Case Study On

waypoint

Waypoint: The Event That Proved One Platform Is All You Need
Case Study

Traverse is a company that arranges and organises influencer and content creator events and campaigns.

Problem Statement

Waypoint was Traverse's first in-person creator networking event — and the scale brought new complexity. Having previously run the event remotely, Tom Baker and his team were navigating a fundamentally different operational challenge: managing 200+ attendees, 20–30 exhibiting brands, pre-arranged meetings, and the real-time logistics of a live venue, all at once.

The audience added another layer of challenge. Attendees ranged from digitally native content creators to representatives from travel brands and destinations across Hawaii, Thailand, the Caribbean, and beyond — each with different expectations, requirements, and varying levels of comfort with event technology.
With only ticketing tools in place and everything else managed off-platform, the team needed a solution that could unify the entire event experience. From check-in to scheduling to wayfinding, the operational gaps were clear — and with a first-time in-person audience, there was no room for friction.

CHALLENGES BEFORE USING EVENTIFY

- **Fragmented toolset: All event management beyond ticketing was handled off-platform, through email and direct communication**
- **No unified scheduling system: Meeting coordination between creators and brands required manual management with no in-app visibility**
- **Venue navigation: With 20–30 exhibitor stands, attendees and brands had no structured way to find their meetings or navigate the space**
- **Check-in risk: Without a digital system, welcoming 200+ attendees at reception risked long queues and a poor first impression**
- **Diverse audience needs: Attendees ranged from digital natives to less tech-familiar demographics, requiring an intuitive platform with minimal friction**
- **No branded event presence: Without a dedicated app, the event lacked the professional presence expected by creators and global brands**

WHY EVENTIFY

- **All-in-one platform: Replaced multiple tools with a single system — saving both time and budget**
- **Intuitive build process: Tom was new to the platform but found it user-friendly and quick to adapt to Waypoint's unique format**
- **Responsive support: When features weren't immediately obvious, the Eventify support team provided solutions and workarounds fast**
- **Branded app publishing: A fully branded app available on the App Store and Google Play gave Waypoint authority and presence with its creator and brand audience**
- **Proven onboarding: A smooth transition process meant the team was confident and ready before the event opened**

How Eventify Helped

- **QR Code Check-In Made the First Impression Count**Guests were scanned at the door and directed straight to the welcome breakfast. What could have been a slow, chaotic process became effortless and professional from minute one.
- **In-App Meeting Rooms Removed Scheduling Confusion**Creators and brands could see their pre-arranged meetings directly in the app. Schedules were clear, accessible, and removed the need for manual coordination on the day.
- **A Floor Plan in the App Guided Every Attendee**With 20–30 exhibitor stands across the venue, an in-app floor plan meant attendees could find their meetings and navigate the space without staff intervention.
- **One Platform Replaced a Multi-Tool Workflow**Everything previously spread across separate tools and email threads was consolidated into Eventify — reducing cost, saving time, and keeping the team in control.
- **A Branded App Built Event Authority**Waypoint's presence in the App Store and Google Play signalled professionalism to creators and brands before they even walked through the door.

KEY FEATURES USED

1. **QR Code Check-In** — Scanned tickets and passes at entry for fast, controlled access and accurate headcount
2. **In-App Meeting Scheduling** — Pre-arranged meetings and dedicated meeting rooms visible to all attendees inside the app
3. **Interactive Floor Plan** — Full venue map embedded in the app to help attendees navigate the event space
4. **Branded Event App** — Custom-branded app published on both the App Store and Google Play
5. **All-in-One Event Management** — Unified platform replacing multiple separate tools for a streamlined organisational workflow

RESULTS

- **~200 attendees welcomed with zero check-in issues on the day**
- **20–30 exhibiting brands managed within a single platform alongside creator attendees**
- **Seamless check-in from minute one — QR scanning replaced pen-and-paper and set the professional tone for the entire event**
- **Strong return intent: Eight months before the next edition, both exhibitors and content creators had already signed up to return**
- **Time and cost savings achieved by consolidating multiple tools into one platform**
- **Overwhelmingly positive attendee feedback — a small number of pre-event queries were resolved before the day; no significant issues on-site**

> It made what could have been a very slow and painful process completely effortless. Everything was branded, professional, and seamless, and it set the tone for the whole event.

About the Company

Traverse is a company that arranges and organises influencer and content creator events and campaigns. Their flagship event, Waypoint, brings together travel brands and destinations from around the world with creators and influencers for speed networking, pre-arranged meetings, and casual brand encounters.

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