

Case Study On



How Natina Hill Used Eventify to Launch a First-Year Education Conference That Ran Professionally, Seamlessly, and Left Attendees Wanting to Come Back

Case Study

Hill Consulting Firm is a professional services company that provides strategic guidance and tailored solutions to help businesses improve performance and achieve their goals.

Problem Statement

ROOTED in Resistance was designed with a clear and intentional purpose: to create a safe, joyful, wellness-focused space for teachers of color navigating the specific pressures of working in predominantly white independent schools.** For founding organizer Natina Hill, getting the event right wasn't just a professional goal — it was a community responsibility. As a first-year conference capped at 200 attendees to preserve an intimate atmosphere, every operational detail mattered. There was no room for the kind of friction that kills first impressions.**The platform Natina had been using — Eventbrite — made that harder than it needed to be.** Communicating with attendees was heavily restricted. After sign-up, reaching registrants required them to double opt-in, and even then, contact was limited to a single touchpoint. When that failed, Natina had to manually export attendee emails to a personal account just to stay in touch — emails that routinely ended up in spam. For an event built on connection and community, losing the ability to communicate directly with attendees was a fundamental problem.Natina, a business consultant who teaches others about AI and technology, decided to stop working around a platform's limitations and invest in the right tool instead. After researching her options, she brought Eventify to the table — mocked up a fully customized app, showed her clients the features, and never looked back.

CHALLENGES BEFORE USING EVENTIFY

- Direct attendee communication was severely restricted on the previous platform, requiring double opt-ins and limiting contact to a single touchpoint
- Emails sent from a personal account as a workaround consistently landed in spam, undermining pre-event communication
- The previous platform was expensive — and offered far fewer features for the price
- Session, room, and waitlist management had no automated solution, creating logistical complexity
- As a first-year event, professional presentation was critical — and the previous platform's out-of-the-box experience fell short
- Badge creation, email templates, and other operational assets had no built-in starting point
- Attendees had no way to self-schedule meetings or interact meaningfully inside the platform
- There was no live display or engagement feature to create energy and interaction on the event floor

WHY EVENTIFY

- Eventify offered unrestricted, direct communication with attendees from the moment they registered
- The platform's feature set was significantly broader than anything Natina had used before — at a fraction of the cost
- A flat \$1-per-person rate with no additional fees made the investment easy to justify and easy to recoup on a single event
- Built-in templates for emails, badges, and more meant Natina could build fast without starting from scratch
- The AI-powered, user-friendly interface allowed her to stand up a fully functional event app in two days
- Customer service was fast, responsive, and provided step-by-step screenshot support
- The platform's professional out-of-the-box design impressed clients immediately upon first demo
- Eventify's flexibility meant the same investment could be applied to multiple events — making it a business asset, not just a one-time tool



HOW EVENTIFY HELPED

A Full Event App Built in Two Days

Natina built the entire ROOTED in Resistance event app herself — in two days. Eventify's AI-powered, user-friendly interface made the process fast and intuitive, even when she needed clarification. Customer support responded quickly with screenshot-guided steps, removing any friction from the build process. What could have been a weeks-long technical project became a two-day sprint that resulted in a polished, fully functional, branded event app.

Built-In Templates That Eliminated Guesswork

Eventify's library of built-in templates — for emails, badges, and more — gave Natina a professional starting point for every operational asset. Rather than building from scratch or working around a platform's limitations, she had ready-made structures to customize with ROOTED in Resistance's branding and content. The result was a consistent, polished experience across every attendee touchpoint.

Direct, Unrestricted Attendee Communication

One of Natina's biggest pain points with her previous platform was the inability to communicate freely with registrants. Eventify removed that barrier entirely. From the moment attendees signed up, Natina could reach them directly — no double opt-ins, no workarounds, no spam folders. Pre-event communication became a strength instead of a liability.

Seamless Session, Room, and Waitlist Management

Managing sessions, rooms, and the inevitable movement of attendees between them is one of the most logistically demanding parts of any conference. At ROOTED in Resistance, Eventify handled it automatically. Waitlists updated in real time, attendees could adjust their own schedules, and the flow of the event remained exactly that — a flow. For a first-year conference where professional execution was everything, this was the difference between a stressful day and a smooth one.

Self-Serve Networking and a Live News Feed

ROOTED in Resistance was built around human connection — and Eventify's networking tools reflected that. Attendees could book meetings with each other directly in the app without requiring moderation, and a live news feed kept everyone engaged and informed throughout the event. The planning team, who are now using Eventify across multiple events, described the experience as something they simply hadn't seen on other platforms..



KEY FEATURES USED

- 1. AI-Powered App Builder — Used to stand up a fully branded, functional event app in two days**
- 2. Built-In Templates— Email, badge, and asset templates used to accelerate build and ensure professional consistency**
- 3. Direct Attendee Communication — Unrestricted messaging to all registrants from sign-up through event day**
- 4. Session & Room Management — Automated organization of sessions, rooms, and real-time attendee movement**
- 5. Automatic Waitlist Management — Real-time waitlist updates that removed manual intervention from the logistics flow**
- 6. Self-Serve Meeting Booking — Attendees scheduled meetings directly in the app without moderation**
- 7. News Feed & Communication Feed — Live in-app updates and engagement tools that kept attendees connected throughout the event**
- 8. Live Display — Interactive, competitive live engagement feature that added energy and joy to the event floor**
- 9. Badge Printing (Integrated) — Built-in badge templates used as part of the streamlined event build**

RESULTS

Full event app built and launched by a single organizer in just two days

- 200 attendees delivered a seamless, professional conference experience at a first-year event**
- Direct attendee communication restored — no workarounds, no spam, no limitations**
- Session, room, and waitlist management ran automatically with no operational disruption**
- Attendees and planning teams across multiple events described the experience as unlike anything they had seen before**



**It is the most
sophisticated event
platform I've ever used.**

About the Company

Hill Consulting Firm is a professional services company that provides strategic guidance and tailored solutions to help businesses improve performance and achieve their goals. The firm specializes in areas such as business strategy, operations management, and process optimization, working closely with clients to identify challenges and implement effective solutions.

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