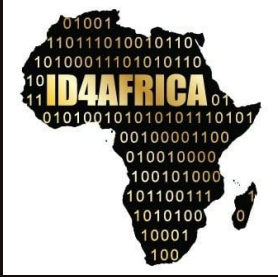


Case Study On



How a Small Conference Achieved Record Attendance While Reducing Day-to-Day Workload with Eventify Case Study

ID4Africa is a non-governmental, pan-African organization (often described as a “movement”) focused on promoting and supporting digital identity systems across Africa.

Problem Statement

ID4Africa AGM needed technology that could serve very different audiences. With 1,500-2,000 attendees — including government officials from national ID agencies and election boards, technology exhibitors, and international organizations — Julia Li needed a platform flexible enough to handle complex logistics, frequent agenda changes, and diverse attendee needs. The event's mission is ambitious: push African countries toward legal identity for all by 2030. The technology supporting it needed to match that scale.

Their previous solution was a web shortcut, not a real mobile app. Attendees had problems with it. The lack of downloadable app meant limited messaging, no push notifications, and a subpar user experience. Customer support from previous providers was inconsistent, and the platform didn't evolve to meet changing needs.

After evaluating platforms, Julia chose Eventify for its flexibility and support. The white-labeled downloadable app, flexible agenda views, smooth badge printing workflow, and — critically — timely customer support made the decision clear. Since switching, ID4Africa AGM has seen 90% attendee satisfaction, seamless adoption across government and exhibitor audiences, and a platform that improves continuously without asking.

CHALLENGES BEFORE USING EVENTIFY

- Complex government logistics — Sponsoring government officials required managing flights, hotels, visas, transportation for selected fellows
- Frequent agenda updates — Colleagues busy close to event, constant speaker changes and schedule adjustments
- Coordinating diverse audiences — Government officials, exhibitors, international organizations with very different needs
- Web shortcut limitations — Previous solution wasn't a real app, created problems for attendees
- Inconsistent customer support — Previous providers couldn't address specific needs or adapt quickly
- No platform evolution — System didn't improve or develop over time to meet changing requirements
- Limited attendee communication — No delegate-to-delegate messaging or push notification capability

WHY EVENTIFY

- Timely customer support — Always available, responds quickly to specific needs and requests
- Continuous platform improvement — System upgrades seamlessly and frequently without needing to ask
- White-labeled mobile app — Real downloadable app that works smoothly, not a web shortcut
- Flexible agenda views — Multiple views for different attendee types with powerful search and filter
- Badge printing workflow — Smooth process from QR code generation to check-in to back-end analysis
- Floor plan integration — Venue navigation support (even if not fully utilized yet)
- App integrations — Seamless connection with other tools and systems
- Latest technology — Platform growing fast with most current event tech features



How Eventify Helped

Real Mobile App Replaced Web Shortcut Moving from a web shortcut to a downloadable mobile app made everything easier for attendees. Delegates could message each other directly, organizers could send push notifications, and the connection between people improved dramatically. The downloadable app removed friction entirely.

Flexible Agenda Views Served Different Audiences The agenda had multiple views with powerful search and filter functionality. Different people could find what they needed in different ways — critical when serving government officials, exhibitors, and international organizations with varied priorities. Sessions could be tagged for specific attendee groups.

Badge Printing Workflow Just Worked From generating QR codes to checking attendees in to analyzing data from the back end, the badge printing workflow was smooth and integrated. No manual bottlenecks, no confusion — just a seamless process.

Timely Support Made Specific Needs Possible Julia flagged customer support as the key differentiator. When ID4Africa AGM had specific needs, Eventify's team responded quickly and found solutions. Support was always available, in any way needed, at any hour.

Platform Improved Without Asking Eventify's system upgraded seamlessly and frequently — Julia could see the latest technology features appearing in the platform without submitting requests. The platform was growing fast, and ID4Africa AGM benefited from every improvement.

90% Attendee Satisfaction Across All Audiences Attendees were happy — especially exhibitors who found the system useful and user-friendly. When you're serving government officials and technology providers, satisfaction across both groups signals real platform strength.



KEY FEATURES USED

- Flexible Agenda Views — Multiple views with powerful search and filter functionality**
- Badge Printing Workflow — QR code generation, check-in scanning, back-end analysis**
- Push Notifications — Direct communication to all attendees**
- Delegate Messaging — In-app attendee-to-attendee communication**
- Floor Plan Integration — Venue navigation support**
- App Integrations — Seamless connections with other tools and systems**
- Session Tagging — Custom categorization for different attendee groups**

RESULTS

- 1,500-2,000 attendees served — Government officials, exhibitors, and international organizations**
- 90% attendee satisfaction — Particularly high among exhibitors who found system useful and user-friendly**
- Real mobile app adoption — Downloadable app replaced web shortcut, made connection easier**
- Flexible agenda navigation — Multiple views served different audience types seamlessly**
- Smooth badge printing — Workflow from QR generation to analysis worked without issues**
- Timely support delivery — Customer support always available, responsive to specific needs**
- Continuous platform improvement — System upgraded frequently without requests**
- Successful government-supplier matching — Networking goals achieved for both sides**
- Knowledge transfer enabled — Government officials learned latest technology and lessons from other countries**



Eventify's customer support is very timely and always supports us in any way, at any hour. Without any request, we can see the system improving and upgrading seamlessly and frequently. It's growing very fast.

About the Company

ID4Africa is a non-governmental, pan-African organization (often described as a “movement”) focused on promoting and supporting digital identity systems across Africa.

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 hello@eventify.io

 www.eventify.io