

# Case Study On



## **EDGE Leadership Summit: One App. Planning, Execution & Everything After Case Study**

Teach Middle East is an online platform that supports teachers and education professionals across the Middle East.

# Problem Statement

Running multiple educator conferences across the UAE meant Leisa Grace Wilson needed more than a standard event app. She needed a platform that could carry her brand consistently across events, give her team real-time control during live delivery, and help her communicate clearly with sponsors, exhibitors, and ~180 attendees — without manual workarounds eating up her time.

Having used several event platforms over the years, Leisa found that no single solution covered the full journey. Pre-event communication, live session management, attendee engagement, and post-event data all lived in different places — creating gaps her team had to fill manually. She was promoting other platforms' names, not her own, and her multi-event brand had no single home.

When Leisa discovered Eventify's white-label multi-event capability, it represented a different kind of opportunity. For the first time, she could run planning, execution, and post-event wrap-up from one platform — under her own brand name — across every event in her portfolio.

## CHALLENGES BEFORE USING EVENTIFY

- Fragmented event management across multiple platforms — different tools handled different stages, with no unified end-to-end solution
- No consistent brand identity across events — using third-party branded platforms meant promoting the platform's name, not her own
- Manual attendee onboarding processes — ensuring all registered attendees received and downloaded the app required repeated manual intervention
- Limited automated re-engagement for non-downloaders — identifying and following up with attendees who hadn't accessed the app had to be done by hand
- No centralised exhibitor and sponsor guidance — information about what features sponsors and exhibitors could access had to be assembled manually for each event
- Post-event reporting gaps — granular post-event data and check-in accuracy required cross-referencing with manual records

## WHY EVENTIFY

- White-label multi-event capability — Eventify allowed Leisa to house all her events under her own brand, making her portfolio visible to attendees in one place
- End-to-end platform coverage — planning, live execution, and post-event management all available within a single system
- Real-time attendee communication tools — push notifications and live agenda features provided on-the-day control that other solutions hadn't matched
- Tiered sponsorship structure — the ability to organise sponsors into Platinum, Silver, and Gold tiers directly supported her commercial packaging and sales conversations
- Single consistent experience for a niche audience — with educator-focused events requiring precision and trust, a reliable unified platform was essential



## How Eventify Helped

**Real-Time Agenda Management Kept Sessions on Track**Eventify's live agenda displayed active sessions in real time. Chime alerts signalled session endings for attendees with notifications on. Leisa described it simply: "I thought that's brilliant."

**Push Notifications Gave Leisa Instant On-Day Communication**Push notifications allowed Leisa to send updates immediately during the event. No delays, no third-party channels. Updates reached ~180 attendees the moment they were needed.

**White-Label Branding Built Leisa's Own Event Portfolio**Eventify's white-label setup meant attendees saw Leisa's brand — not the platform's. Across multiple events, this allowed her community to discover upcoming conferences directly through the app.

**Tiered Sponsorship Features Supported Commercial Conversations**Eventify's sponsor tiers — Platinum, Silver, and Gold — let Leisa structure and present sponsorship packages clearly. This made selling packages to prospective sponsors significantly more straightforward.

**Calendar Bookmarking Gave Attendees Session Ownership**Attendees could bookmark sessions they wanted to attend, creating a personalised agenda within the event. This reduced confusion and improved the overall attendee experience.

**Multi-Event Architecture Consolidated the Full Portfolio**Rather than managing separate platforms for each conference, Leisa used Eventify's multi-event white-label structure to manage her entire educator event calendar in one place.



## KEY FEATURES USED

**Live Agenda with Chime Alerts** — Displayed active sessions in real time with end-of-session audio signals for notification-enabled attendees

**Push Notifications** — Enabled immediate, broadcast communications to all attendees during the event

**White-Label Multi-Event App** — Allowed all events to run under Leisa's own brand identity within a single platform

**Tiered Sponsorship Display** — Organised sponsors into Platinum, Silver, and Gold tiers to support structured commercial packaging

**Calendar & Session Bookmarking** — Let individual attendees save and personalise their session schedule

**Badge Scanning & Check-In** — Used for on-site attendee registration and entry management

**Sponsor Highlight Feature** — Allowed specific sponsors to be elevated and prominently featured within the app

## RESULTS

- ~180 educators attended EDGE - The Leadership Summit, managed entirely through Eventify
- Full end-to-end delivery — planning, live execution, and post-event management handled within one platform
- White-label branding maintained Leisa's own brand identity consistently across her multi-event portfolio
- Real-time communication via push notifications and live agenda alerts delivered on-the-day control
- Tiered sponsor structure (Platinum, Silver, Gold) directly supported commercial package sales
- Multi-event architecture made Leisa's full event calendar visible to attendees in a single app, supporting future event discovery



**It is good to have an app that you can do the planning, the execution and then the after. That's what I would tell them.**

## **About the Company**

Teach Middle East is an online platform that supports teachers and education professionals across the Middle East. It provides resources such as job listings, professional development content, teaching strategies, and education news. The platform aims to help educators grow in their careers and improve the quality of teaching in the region.

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