

Case Study On



How a 19-Year-Old National Case Competition Switched to Eventify — and Found the Most Feature-Rich, Best-Value App on the Market After Testing the Field **Case Study**

The Department of Health Services Administration at the University of Alabama at Birmingham (UAB) focuses on preparing students for leadership roles in healthcare management.

Problem Statement

After nearly two decades running one of the country's premier graduate health administration case competitions, Jana Green knew what she needed from an event app — and she knew when a platform wasn't delivering it. UAB Health Administration Case Competition brings together graduate students from CAHME-accredited programmes, faculty members, and industry leaders from across the country for a multi-round competitive event in Birmingham, Alabama. With close to 300 participants, a complex logistics structure involving preliminary, semifinal, and final rounds, and a strict requirement to keep judge identities hidden from students until competition began, the platform running the event needed to do a lot — reliably, cleanly, and at a price that made sense.

The previous platform fell short. After years of using Cvent for registration and trialling its companion app, Jana's team found themselves looking for something better. The event's complexity demanded more: the ability to segment judges from students within the app, push real-time room change notifications as rounds progressed, and deliver a polished, visually strong attendee experience that reflected the calibre of the competition itself.

Jana demoed a lot of options before choosing Eventify. The decision wasn't close. After evaluating competing platforms on features, usability, visual quality, and price, Eventify came out ahead on every measure. The team used almost every feature the platform offered — and students noticed. Social interaction tools drove genuine networking, the app sailed through Apple approval, and by the time the competition wrapped, Jana was already discussing whether to submit through Apple again the following year. The answer was yes.

CHALLENGES BEFORE USING EVENTIFY

- Judge identities needed to remain hidden from student competitors until the competition officially began — requiring strict in-app segmentation between attendee groups
- Multi-round competition logistics (preliminary, semifinal, final) created constant scheduling complexity, with room changes needing to be communicated to participants in real time
- Previous app platform did not meet the event's functional requirements, prompting a full platform evaluation
- Apple App Store approval added a deadline-sensitive step to the pre-event process, creating uncertainty around timing
- With approximately 10 years of app experience, Jana's team had high standards for both back-end usability and front-end visual quality
- Needed a platform capable of handling agendas, panel schedules, sponsor listings, push notifications, and social features — all within a single app
- Adoption risk: an app that is difficult for participants to use undermines the entire investment

WHY EVENTIFY

- Segmentation functionality allowed judges and students to be separated within the app — with the ability to remove that barrier by the final day of competition
- Feature set was broader than any competing platform evaluated, covering agenda, panel schedules, notifications, sponsor listings, and social interaction tools
- Price-to-feature ratio was the strongest of all platforms demoed — Jana described it as hands down the winner after direct comparison
- Back-end ease of use made adoption straightforward for the organising team
- Visual design was polished and professional — a meaningful factor for a national-level academic competition
- Social interaction features aligned with the competition's existing networking prize, driving genuine student engagement
- Apple App Store approval was achieved within the required timeline



How Eventify Helped

Keeping Judge Identities Hidden — Until the Right Moment One of UAB's most important logistical requirements is protecting the integrity of the competition by keeping judge identities concealed from student teams until it begins. Eventify's segmentation capability made this possible within the app itself — separating the judge and student experiences entirely during the competition, then removing that barrier on the final day so participants could connect freely. It was a precise, controllable solution to a requirement that had no easy workaround on previous platforms.

Real-Time Room Change Notifications Across Multiple Rounds UAB's competition structure — preliminary rounds with all teams competing simultaneously, followed by semifinal and final rounds — generates constant logistical movement. Room assignments change. Panels shift. With close to 300 participants spread across a multi-round format, getting accurate information to the right people quickly is critical. Eventify's push notification capability gave Jana's team a direct line to every participant's phone, the moment a change needed to be communicated.

A Full Feature Set, Used End to End Jana's team didn't pick one or two Eventify features and work around the rest — they used almost everything the platform offered. Agenda, panel schedules, notifications, sponsor listings, and social tools all played a role in how the competition was run and experienced. For an event with 19 years of history and a decade of app experience, finding a platform capable of meeting that breadth of need in one place was significant.

Social Features That Drove Real Student Networking The competition has always included a networking prize — awarded to the student who connects most actively with peers and industry leaders. Eventify's social interaction tools gave that prize real traction. Students found the features easy to use, posting and engaging throughout the event in a way that made the networking element feel natural rather than forced. It was one of the standout elements of the attendee experience.

Visual Quality That Matched the Event's Standard For a national academic competition attracting graduate students, faculty, and industry leaders from across the country, the app needs to look the part. Jana cited Eventify's visual design as one of the key factors in her decision — and in how the event was received. The graphics looked professional, the interface felt polished, and the overall experience reflected the calibre of the competition it was supporting.



KEY FEATURES USED

- **Attendee Segmentation** — Used to separate judge and student experiences within the app during competition rounds, with the barrier removed on the final day
- **Push Notifications** — Delivered real-time room change updates and competition logistics to ~300 participants across multiple rounds
- **Agenda & Panel Schedule Management** — Full competition schedule managed and displayed within the app across preliminary, semifinal, and final rounds
- **Sponsor Listings** — Showcased competition sponsors with a visually strong in-app presence
- **Social Interaction Tools** — Enabled student networking throughout the event, tied to an existing competition networking prize
- **Apple App Store Publishing** — App submitted and approved through Apple within the required timeline
- **Notifications & Communications** — Used throughout the event to keep participants informed across a complex, multi-round format

RESULTS

- **Successfully segmented judge and student attendee groups within the app for the duration of the competition, protecting judge anonymity until the designated moment**
- **Real-time room change notifications communicated instantly to close to 300 participants across multiple competition rounds**
- **Social interaction features drove active student networking, directly supporting the competition's existing networking prize**
- **App received very positive feedback from participants — described by Jana as well-received across the board**
- **Apple App Store approval secured within the required deadline**
- **Eventify outperformed all competing platforms evaluated on features per dollar — Jana described it as hands down the winner after direct comparison**
- **Jana's team is confirmed to submit through Apple again for the following year's competition, the 20th annual event**



Your features for the price were just hands down a winner compared to the competition." "The social interaction stuff — the students really liked that a lot.

About the Company

The Department of Health Services Administration at the University of Alabama at Birmingham (UAB) focuses on preparing students for leadership roles in healthcare management. It offers programs that combine business, policy, and healthcare knowledge to equip graduates with the skills needed to improve healthcare systems, manage organizations, and enhance patient care outcomes.

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