Public Health Collaboration Annual ConferenceHow a UK Health Charity Scaled to 700 Hybrid Attendees, Eliminated Registration Queues, and Ran a Complaint-Free Event with Eventify

Case Study

Public Health Collaboration (PHC) is a UK registered charity (1171887 / SC052248) dedicated to improving the health of the public and saving the NHS money at the same time.

Problem Statement

The Public Health Collaboration Annual Conference is one of the UK's leading health events, bringing together top experts in cancer therapies, type 2 diabetes, obesity, and mental health. With a unique audience split evenly between healthcare professionals and members of the public, the event has grown rapidly — along with the complexity of managing ticketing, revenue, exhibitors, and a hybrid livestream experience. To streamline operations from registration to real-time engagement, PHC adopted Eventify, transforming the experience for both organizers and its 700 attendees.

Challenges Before Using Eventify

- **Fragmented event administration:** Ticket sales, attendee data, and financials were managed across disconnected tools, making coordination slow and error-prone.
- **Long registration queues:** Without a streamlined check-in process, attendees faced delays on arrival — creating a poor first impression before the event had even begun.
- **Limited real-time flexibility:** Last-minute speaker schedule changes and live stream link updates required manual workarounds with no quick fix available.
- **Exhibitor networking gaps:** Exhibitors had no efficient way to capture delegate contact details on the day or follow up with targeted messaging post-event.
- **No unified attendee engagement layer:** Community interaction during the event relied on informal methods, with no structured way to drive engagement across both in-person and online audiences.
- **Reporting without visibility:** Financial tracking and attendee data weren't easily accessible to key stakeholders, making regular committee updates cumbersome.

Why Eventify

- **End-to-end platform coverage:** Eventify offered a single solution from ticket sales through to day-of management — removing the need for multiple disconnected tools.
- **Real-time schedule and content management:** The ability to update speaker profiles and rearrange schedules instantly made last-minute changes manageable rather than stressful.
- **Built-in exhibitor networking tools:** Badge scanning and contact capture gave exhibitors a clear, measurable reason to participate — and a direct line to follow-up.
- **Hybrid event capability:** With 700 attendees across in-person and live stream, PHC needed a platform that could serve both audiences simultaneously — including routing online questions to speakers in real time.
- **Gamification and community engagement features:** Eventify's points-based engagement tools gave PHC a way to drive active participation and community connection across the full attendee base.

How Eventify Helped

Check-In Became Instant — Queues Became a Memory Volunteers armed with phones scanned attendees directly into the event. Attendees collected their badges and walked straight into the main hall. Long registration lines — a previous pain point — were eliminated entirely.

Badges Powered Meaningful Exhibitor Connections Digital badges let delegates connect quickly and gave exhibitors a fast, frictionless way to collect contact details on the day. PHC is already planning to expand exhibitor numbers for the following year, with Eventify's badge system at the centre of that strategy.

Real-Time Changes Were Made Without Disruption When the live stream link needed updating mid-event, the Eventify backend made the change in seconds. Speaker schedules and profiles were updated just as quickly when last-minute changes arose — keeping the event on track without backstage chaos.

The Online Audience Was Fully Integrated Questions from the live stream audience were routed through Eventify and put directly to speakers in real time. Push notifications kept all attendees — in-room and remote — informed and connected throughout the day.

Gamification Turned Engagement Into a Community Moment A points-based competition ran across the full attendee base. The winner received a prize of books. The result: active participation, peer interaction, and a community atmosphere that extended well beyond the sessions themselves.

Financial Reporting Became Simple and Consistent The treasurer tracked sales reports directly through Eventify. The event committee received monthly updates without the need for manual data pulls — giving leadership clear visibility from the first ticket sold to the final count on the day.

Key Features Used

1. **Digital Badge System** — Enabled instant delegate check-in and exhibitor contact capture via scan.
2. **Hybrid Event Support** — Unified the in-person and live stream experience within a single platform.
3. **Live Q&A / Audience Interaction** — Routed online attendee questions directly to speakers in real time.
4. **Push Notifications** — Delivered instant updates and announcements to all attendees simultaneously.
5. **Schedule Management** — Allowed real-time updates to speaker profiles and session order.
6. **Gamification Engine** — Ran a points-based attendee competition to drive community engagement.
7. **Ticketing & Sales Reporting** — Managed ticket sales end-to-end with treasurer-accessible reporting tools.
8. **Exhibitor Messaging Tools** — Enabled post-event follow-up and deal distribution to captured contacts.

Results

- **~700 total attendees reached** — 400 in-person and approximately 300 via live stream, all managed through Eventify.
- **Registration queues eliminated** — Scan-in and badge collection reduced arrival friction to near zero.
- **Zero significant complaints received** — Attendee feedback praised the event experience, with the app specifically highlighted as a standout.
- **Real-time live stream link update completed in seconds** — No disruption to the audience despite a mid-event change.
- **Monthly treasurer reporting enabled** — Sales data accessible directly, allowing regular committee updates without manual effort.
- **Exhibitor networking scaled for growth** — Badge-based contact capture is central to PHC's expanded exhibitor strategy for the following year.

> **Eventify has really been a game changer for us — going from PayPal and spreadsheets to a properly organised flow from ticket sales right the way through to management on the day. It's an all singing all dancing event app that I highly recommend.**

About the Company

Public Health Collaboration (PHC) is a UK registered charity (1171887 / SC052248) dedicated to improving the health of the public and saving the NHS money at the same time. We do this through various projects, but at the heart of it all is our passion to help people become healthier and happier. If you would like to support our work, please consider becoming a volunteer or donate to us by becoming a member.

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