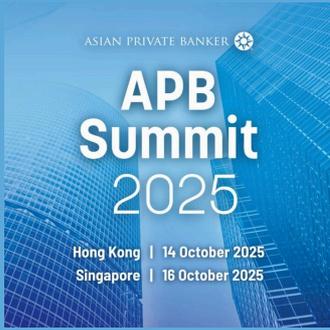


Case Study On



APB Summit 2025: One App. 130+ Builders. Zero Trips Required. Case Study

The APB Summit 2025 refers to the annual Asian Private Banker Summit, a key event in the private wealth and banking industry in Asia.

Problem Statement

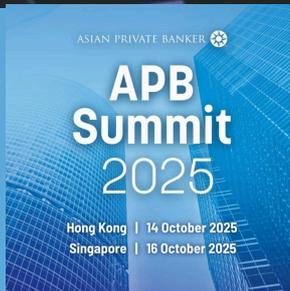
APB Summit is a premium, multi-city conference designed for business owners who rarely slow down, featuring a gala dinner and two days of industry speakers for top residential building company owners. As the event grew, operational complexity outpaced the capabilities of their existing CRM, leading to issues like attendees forgetting tickets purchased months in advance and a lack of wallet integration, automated reminders, or dedicated communication. Just one to two months before APB Summit 2025, Kayla Jordan implemented Eventify, successfully migrating ticketing, launching a custom app, and managing check-in, push notifications, schedules, and sponsor profiles — delivering immediate improvements and paving the way to expand its use for the following year.

Challenges Before Using Eventify

- **Professional ticketing experience: Attendees buying tickets 11–12 months in advance needed wallet-ready, reminder-enabled tickets — not marketing emails repurposed as confirmations**
- **Attendee retention and top-of-mind awareness: Without automated pre-event reminders, some attendees forgot they had purchased tickets entirely**
- **Onsite registration management: The registration process required a dedicated specialist to travel to every event city, adding significant time and cost**
- **Sponsor management at scale: With 20–30 events per year and up to 20 sponsors per event, coordinating sponsor profiles and assets manually was placing a heavy load on the marketing team**
- **Communication reliability: Emails were getting lost or ignored; the team needed a direct, unmissable channel to reach attendees**
- **Engagement beyond the event day: Without a dedicated platform, post-event conversation dropped off sharply, affecting community-building and return rates**

Why Eventify

- **Purpose-built ticketing: Eventify offered real ticket functionality — phone wallet integration, automated reminders, and a professional experience from purchase through to check-in**
- **Custom branded app: A dedicated event app gave attendees a single hub for schedules, notifications, networking, and content**
- **Sponsor self-service: Sponsors could set up and manage their own profiles directly within Eventify — removing the burden from the internal team**
- **Scalability across events: With one to two smaller events per month in addition to the annual summit, Eventify's ticketing system was valuable across the entire events calendar**
- **Onsite efficiency: QR-based check-in streamlined the arrival process to the point where no specialist travel was required**
- **Future-ready platform: Kayla identified features including speaker profile management, AI-powered chatbots, and engagement tools as part of the roadmap for Summit 2026**
- **Proven results – Met with others who were considering or using the platform**
- **Continuous development – Constantly adding new features**



How Eventify Helped

- **Ticketing That Works Like a Real Ticket** Eventify replaced a CRM workaround with professional event ticketing. Attendees received wallet-ready tickets with automated reminders. No one forgot they had registered.
- **Onsite Registration Without the Overhead** Check-in became fast and simple enough to run without a dedicated specialist on-site. The need to fly a team member to every event city was eliminated entirely.
- **40–60 Minutes Saved Per Event** Across the team's frequent smaller events, Eventify's registration process saved 40 to 60 minutes per event in check-in and internal attendance tracking.
- **Sponsor Self-Setup at Scale** With up to 20 sponsors per event across 20–30 events per year, Eventify's sponsor profile feature allowed sponsors to manage their own listings — removing a significant workload from the marketing team.
- **In-App Notifications That Can't Be Missed** Push notifications through the Eventify app gave the team a direct communication channel. Unlike emails, in-app messages land on attendees' phones and stay visible.
- **Engagement That Outlasts the Event** The platform gave attendees a space to connect during and after the event — messaging speakers, revisiting sessions, and keeping the conversation alive beyond day three.

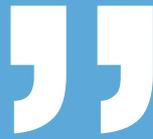


Key Features Used

- 1. Event Ticketing** — Professional ticketing with wallet integration and automated pre-event reminders
- 2. Onsite Check-In / QR Scanning** — Streamlined arrival process, managed without specialist travel
- 3. Custom Event App** — Branded attendee hub for schedules, notifications, and networking
- 4. Push Notifications** — Direct in-app messaging to all attendees, bypassing email noise
- 5. Sponsor Profile Management** — Self-service sponsor listings, removing the task from the internal team
- 6. Attendee Networking** — In-app messaging between attendees, speakers, and sponsors

Results

- 40–60 minutes saved per event in registration and internal attendance tracking across all events
- Specialist travel eliminated — the organizer no longer needs to fly to every city to manage check-in
- 130+ builders, 13 sponsors, and 15 speakers all managed through a single Eventify-powered app at APB Summit 2025
- Sponsor self-management adopted — marketing team freed from building and uploading sponsor assets manually
- Year-on-year return rate growing — the percentage of attendees repurchasing for the following year continues to increase
- Near-total feature adoption planned — following APB Summit 2025, the team mapped out implementation of nearly every Eventify feature for 2026



If you quantify the amount of time that you're putting into a lot of the effort that goes into the planning and the onsite things at events, what Eventify can save you will pay for itself basically.

About the Company

The APB Summit 2025 refers to the annual Asian Private Banker Summit, a key event in the private wealth and banking industry in Asia. It was held in Hong Kong and Singapore in October 2025, and it is one of the region's largest gatherings for private banking and wealth management professionals focused on trends, investment strategies, and business opportunities in Asia.

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