

Case Study On



Case Study: People Matters x Eventify

People Matters is a leading media and research platform that connects HR professionals, business leaders, and thought influencers across the globe.

Problem Statement

As People Matters geared up for their latest large-scale conference, they knew the stakes were high. With thousands of attendees, multiple sessions running in parallel, and a wide range of stakeholders including speakers, sponsors, and partners, they needed a platform that could do more than just manage logistics—it had to elevate the entire event experience.

Key Points – Challenges Faced Before Using Eventify

The team faced several hurdles that made previous events more difficult to manage and less engaging for attendees:

- **Scattered Information:** Attendees had to jump between platforms or printed materials to find schedules, speaker bios, and sponsor details, which impacted the overall experience.
- **Limited Real-Time Communication:** There was no simple way to alert attendees about schedule changes, upcoming sessions, or on-site announcements.
- **Branding Limitations:** They couldn't fully tailor the digital experience to reflect the People Matters identity or customize the navigation to suit their audience.
- **Managing Large Crowds:** With over 6,300 attendees, manual coordination just wasn't scalable.

Why Eventify

To bring everything together in one cohesive and interactive platform, People Matters chose Eventify—a powerful event tech solution that could keep up with the scale and sophistication they were aiming for.



Solution

Eventify gave the People Matters team the tools to create an experience that was both intuitive and engaging for attendees.

Key Features Used:

- **Personalized Schedules:** Attendees could easily browse sessions, bookmark their favorites, and build their own agendas.
- **Speaker & Sponsor Visibility:** Speaker profiles and sponsor pages were interactive, making it easier for users to connect with the people and brands they cared about.
- **Interactive Event Guide:** Important event info, maps, FAQs, and real-time news were easily accessible, cutting down confusion and questions.
- **Photo Gallery:** A dedicated space in the app for sharing and viewing photos brought the event to life digitally.
- **Push Notifications:** The team sent timely updates, reminders, and announcements that reached every attendee instantly.
- **Custom Side Menu:** People Matters personalized the app's side menu—renaming icons and rearranging sections to align with their event flow and branding.



The Results We Delivered

With Eventify in place, the event experience was elevated across the board:

- **Over 6,388 attendees actively engaged with the app throughout the event.**
- **Real-time communication through push notifications kept attendees informed and on schedule.**
- **Navigation and branding were smoother than ever, thanks to a fully customized app interface.**
- **Sponsor and speaker engagement increased, thanks to improved visibility and in-app interaction.**
- **Operational efficiency for the event team improved significantly, with everything managed from one backend.**



**Straightforward
interface with deep
functionality.**



About the Company

People Matters is a leading media and research platform that connects HR professionals, business leaders, and thought influencers across the globe. Through insightful content, research, and events, they aim to shape the future of work and workplace culture. One of their flagship events brings together thousands of attendees to exchange ideas, explore innovations, and connect with industry trailblazers.

Book a Demo with Eventify Now!

Discover a custom event app tailored to your specific needs—just a call away!

Whether you're in corporate, B2B, education, research, or retail, we offer the perfect solution for businesses of all sizes. Our goal is to deliver exceptional results and create an unforgettable event experience, uniquely designed for you.

Don't wait—book your Eventify demo now! Choose a free demo or schedule a call with our team to get all your questions answered.

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