

Case Study On

**ITEC  
2025**

## **How a Communications Electrification Conference Cut Setup Time from Weeks to One Week with Eventify Case Study**

RNA Associates is a professional services firm known for offering specialized solutions in areas such as event management, marketing, and financial consulting, depending on the region and specific organization.

# Problem Statement

ITEC+2025 needed a platform that respected an event planner's time. Allison Castaneda had used multiple event platforms over the years — Hubb, Feiloop, C Event Attendee Hub — and each one consumed weeks of setup time. For a 125-130 attendee conference focused on high-level electrical engineering research, that timeline was unsustainable. She needed efficiency without sacrificing quality.

Attendees needed to connect with research authors and presenters. ITEC+2025 wasn't just about sessions — it was about discussion, networking, and reaching the people behind the research papers. With multi-day events and parallel breakout sessions, attendees needed personal schedule building and easy ways to reach each other. Generic networking wouldn't cut it.

After researching platforms and comparing finances, Allison chose Eventify. The spreadsheet upload capability was a gamechanger — she could copy, paste, and format data simply. What normally took weeks in other systems took one week with just two hours per day. The platform was user-friendly on both back end and front end, beautifully designed whether white-labeled or Eventify-branded, and delivered instant notifications when event-day issues popped up.

## CHALLENGES BEFORE USING EVENTIFY

- Time-consuming setup — Previous platforms required weeks to configure and launch
- No spreadsheet upload — Manual data entry consumed hours that could have been spent on strategy
- Multiple platforms tested — Hubb, Feiloop, C Event Attendee Hub all had limitations
- Complex multi-day schedules — Parallel breakout sessions required personal schedule building
- Networking limitations — Attendees needed to reach research authors and presenters directly
- Less tech-savvy attendees — Well-aged engineers needed intuitive interface
- Event-day changes — AV issues and room changes required instant communication capability
- Economy and funding challenges — External factors affecting attendance meant technology had to work perfectly

## WHY EVENTIFY

- Spreadsheet upload capability — Could copy, paste, and format data simply
- Dramatic time savings — Setup that took weeks in other platforms took one week with 2 hours/day
- User-friendly back end — Easy for organizer to manage and configure
- User-friendly front end — Intuitive for attendees including less tech-savvy engineers
- Beautiful design — Whether white-labeled or Eventify-branded, looked professional
- Networking features — Attendees could reach research authors and presenters through app
- Personal schedule building — Critical for multi-day events with parallel sessions
- Instant notifications — Could send quick updates when AV issues or room changes happened
- Strong reviews and finances — Research and comparison showed Eventify as best value



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## How Eventify Helped

**Spreadsheet Upload Cut Setup Time Dramatically** Allison lives in spreadsheets — and Eventify let her upload data directly instead of manual entry. What normally took weeks in other systems took one week with just two hours per day. Copy, paste, format — simple enough that efficiency became the norm.

**Networking Features Connected Attendees with Authors** As attendees continued using Eventify across events, the networking features became their favorite. Being able to reach out to research paper authors and presenters directly through the app transformed how discussions happened. Great feedback confirmed attendees valued this capability.

**Personal Schedule Building Worked for All Ages** With multi-day events and parallel breakout sessions, attendees needed to build personal schedules. The interface was intuitive enough that even well-aged, less tech-savvy engineers used it efficiently and effectively. No confusion, no support needed — just worked.

**Instant Notifications Saved Event Day** When AV issues popped up or rooms needed to change, Allison could "just boop — send out a notification" to those who required it. Quick, targeted communication meant attendees stayed informed without chaos or confusion.

**User-Friendly on Both Ends Kept Them Coming Back** The platform was efficient and effective from both organizer and attendee perspectives. Beautifully done whether white-labeled or Eventify-branded. That combination — simplicity, efficiency, and quality — is what kept ITEC+2025 returning to Eventify.

**Attendees Stayed Unaware of Background Issues** Success meant attendees were less aware (or completely unaware) of background logistics. When attendees came to Allison saying "this was the best event," she knew technology had delivered what it promised — seamless experience with zero friction.



## **KEY FEATURES USED**

- Spreadsheet Upload** — Direct data import cutting setup time from weeks to one week
- Networking Features** — Direct connection between attendees and research authors/presenters
- Personal Schedule Building** — Custom agendas for multi-day events with parallel sessions
- Instant Notifications** — Quick updates for AV issues, room changes, event-day adjustments
- User-Friendly Back End** — Simple organizer interface for efficient management
- Intuitive Front End** — Easy attendee navigation working for all ages and tech comfort levels
- White-Label Capability** — Professional branding whether Eventify-branded or custom
- Multi-Platform** — Worked seamlessly across web and mobile

## **RESULTS**

- **125-130 attendees served** — High-level electrical engineers focused on data center power efficiency
- **One-week setup** — What took weeks in other platforms took one week with 2 hours/day
- **Networking adoption** — Attendees made reaching authors/presenters their favorite feature
- **All-ages accessibility** — Even well-aged, less tech-savvy engineers used app efficiently
- **Zero friction on event day** — Instant notifications handled AV issues and room changes seamlessly
- **Attendee satisfaction** — Attendees said "this was the best event" unprompted
- **Background issues invisible** — Attendees unaware of logistics challenges
- **Long-term loyalty** — Simplicity, efficiency, and beauty kept organization returning to Eventify



**It is the simplicity of setting it up that it is efficient and effective. It is user-friendly from the back end, user-friendly from the front end. Beautifully done whether it's white-labeled or we use the Eventify side. That's what keeps us coming back to Eventify.**

## About the Company

RNA Associates is a professional services firm known for offering specialized solutions in areas such as event management, marketing, and financial consulting, depending on the region and specific organization. In the United States, RNA Associates, Inc. primarily focuses on organizing and managing conferences, trade shows, and corporate events, providing end-to-end services from planning to execution. Meanwhile, in India, RNA & Associates is recognized as a chartered accounting firm delivering services like auditing, taxation, company registration, and financial advisory. Overall, organizations operating under the name RNA Associates are committed to delivering reliable, client-focused services that help businesses operate efficiently and achieve their goals.

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