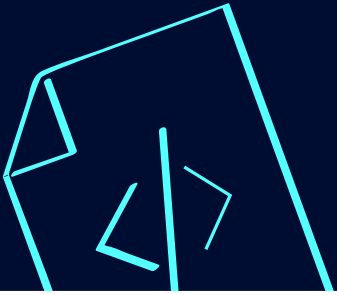# Guru Tech Stack

Event Planning

KNOWLEDGE BASE OR COLLABORATION

Internal tools used to document planning, manage tactics and communicate with the event team and key stakeholders.

- Asana
- Hubspot
- Salesforce
- Guru
- Evenbrite
- Slack

Pre-Event

CRM, MARKETING AUTOMATION, WEBSITE, WEB CHAT

Technology used to manage pre-event awareness and attendee acquisition.

- Intercom
- Hubspot
- Salesforce
- Sales Loft

Event Management

REGISTRATION, MOBILE APP, CHECK-IN, VENUE/EVENT DIAGRAM

Technology used by the event organizer or the event team to manage the event directly.

- Attendify
- Square
- Conference Badge
- QR Code Generator

Attendee Experience

MOBILE APP, INTERACTION SOFTWARE

Technology that enables the attendee experience and drives event engagement.

- Attendify

Event Analytics

EVENT ANALYTICS, DATA AGGREGATORS

Analytics platforms used to evaluate event success, goal attainment or ROI.

- Attendify Leads
- Attendify Audiences
- Mode
- Amazon Redshift

Post-Event

MARKETING AUTOMATION, WEBSITE, SOCIAL MEDIA

Technology used to provide a post-event experience, follow-up on leads, and share continued event value.

- Wistia
- Hubspot
- Salesforce
- Google Forms
- Sales Loft