

Case Study On



VACATION RENTAL WORLD SUMMIT (VRWS) How a 12-Year Global Networking Event Achieved 100% App Adoption with Eventify

Case Study

Winfor SA is a Switzerland-based business support company located in Chiasso that specializes in helping professionals in the vacation rental and property management industry grow and optimize their operations.

Problem Statement

The Vacation Rental World Summit is not a typical conference. For 12 years, Antonio Bortolotti has grown it into a leading event in the vacation rental industry, bringing together 750 property managers, CEOs, and senior professionals from well-known companies for two days of networking, learning, and connection. At VRWS, networking is the main focus, so the event app is essential, not optional. When a new platform was needed, several options were tested, but none met the high standards required. Eventually, Antonio chose Eventify, which was set up and launched within days. On the event day, for the first time in 12 years, every attendee had the app ready to use.

Challenges Before Using Eventify

- **High standards to maintain** — 12-year reputation as the go-to industry event meant no room for compromise
- **App adoption target** — Historically tracked at 97-98%; needed to maintain or exceed
- **Platform search** — Tested multiple solutions after transition; each had critical shortcomings
- **Complex rotating logistics** — Event moves to a new country every year, requiring fresh setup each time
- **Time pressure** — Only four weeks available to find, set up, and launch a new platform
- **Networking dependency** — App needed to actively enable connections, not just display schedules
- **Support reliability** — Needed a platform with responsive support available when it mattered most

Why Eventify

- **Clean single dashboard** — Everything in one place, easy to find, easy to remember
- **Minimal learning curve** — Entire platform set up in a matter of days
- **Gamification built in** — Pre-configured and ready without manual setup
- **Community features** — Default topic boards that encouraged organic attendee conversation
- **Meeting scheduling** — Enabled one-on-one meetings directly in the app
- **QR code entry integration** — App QR codes used as venue entry passes, driving 100% adoption
- **AI-powered login support** — Automated assistance helped attendees with login instantly
- **Responsive support** — Issues resolved quickly and proactively
- **Structured demos** — Clear onboarding helped Antonio get confident fast



How Eventify Helped

- **Gamification Drove Organic Engagement** Antonio had always dismissed gamification — "we don't need it," he said. Eventify's built-in gamification changed that. Attendees started posting and commenting without any prompting, which drew more attendees in organically. The app came to life on its own.
- **Community Topic Boards Sparked Real Conversations** Four default community topics — including a job posting board — were ready from day one. Attendees began typing, exchanging ideas, and building conversations without any instruction. Antonio called these "very useful."
- **Meeting Scheduling Enabled Meaningful Connections** With networking at the core of VRWS, the meeting scheduling feature was essential. A large number of meetings were booked through the app — exactly the outcome VRWS is designed to create.
- **QR Code Entry Guaranteed 100% Adoption** Antonio made the app non-negotiable: no QR code from the app meant no entry to the venue. Combined with his signature "raise your hand if you don't have it" moment, this year was the first time in 12 years no hand went up.
- **AI Support Removed the Login Bottleneck** Attendees who struggled to log in were met with an immediate AI-powered response, collecting their details and allowing staff to release access codes. Antonio flagged this as a key feature for removing a common friction point at events.
- **Zero Issues on Event Day** In a year Antonio described as the most challenging in 12 years of running VRWS, Eventify was the one thing he didn't have to worry about. Everything ran smoothly from the moment he launched it.



Key Features Used

- **Gamification Module** — Community engagement, posting, comments, organic participation
- **Community Topic Boards** — Default threads including job postings and industry conversation
- **Meeting Scheduling** — One-on-one meeting booking between attendees
- **QR Code Entry Integration** — App-based venue access passes driving 100% adoption
- **AI-Powered Login Support** — Automated attendee assistance for login issues
- **Mobile Event App** — Full event experience for 750 international attendees
- **Single Dashboard** — Centralized platform management for solo organizer setup

Results

- **100% app adoption** — First time in 12 years every attendee had the app at the event
- **750 attendees served** — Across two days of networking, education, and community building
- **Set up in days** — Full platform configured four weeks before the event in a matter of days
- **Zero event-day issues** — No platform failures, no support delays, no problems
- **Organic engagement** — Gamification drove participation without organizer intervention
- **Attendee verdict** — "This app is fantastic. I've never seen an app that works so fabulously."
- **Long-term commitment** — Antonio committed to Eventify for many more years
- **Relief in the most challenging year** — In VRWS's most difficult year in its 12-year history, the app was the one element that just worked



This app is fantastic. I've never — all the events I've been to and all the apps I've used — I've never seen an app that works so fabulously, so well, that does exactly what we need to do and what we want to do.

About the Company

Winfor SA is a Switzerland-based business support company located in Chiasso that specializes in helping professionals in the vacation rental and property management industry grow and optimize their operations.

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