



| | How easily can I track attendance and guest lists? | Can I manage both in-person and virtual events? | Does it allow for tiered or group ticketing? | How does the tool handle donor and sponsorship management? | Can it manage multiple event locations? | How does it handle waitlists and cancellations? | Is it mobile-friendly for organizers and attendees? | Can it promote events and integrate with social media? | Can it track feedback and surveys? | Does it offer reporting and analytics? | Pricing |
|-------------------------------|---|---|---|---|--|--|--|--|--|--|--|
| HubSpot for Nonprofits | Easily tracks attendance with full visibility through CRM integration, automatically linking attendees to their profiles | Seamlessly manages both in-person and virtual events , ensuring a unified experience for all attendees | Fully supports tiered and group ticketing , with robust customizations for your museum's needs | Comprehensive donor and sponsor management , integrating all communications and tracking directly into the CRM | Effortlessly handles events across multiple locations , centralizing data and simplifying workflows | Automatically manages waitlists and cancellations , with customizable notifications and follow-up actions | Mobile app for staff and attendees , ensuring smooth event management on-the-go | Full event promotion capabilities , integrating directly with social media, email campaigns, and more | Built-in feedback tools , plus the ability to collect and analyze attendee surveys post-event | Powerful reporting and analytics , offering deep insights into event performance and donor engagement | Free version available, 40% off standard pricing; starting at \$50/month |
| Eventbrite | Basic tracking via attendee list exports | Yes, supports both formats | Yes, supports various ticketing options | Limited, no dedicated donor management features | Single-location focus | Basic waitlist support | Mobile-friendly for attendee check-in | Yes, basic social media integrations | Survey tools available at additional cost | Survey tools available at additional cost | Free (for free events); Paid plans start at \$9.99/event |
| Cvent | Advanced tracking with real-time updates | Yes, optimized for hybrid events | Yes, including tiered and dynamic pricing | Supports detailed sponsorship tracking | Multi-location capabilities included | Robust waitlist management | Mobile app with robust organizer features | Full suite of promotional tools and integrations | Integrated post-event surveys | Detailed analytics with custom reports | Starting at \$8,000/year (for basic package) |
| ActiveCampaign | Tracks attendance via contact automations | Requires integrations for virtual events | Limited ticketing capabilities | Supports donor outreach and follow-ups | Single-location tracking | Custom workflows for cancellations | Mobile-friendly attendee experience | Integrates with external social tools | Offers integration with third-party survey tools | Detailed campaign and workflow analytics | Starting at \$29/month (for basic plan) |

Contact us today to explore your options and find the perfect solution tailored to your needs. We're here to help: nonprofittechshop.com.