

Case Study On



How Nicole Colby Moved a 450-Person Clinical Lab Conference to Eventify — and Found a Platform That Delivered on Every Front **Case Study**

The Northeast Laboratory Conference is a professional, nonprofit organization that focuses on organizing educational events and conferences for laboratory and healthcare professionals.

Problem Statement

Nicole Colby had run Northeast Laboratory Conference on the same event platform for years — and the cracks were starting to show. As the sole organizer managing a two-day clinical laboratory conference for nearly 300 registered attendees and close to 450 total participants including vendors, Nicole needed a platform that could keep pace with her workload without adding to it. What she had instead was a system that regularly made her wait two to three days for support responses — at exactly the moments when she could least afford to wait.

The testing workflow added another layer of friction. On her previous platform, Nicole had developed a process of building and testing her event setup before going live, which would reset everything cleanly to zero. When she moved to Eventify, she discovered that testing required using real attendee credits — a meaningful difference in how she had to approach setup, and one that required a mental shift in her planning process.

Despite the learning curve of transitioning to any new platform, Nicole found Eventify to be straightforward and approachable. What made the difference wasn't just the platform's ease of use — it was the speed at which Eventify's support team responded when she had questions. Coming from years of multi-day wait times, the contrast was immediate and significant. By the time the conference wrapped, Nicole wasn't just satisfied — she was already looking forward to doing it again next year.

CHALLENGES BEFORE USING EVENTIFY

- Waited two to three days for support responses on the previous platform, creating frustration during critical planning periods
- Testing the event build required using actual attendee credits, unlike the previous platform's clean sandbox-to-live workflow
- Had to rethink established processes and workflows when transitioning to a new platform after several years on a single system
- Limited instructional resources made it harder to independently figure out how to configure certain features
- Name badge printing was handled in a way Nicole found unsatisfactory, limiting the professional appearance of day-of registrations
- Managing a large, multi-audience event (vendors + registered attendees) across a two-day format required a reliable, easy-to-navigate system
- Needed an app that attendees could find and use easily without a steep learning curve

WHY EVENTIFY

- Offered a more cost-effective solution compared to the previous platform, freeing up budget for other event needs
- The platform's ease of use made it approachable despite being a new system
- Support team responsiveness stood out immediately — help tickets received fast, actionable responses
- The booth map feature aligned well with the conference's vendor exhibition component
- The attendee-facing app was intuitive and well-received by participants
- On-site badge printing capability fit the conference's day-of registration needs
- The overall platform delivered on core conference requirements: registration, app experience, and exhibitor management



How Eventify Helped

A Support Experience That Actually Supported HerAfter years of waiting days for answers, Nicole found Eventify's responsiveness to be the single most impactful difference in her day-to-day experience as an organizer. When she hit a wall or had a question while building out the conference, help arrived quickly. That reliability changed not just how she solved problems — it changed how confidently she could work.

An App Attendees Actually Wanted to UseThe Eventify app became a genuine asset at Northeast Laboratory Conference. Attendees responded positively to both the registration process and the app itself, finding it easy to navigate once they located it. The overall reception gave Nicole confidence that the technology was enhancing the attendee experience rather than complicating it.

A Booth Map That Brought the Exhibition Floor to LifeFor a conference where vendor relationships are central to the attendee experience, the booth map feature gave participants a clear, visual way to navigate the exhibition floor. While Nicole noted she needed to create a second version of the map for attendee use, the feature itself was a highlight — adding a layer of professionalism and usability to the vendor experience.

Cost Savings That Translated Into Real UpgradesThe financial difference between Eventify and Nicole's previous platform wasn't abstract — it became a printer. The savings from switching allowed Northeast Laboratory Conference to purchase on-site badge printing equipment, enabling the team to print professional-looking name badges for day-of registrants. It was a tangible, visible upgrade that improved the experience for both staff and attendees.

A Registration Flow That Worked for AttendeesParticipants responded well to the registration process, finding it clear and functional. The positive feedback on registration — a common friction point for event attendees — reflected well on how Eventify handled the front-end experience for a mixed audience of clinical laboratory professionals and vendors.

Platform Usability That Made a Complex Event ManageableManaging a two-day conference for 450 people across multiple audience types is operationally demanding. Nicole found Eventify to be a straightforward platform to work within — one that, despite the transition from a long-used system, didn't add unnecessary complexity to an already demanding workload.



KEY FEATURES USED

Attendee Registration — Managed registration for approximately 300 attendees plus vendor participants across a two-day event

Eventify App — Deployed as the primary attendee-facing tool for conference navigation, content, and engagement

Booth Map — Used to display and navigate the vendor exhibition floor for attendees

On-Site Badge Printing — Enabled day-of name badge printing for walk-in and late registrants

Support & Help Ticket System — Used throughout the build and execution phases to resolve questions quickly

Vendor/Exhibitor Management — Supported the exhibition component of the conference alongside the attendee program

Continuing Education Tracking — Supported the conference's CE requirements for clinical laboratory professionals

RESULTS

- **Approximately 450 total participants attended, including vendors and close to 300 registered attendees**
- **Attendees responded positively to both the registration experience and the Eventify app**
- **On-site badge printing was successfully implemented for the first time, improving the day-of registration experience**
- **Cost savings from switching to Eventify directly funded the purchase of a badge printer — a tangible operational upgrade**
- **Support response times dropped from two to three days to near-immediate, removing a persistent source of frustration**
- **Nicole completed a successful two-day conference and is already confirmed to use Eventify again the following year**
- **The booth map added a professional, navigable layer to the vendor exhibition experience**



Hands down, I was really impressed with how responsive Eventify is when I have questions and need help. I'm really thrilled I found the product. It worked fantastic. I'm looking forward to doing it again next year.

About the Company

The Northeast Laboratory Conference (NELC) is primarily known for hosting conferences and events aimed at professionals in the clinical laboratory and diagnostic testing industry. Its main goal is to provide continuing education and professional development opportunities for laboratory scientists and medical professionals.

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