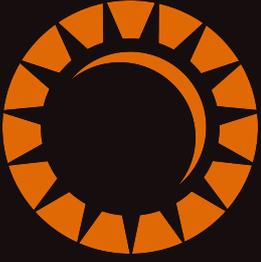


Case Study On



How a One-Person Conference Team Managed 1,000+ Attendees with On-Site Badge Printing, Lead Capture, and CPE Credit Tracking **Case Study**

NAFOA (Native American Finance Officers Association) is a non-profit organization founded in 1982 that works to strengthen financial management and economic development in Native American and Alaska Native tribal communities.

Problem Statement

NAFOA's conferences were growing faster than their systems could handle.** After pausing in-person events during COVID, the Native American Finance Officers Association experienced steady post-pandemic growth. By 2024, both spring and fall conferences were hitting record attendance — over 1,000 people gathering to strengthen tribal economies through education and networking.**

Their previous event tech stack couldn't scale with them.** Missy Dunne — a self-described non-tech person managing conferences as a one-person team — was done with her old registration and app provider. Pre-printed badges required a full day of sorting and organizing. Paper sign-in sheets tracked CPE credits manually. Lead capture was too expensive to offer sponsors. The venue was booked years in advance when 1,000+ attendees seemed unthinkable.**

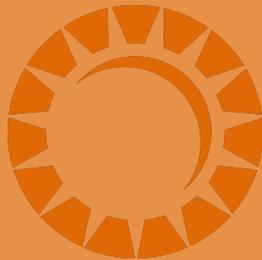
After extensive research, Missy chose Eventify despite initial skepticism.** The pricing seemed too affordable — she wondered if it was too good to be true. But the platform's intuitive design, on-site badge printing integration, lead capture feature, and session scanning capabilities checked every box. For a one-person team juggling two annual conferences, Eventify made life easier instead of harder.

CHALLENGES BEFORE USING EVENTIFY

- **One-person conference team — Managing two annual 1,000+ person events without dedicated tech support**
- **Unexpected growth trajectory — Venue booked 2-3 years out when attendance was much smaller**
- **Pre-printed badge chaos— Spending full day sorting and organizing badges before each event**
- **Manual CPE credit tracking — Paper sign-in sheets for continuing professional education units**
- **No lead capture option— Feature too expensive to offer sponsors previously**
- **Old provider frustration — Done with both registration system and mobile app provider**
- **Not a tech person — Needed platform easy enough for non-technical organizer to set up alone**
- **Third app transition — Attendees had dealt with multiple app changes, needed seamless adoption**

WHY EVENTIFY

- **Affordable pricing — Seemed too good to be true initially, but delivered real value**
- **Intuitive look and feel — Easy for one-person non-tech team to set up and organize**
- **On-site badge printing integration — Eliminated full-day pre-printing and sorting process**
- **Lead capture included — Feature previously too expensive now accessible to sponsors**
- **QR code session scanning — Replaced paper sign-in sheets for CPE credit tracking**
- **Better recordkeeping — More accurate session counts and credit documentation**
- **Attendee-friendly interface — Intuitive for users despite being third app change**
- **Bang for your buck — Great investment after extensive research and comparison**



How Eventify Helped

- **On-Site Badge Printing Eliminated Full-Day Manual Work** Previously, Missy spent an entire day dealing with pre-printed badges — sorting them, organizing them, getting them situated. On-site badge printing through Eventify eliminated that completely. Attendees got professionally branded badges instantly, and setup time vanished.
- **Lead Capture Became Affordable for Sponsors** For the first time, NAFOA could offer lead capture to sponsors. Previously, the feature was priced so high it would require raising sponsorship prices or absorbing costs. With Eventify, it was included — adding real value for exhibitors without budget strain.
- **QR Code Scanning Replaced Paper Sign-In Sheets** CPE credits (continuing professional education units) are critical for NAFOA's accounting professionals. Previously tracked with paper sign-in sheets, QR code session scanning brought accurate attendance tracking, better recordkeeping for oversight organizations, and real-time session count data.
- **Gamification Won Over a Competitive Crew** NAFOA attendees are competitive — and they loved the gamification feature. The leaderboard drove engagement organically, turning a nice-to-have into a crowd favorite without any organizer effort.
- **Badge Scanning Drove Attendee-to-Attendee Connections** Attendees could scan each other's badges to share contact information instantly. Missy noticed significantly more of this happening compared to the previous platform — networking became frictionless.
- **In-App Support Feature Kept Attendees Self-Sufficient** The help feature allowed attendees to flag issues directly through the app. While keeping up with requests on-site was challenging, it meant problems surfaced immediately instead of escalating through the registration desk — making resolution faster and smoother.
- **Intuitive Platform Made Life Easier for One-Person Team** As a non-tech person managing two annual conferences alone, Missy needed a platform she could set up and organize without constant technical support. Eventify's intuitive design made that possible — and made her life easier.



KEY FEATURES USED

- 1. On-Site Badge Printing — Eliminated full-day pre-printing and sorting process**
- 2. Lead Capture — First-time offering for sponsors at accessible pricing**
- 3. QR Code Session Scanning — Replaced paper sign-in sheets for CPE credit tracking**
- 4. Gamification — Competitive leaderboard driving organic attendee engagement**
- 5. Badge Scanning (Attendee-to-Attendee) — Contact info sharing between participants**
- 6. In-App Help/Support Feature — Direct issue reporting reducing registration desk escalations**
- 7. Mobile Event App— Intuitive interface for 1,000+ attendees despite being third app change**

RESULTS

- 1,000+ attendees — Record attendance for both spring and fall conferences**
- Full day of work eliminated— On-site badge printing replaced pre-printed badge sorting**
- Lead capture offered for first time — Previously too expensive, now accessible to all sponsors**
- Accurate CPE credit tracking— QR code scanning replaced manual paper sign-in sheets**
- Better recordkeeping — More accurate session counts for oversight organizations**
- Positive attendee feedback — Seamless adoption despite being third app transition**
- Competitive gamification engagement — Crew loved the feature without any prompting**
- More badge scanning — Significantly more attendee-to-attendee info sharing than previous platform**
- Organizer workload reduced— Made life easier for one-person conference team**



**"Brought NAFOA "into this century"—
Streamlined technology across badge
printing, credits, and networking**

About the Company

NAFOA (Native American Finance Officers Association) is a non-profit organization founded in 1982 that works to strengthen financial management and economic development in Native American and Alaska Native tribal communities.

The organization was created by tribal finance professionals who wanted a national network to improve financial systems, share knowledge, and support economic growth in tribal governments.

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