

Case Study On

the EAST AFRICA
INTERNATIONAL ARBITRATION
C O N F E R E N C E

From Air Freight to App-Based: How Eventify Modernized East Africa International Arbitration Conference

Case Study

GBS Africa Limited is a technology and consulting company based in Africa that helps businesses improve operations through ERP systems, custom software, and IT solutions..

Problem Statement

The East Africa International Arbitration Conference was thriving—successfully bringing together 400+ legal practitioners annually for 12 years. However, as the conference grew and rotated across African countries, the organizing team recognized opportunities to modernize operations. Manual processes, cross-border printing logistics, and limited attendee engagement tools were holding them back from delivering the seamless, professional experience their prestigious audience deserved.

Challenges Before Using Eventify

- Printed programs locked weeks in advance, making last-minute updates impossible
- Cross-border logistics: printing in Nairobi and air freighting materials to host countries
- Badge management requiring handwritten corrections for errors
- Excel-based tracking with no centralized system for attendance or CPD compliance
- Physical certificates often went uncollected, creating waste
- Limited networking infrastructure for delegate connections
- No real-time communication channel with attendees

Why Eventify

After researching multiple platforms, the organizers chose Eventify for its comprehensive solution:

- Integrated badging system – From design to multi-day check-ins
- Real-time program updates – Eliminate printing and shipping costs
- On-site flexibility – Label printers for instant corrections
- CPD compliance tracking – Day-by-day attendance records
- Cost efficiency – Redirect printing/shipping budget to better technology
- Professional mobile app – Branded, polished attendee experience
- Engagement tools – Live polling, push notifications, digital certificates

Scalability – Handle complex multi-country, multi-day events



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How Eventify Helped

- **Eliminated operational stress** – No more printing deadlines or international shipping coordination
- **Real-time flexibility** – Update schedules instantly without anyone noticing delays
- **Professional consistency** – Every attendee receives properly printed badges with on-site correction capability
- **Cost savings** – Zero printing, zero freight, zero waste
- **Automated compliance** – Attendance data satisfies CPD accreditation partners
- **Enhanced engagement** – Live polling, push notifications, and interactive sessions
- **Marketing differentiator** – Multiple event organizers per conference ask about the platform



Key Features Used

- 1. Badging Module – Pre-conference printing + on-site label printers**
- 2. Digital Program – Real-time updates, speaker profiles, session details**
- 3. Multi-Day Attendance Tracking – Essential for CPD accreditation**
- 4. Live Polling – Real-time audience engagement displayed on screens**
- 5. Push Notifications – Instant communication for updates**
- 6. Digital Certificates – Automated distribution with e-signatures**

Results

After three years with Eventify, the conference operates with elevated efficiency and professionalism:

- 100% elimination of printing and international shipping costs**
- Multiple organizer inquiries per event about the platform**
- Real-time operational control over schedules, communications, and attendance**
- Professional credibility with CPD accreditation partners through accurate tracking**
- Technology as marketing – Platform itself became a differentiator**

"Our event is not very big," Stephen reflects, "but we find it useful to actually have the platform." For a conference promoting international arbitration across Africa, Eventify transformed good operations into exceptional ones—proving that the right technology elevates events of any size.



"Badging for me is key... that for me and for my team is a lifesaver. Out of the different platforms we have out there, Eventify ticks a lot of boxes for us. The badging module sets it apart—that capability integrates everything from badge design to event-day check-ins."

About the Company

GBS Africa Limited is a technology and consulting company based in Africa that helps businesses improve operations through ERP systems, custom software, and IT solutions.. They focus on digital transformation, automation, and business efficiency across multiple industries.

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