

Eventeny Launches Event Programming, a System for Booking, Scheduling, and Tracking Talent for Large-Scale Events

Event programming extends Eventeny's all-in-one platform to fan conventions, music festivals, trade shows, and other large-scale events that book talent.

ATLANTA, GA, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- [Eventeny](#), an event management platform used by organizers of festivals, fairs, conventions, and markets across North America, launched [event programming](#), a new tool for booking, scheduling, and tracking celebrities, speakers, and other featured guests. The feature brings guest logistics, a category long served by standalone software built just for that job, into a platform that [already handles](#) ticketing, vendors, volunteers, fundraising, event mapping and contract signing.

Event programming includes:

- A CRM for guests and agencies that stores personal details, accommodation preferences, marketing information, and year-over-year application and approval history.
- Event operations tools that connect guests to sessions, link tickets to sessions for upsell opportunities, assign guests to booth or map locations for signings and photo ops, and manage eSign contracts start to finish.
- Guest management that covers pricing across experience types like autographs, photo ops and meetups, plus real-time participation and travel updates, with schedule personalization built in for attendees.
- Travel tracking covering flight, hotel, and ground transportation preferences, including live flight alerts up to 48 hours before an event and hotel and rental car confirmation details down to the room level.
- Schedule tools that build a full run of show at both the macro and micro level, detect and resolve conflicts automatically, and let organizers share schedules securely with handlers, agents, and contractors.

"We've spent eight years getting to know the organizers who run these events, and we built event programming around what they told us they needed," said Chang Han, CTO of Eventeny. "No other platform on the market connects guest management, ticketing, vendors, and

scheduling the way we do. We didn't build this as a nice-to-have. We built event programming to give expanded benefits to events that are currently paying five figures for software that only does part of the job."

Quick facts:

- What is event programming?

It's a new feature inside Eventeny that handles booking, scheduling and logistics for celebrities, speakers and other featured guests at large events. It includes a CRM for guest and agency records, tools that connect guests to sessions and booth locations, travel and hotel tracking, and schedule building with automatic conflict detection.

- What kind of events use event programming?

Fan conventions booking celebrity guests and panelists, music festivals coordinating headliners and artists, conferences scheduling keynote speakers, and food and drink festivals managing celebrity chefs are among the events already suited to it. Pride festivals and other cultural celebrations that book grand marshals and performers fit the same use case.

-What kinds of guests does it manage?

Celebrities, influencers, keynote speakers, panelists, musicians, chefs and any other featured talent an event books and schedules, along with their agents, handlers and agencies.

About Eventeny

Eventeny is an event management platform that connects ticketing, vendor management, scheduling and guest logistics into one system, replacing the stack of disconnected tools most organizers piece together on their own. Its founders built Eventeny after watching their sister, an event planner, wear herself out under the manual chaos of the job, with a goal of making event planning feel less like a grind. Eight years later, Eventeny has processed more than a million vendor applications and says it saves organizers up to four months of manual work a year. Its customers include GalaxyCon, Fanatics Fest and the Florida Renaissance Festival.

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