

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

Closers.io is a U.S.-based sales training and recruitment company founded in 2019 and headquartered in Scottsdale, Arizona. It specializes in helping online businesses—such as coaches, consultants, and agencies—build and scale high-performing in-house sales teams.

Problem Statement

As a third-party event design group serving clients across medical, nonprofit, and business sectors, Kristin Bolden's team needed more than an event platform — they needed a complete, end-to-end solution that could flex across wildly different clients, audiences, and event types. Most platforms they had used previously offered either a landing page or an on-site app — rarely both, and rarely well. Managing multiple clients on fragmented tools meant inconsistent experiences, operational blind spots, and a ceiling on how professionally the team could present itself to new and existing clients alike.

On-site, the gaps were even more apparent. Pre-printed badge errors, manual registration headaches, and schedule changes that couldn't be communicated in real time were persistent pressure points at every event. When a venue change or session update happened — as they inevitably do — the team had no fast, reliable way to reach all attendees simultaneously. The dependence on printed agendas made last-minute changes not just inconvenient, but potentially damaging to the client's event reputation.

After a trial period of two weeks building out their first event on Eventify, Kristin's team had seen enough. The platform covered everything they needed — from pre-event build to on-site execution — and it did it in a way that was scalable across every client they served. They haven't looked back since.

CHALLENGES BEFORE USING EVENTIFY

- Previous platforms offered landing pages or on-site apps — rarely a seamless combination of both
- Managing multiple clients across multiple platforms created inconsistency and operational complexity
- Pre-printed badges created registration headaches when attendees made errors during sign-up
- On-site schedule changes had no fast, reliable communication channel to reach all attendees simultaneously
- Printed agendas made real-time updates impossible, leaving attendees out of the loop when plans changed
- Sponsors and exhibitors had no self-service tools — all profile and lead management required team intervention
- Survey collection was inconsistent and low-volume without a structured engagement mechanism
- There was no end-to-end platform that could grow with the business and serve clients across diverse industries

WHY EVENTIFY

- Eventify offered a true beginning-to-end solution — covering pre-event build, on-site management, and post-event engagement in one platform
- The platform was flexible enough to serve clients across medical, nonprofit, business, and other sectors
- A two-week trial period gave Kristin's team enough hands-on experience to commit with confidence
- On-site badge reprinting eliminated the pre-printed badge problem entirely — attendees could correct errors themselves in the moment
- Push notifications gave the team an instant, one-to-all communication channel for real-time changes on event day
- Lead scanning gave sponsors and exhibitors measurable, immediate value on the floor
- Speaker and exhibitor self-service profile management reduced the operational load on the organizing team
- Eventify's team demonstrated responsiveness to input and feedback — making the platform feel like a genuine business partnership
- The experience consistently impressed attendees and clients alike — reinforcing the team's professional reputation across every engagement



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How Eventify Helped

A Single Platform for Every Client

As a third-party event group, Kristin's team serves clients across industries that look nothing alike. Eventify gave them one platform to manage all of it — from the initial build to the on-site experience — without having to stitch together different tools for different clients. What used to be a fragmented, platform-by-platform approach became a single, scalable system that the team could build expertise in and deliver consistently, regardless of the client or the event type.

On-Site Badge Reprinting That Solved a Persistent Problem

Badge errors at registration are one of the most common and frustrating on-site friction points at any event. With Eventify, they became a non-issue. Attendees could update their own name or title in the app at any point and reprint their badge on-site immediately — no staff involvement, no awkward corrections, no delays at the registration desk. For a team managing events across multiple clients, removing this operational headache was immediately impactful.

Real-Time Push Notifications for the Unexpected

At a June event in Florida, heavy rains caused the basement venue space to flood mid-event. There was no time for manual communication, printed notices, or word-of-mouth. With Eventify, Kristin's team sent a single push notification — and every attendee received the updated information instantly. What could have been a chaotic, confidence-damaging situation was handled in seconds. The ability to reach everyone simultaneously, in real time, is now something the team considers essential to every event they run.

Lead Scanning That Gave Sponsors Real Value

Sponsors at Kristin's events now have a tangible reason to engage beyond brand visibility. Eventify's lead scanning feature gave exhibitors and sponsors the ability to capture real, actionable attendee data directly from the event floor — no business card bowl, no manual follow-up list. The tool has become a meaningful part of the value Kristin's team offers clients when pitching sponsor packages.

Speaker and Exhibitor Self-Service Profile Management

Managing profile updates for speakers and exhibitors used to mean fielding requests and making changes manually. With Eventify, speakers and exhibitors manage their own profiles inside the app — updating bios, photos, and details on their own timeline. For a team running multiple events simultaneously, this self-service capability freed up meaningful time and reduced back-and-forth significantly.



KEY FEATURES USED

1. **Full Event App (On-Site)** — End-to-end platform managing the complete event experience from pre-event build to on-site execution
2. **On-Site Badge Reprinting** — Attendees updated their own name and title and reprinted badges instantly on-site without staff intervention
3. **Push Notifications** — Real-time one-to-all messaging used to communicate venue changes instantly during a flooded-venue emergency
4. **Lead Scanning** — Gave sponsors and exhibitors digital, real-time lead capture directly from the event floor
5. **Speaker & Exhibitor Profile Management** — Self-service profile editing for speakers and exhibitors inside the app
6. **Gamification** — Incorporated with sponsor-backed prizes, directly contributing to a doubling of survey responses
7. **Real-Time Schedule Updates** — Instant on-site schedule changes communicated without dependence on printed agendas
8. **Attendee Check-In** — Seamless check-in experience that consistently earned positive attendee reactions across every event

RESULTS

- Eventify now serves as the single, end-to-end event platform across all of Kristin's third-party client engagements
- On-site badge errors eliminated — attendees self-correct and reprint in the moment with no staff involvement
- A flooded venue in Florida was communicated to all attendees instantly via a single push notification — no disruption to the overall event experience
- Lead scanning delivered real, actionable sponsor value across multiple events, strengthening sponsor retention
- Speaker and exhibitor self-service profiles reduced back-and-forth communication and freed up organizer time
- Gamification with sponsor-backed prizes directly doubled survey response rates at the most recent gamified event
- Nearly every event hosted with Eventify has produced the same consistent attendee reaction: this is just really organized
- Clients continue to re-engage — the clearest indicator that the event experience is delivering on its promise



Nearly every event that we have hosted where we've used Eventify — everyone just says wow, this is just really organized.

About the Company

Closers.io is a U.S.-based sales training and recruitment company founded in 2019 and headquartered in Scottsdale, Arizona. It specializes in helping online businesses—such as coaches, consultants, and agencies—build and scale high-performing in-house sales teams. The company provides services including recruiting remote sales professionals, training them in structured sales frameworks, and implementing systems for onboarding and performance management. Closers.io focuses on equipping businesses with the talent and processes needed to increase conversions and drive revenue growth.

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