

# Brightly Event Manager by the Numbers | 2021-2023

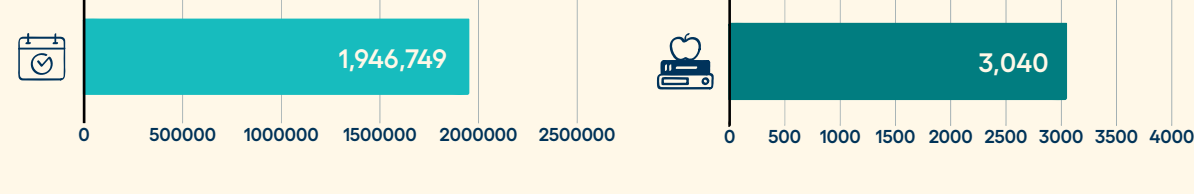
How educational institutions across the world are efficiently managing events with more transparency, cost efficiency, and revenue.



## Brightly Event Manager™ helps educational institutions run events and increase revenue for facility rentals

2021

Brightly's software was used to manage **1,946,749** events for **3,040** schools

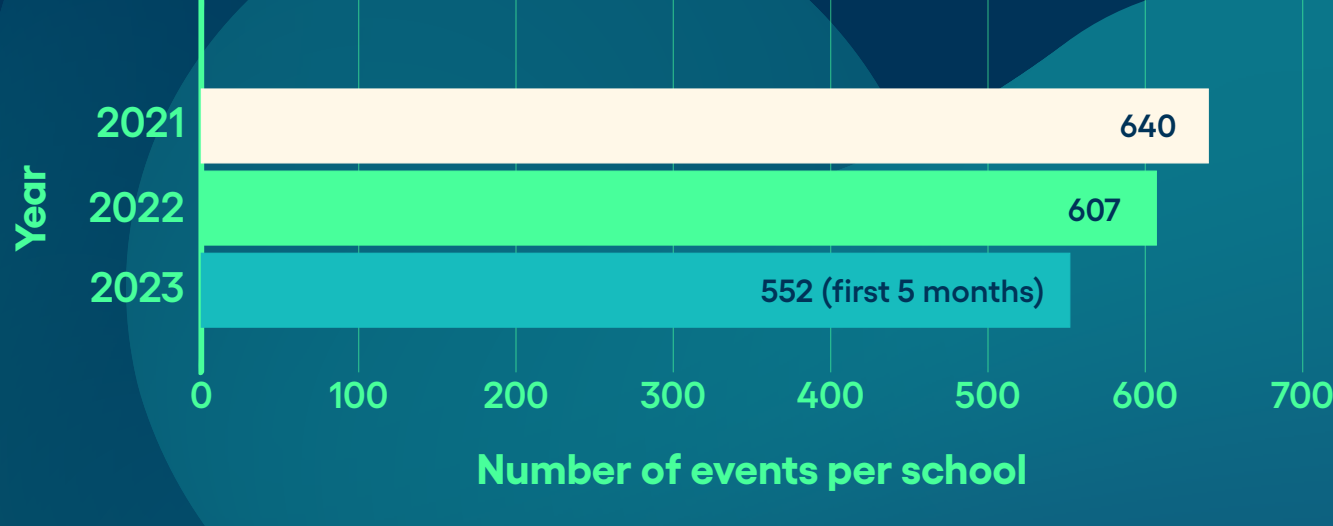


2022

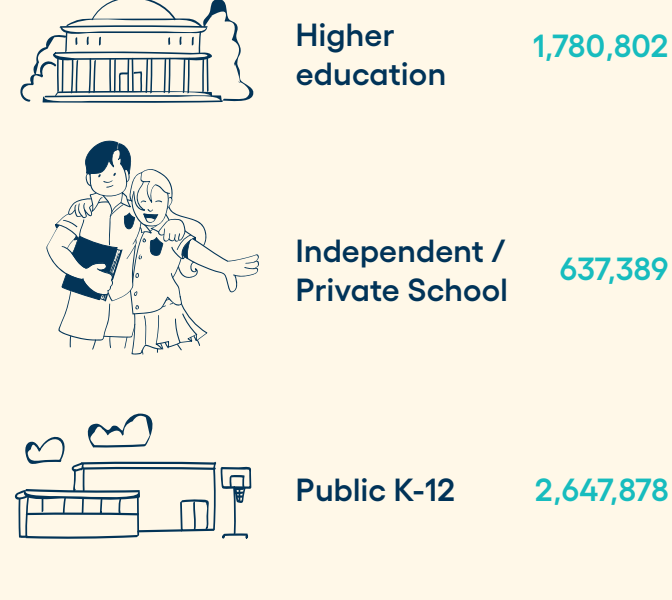
Brightly's software was used to manage **2,239,696** events for **3,690** schools



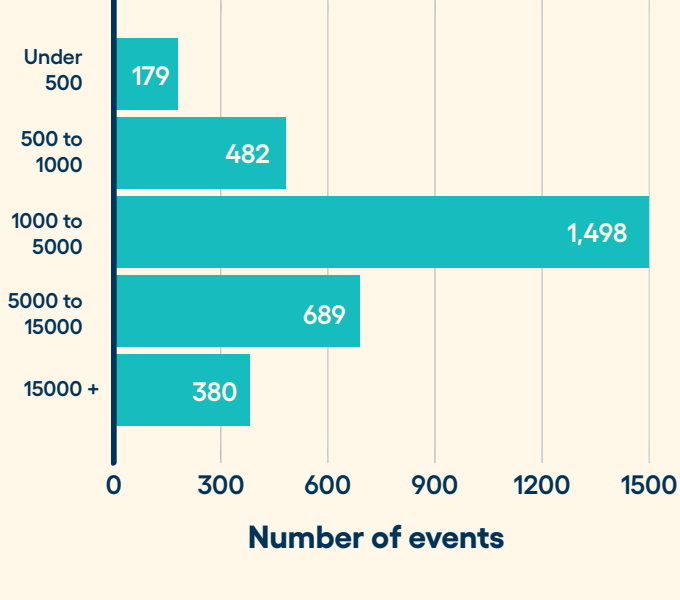
## Brightly managed events by year



## Events by school type

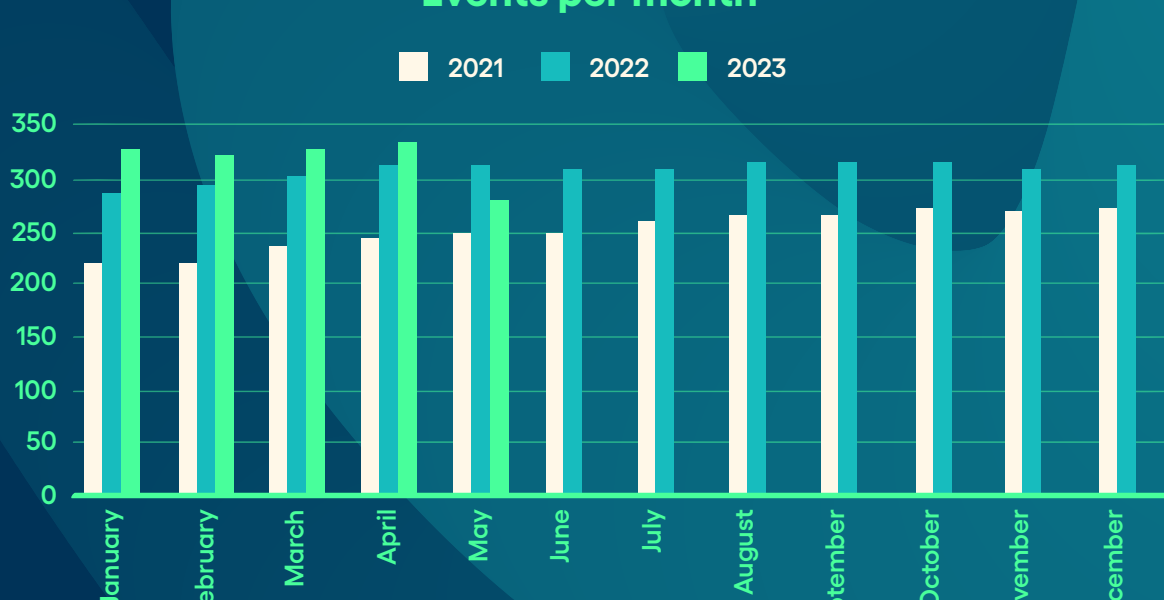


## Events by school enrollment size in 2022



## Brightly managed events by month

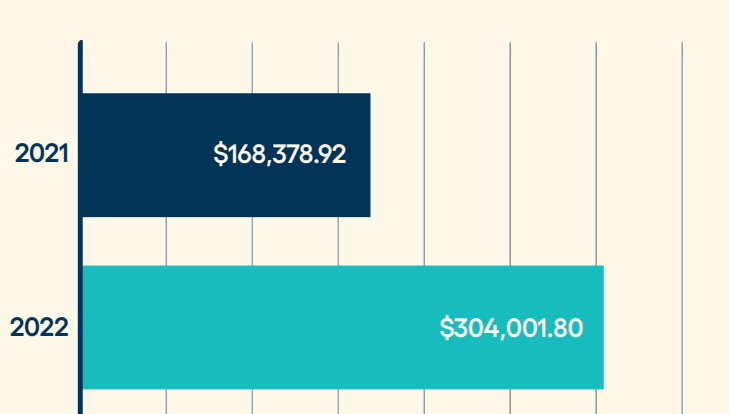
While events slowed down through 2020 and the beginning of 2021, they've continued to be a steady source of revenue for educational institutions across the country and world. With the wide variety of types of events from sports, camps, conferences, dances, and community events, schools using Event Manager are busy throughout the year, with December and April consistently being the highest volume months.



## Costs for Brightly managed events

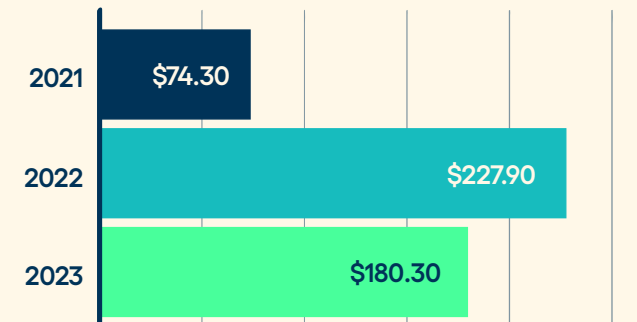
Because events managed through Event Manager come in all shapes and sizes, the cost to run them does too. Understanding the costs of even the smallest events ensures that institutions can set ticket or rental prices appropriately and turn events into revenue generators rather than cost centers.

### Average amount spent on events per year across all institution types:

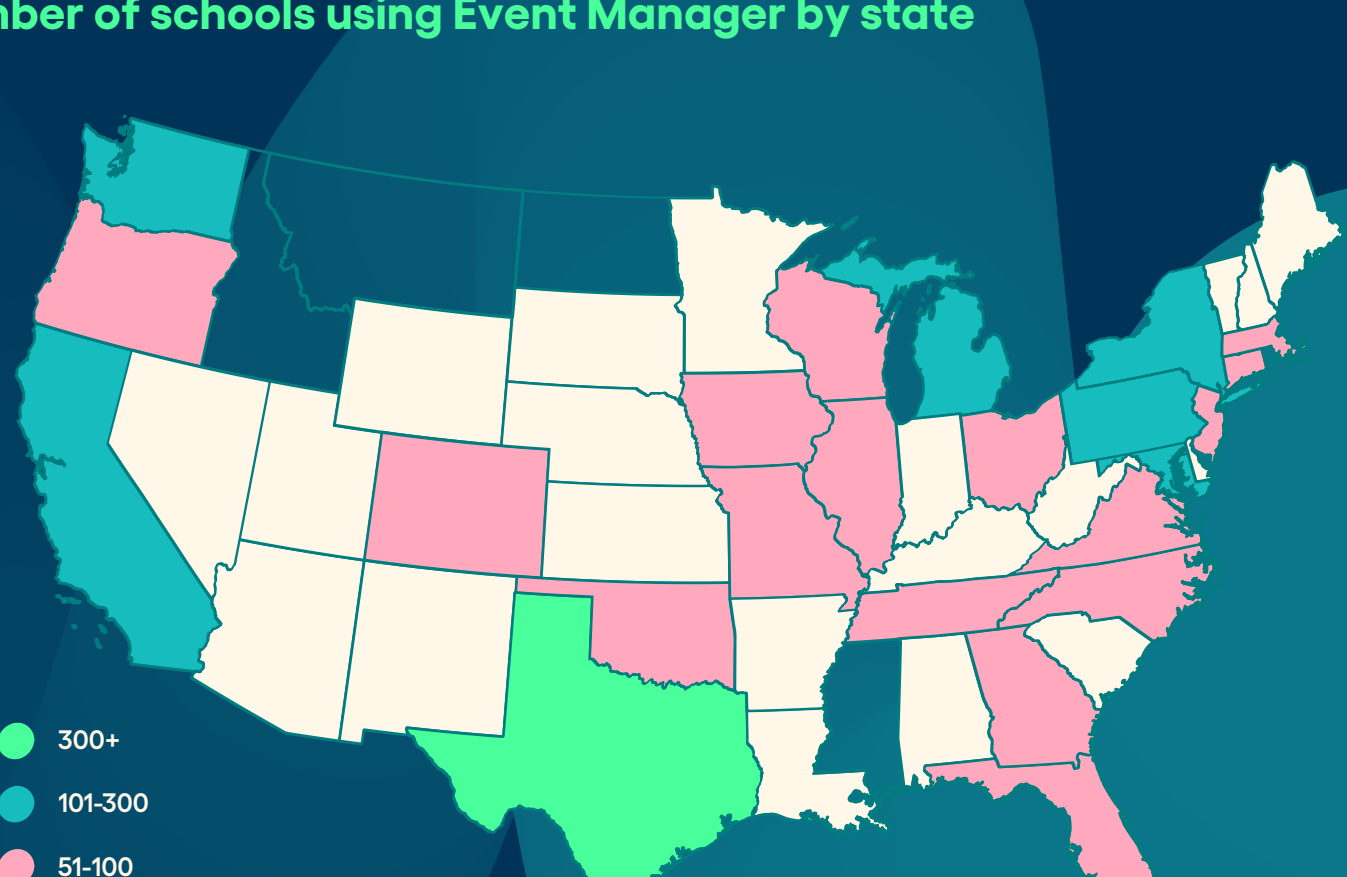


### Average cost of each event:

With some institutions spending up to \$5M per year on events, tracking every detail and staying on top of expenses couldn't be more important to the bottom line.



## Number of schools using Event Manager by state



## International schools using Event Manager



## Start managing events the Brightly way

Event Manager makes scheduling and event management easy for any educational organization. Break down communication barriers and keep information flowing so you can maximize efficiency and returns on every event.

[Learn more and talk to an expert →](#)

\* All data used herein is aggregated from Brightly Event Manager data from January 2021 through May 2023. It does not represent educational institutions at large.