

Case Study On



WOMEN IN MINING ANNUAL CONFERENCEHow a Volunteer Scientist with No Event Planning Background Successfully Managed a 500- Person Conference

Case Study

Women In Mining (WIM) refers primarily to a global movement and network of organisations (rather than a single “company”) that promotes the participation, leadership, equity and representation of women throughout the mining and minerals sector

Problem Statement

The Women in Mining Annual Conference brings together women working in a male-dominated industry to discuss challenges, share experiences, and build community. The conference attracts approximately 500 attendees (95% women, 5% male allies) over three days. Previously managed through a third-party conference management company, the organizing team—led by volunteer Debbie Ballard, a chemist with no event planning background—wanted to take control of their event operations but faced uncertainty about managing everything independently without technical expertise.

Challenges Before Using Eventify

- **First-time self-management** – Transitioning from third-party company to doing everything themselves
- **No event planning expertise** – Team led by volunteers without professional event management background
- **Technical learning curve** – Figuring out registration sites, population, survey generation
- **Limited technical confidence** – "Computers is not my thing" mindset
- **Badge logistics issues** – Preprinted badges were a hassle to locate and distribute at check-in
- **Uncertainty about capabilities** – Unclear if team could handle all aspects independently

Why Eventify

The Women in Mining team chose Eventify after a careful vetting process:

- **Self-service capability** – Could manage everything independently without conference management company
- **User-friendly for non-technical users** – Accessible even for volunteers without computer expertise
- **Comprehensive features** – Registration, surveys, scheduling, branding all in one platform
- **Responsive support** – Quick, helpful answers whenever questions arose during learning
- **Trial approach** – Started with single subscription to test before committing to annual
- **Proven results** – Met with others who were considering or using the platform
- **Continuous development** – Constantly adding new features



How Eventify Helped

- **Overcame learning curve** – Despite "on the job learning," team successfully figured out registration site, population, and surveys
- **Excellent support experience** – Staff responded quickly and was always super helpful when questions arose
- **Schedule & track management** – Easy way to put schedules together and keep tracks organized
- **Attendee satisfaction** – All attendees liked the app and enjoyed using it
- **Simple user experience** – Easy to download and navigate
- **Brand customization** – Easy to customize to match their brand identity
- **On-site badge printing solution** – Integrated option to print badges on-site with third-party company eliminated preprinted badge hassles
- **Language customization** – Search function to change specific sentences and customize wording
- **Exhibitor features** – Booth options and exhibitor maps for comprehensive event management
- **Data continuity** – Annual subscription provides access to previous year's populated data



Key Features Used

- 1. Registration System – Complete attendee signup and management**
- 2. Survey Tools – Generate and manage event surveys**
- 3. Schedule & Track Management – Organize 3-day agenda with multiple tracks**
- 4. Branding Customization – Tailor app appearance to conference identity**
- 5. On-Site Badge Printing Integration – Third-party badge printing solution**
- 6. Mobile Event App – Easy download and navigation for 500 attendees**
- 7. Language Customization – Modify text and sentences throughout platform**
- 8. Exhibitor Management – Booth options and exhibitor maps**
- 9. Messaging Features – Attendee communication capabilities**

Results

The Women in Mining Annual Conference successfully transitioned to independent event management, with volunteers running a 500-person, three-day conference. Attendees reported high satisfaction, smooth on-site check-in, strong LinkedIn engagement, and an empowering event experience. The team gained confidence, upgraded to an annual subscription, and is already preparing improvements for next April—proving professional events can be managed effectively by non-technical volunteers.



To have that really easily integrated option to print badges on-site with a third-party company—I really enjoyed that.

About the Company

Women In Mining (WIM) refers primarily to a global movement and network of organisations (rather than a single “company”) that promotes the participation, leadership, equity and representation of women throughout the mining and minerals sector — from grassroots and artisanal miners to senior executives, policymakers, engineers and academics.

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