

Case Study On



TESOL-SPAIN: 500 Teachers, One App, Three Years Running Case Study

TESOL-SPAIN is a professional, non-profit organization dedicated to supporting teachers of English as a second or foreign language in Spain. Founded in 1977, it aims to promote excellence in English language teaching and provide a platform for educators to connect, learn, and grow professionally.

Problem Statement

TESOL-SPAIN is one of Spain's longest-running teaching associations — and its annual national convention, now in its 48th year, is a deeply embedded tradition among English teachers across the country. Organized entirely by volunteers, the event brings together 400–500 attendees across three days, with around 90 speakers, multiple breakout rooms, and off-site social events that move the crowd to different locations across the host city. For a volunteer team with no professional event infrastructure, the logistical complexity of keeping that many people informed — in real time, across a shifting programme — was the defining challenge of every edition.

Changes were constant and unavoidable. With 90 speakers across three days, room changes, schedule adjustments, and last-minute updates were a regular feature of the convention. Without a fast, reliable way to communicate those changes to hundreds of attendees simultaneously, the team was always operating behind the information curve. And beyond logistics, the event faced a structural connection problem: every year brought a mix of returning members who knew each other well and local first-timers who arrived knowing nobody. Getting those two groups talking before the first cocktail was over relied entirely on chance.

During COVID, TESOL-SPAIN had run its conventions online using a separate platform. When face-to-face events returned, Ryan Gornall made the switch to Eventify — a platform he felt was built specifically for in-person events. Three conventions later, he manages most of the app himself, has helped other international teaching associations adopt it, and has no plans to look elsewhere.

CHALLENGES BEFORE USING EVENTIFY

- With ~90 speakers across three days, room changes and schedule updates were frequent and difficult to communicate quickly
- No fast, reliable channel existed to reach all attendees simultaneously when plans changed
- First-time attendees arrived knowing no one — with no structured way to connect with the wider community before the event began
- Off-site social events required location sharing across hundreds of attendees with no centralised tool
- The volunteer-run team had limited capacity — any solution needed to be manageable without professional event staff
- A mixed-age attendee base required a platform accessible enough for less tech-confident members while engaging enough to attract younger audiences
- The previous online-event platform used during COVID was not suited to in-person delivery
- Word-of-mouth praise for the app had begun attracting younger attendees — but only if the platform continued to deliver a strong experience

WHY EVENTIFY

- Eventify was purpose-built for face-to-face events — a direct improvement on the online-event platform used during COVID
- The community feature gave the team a structured way to warm up attendee connections two weeks before the convention began
- Push notifications with embedded Google Maps links solved the off-site venue navigation problem entirely
- Real-time agenda updates allowed the team to communicate room and schedule changes to all attendees simultaneously
- The platform was manageable for a small volunteer team — Ryan handles most of the app work himself
- Eventify's adoption among younger attendees created word-of-mouth momentum that began attracting new members to the convention
- The platform proved consistent enough across three consecutive conventions to become the team's default — with no reason to evaluate alternatives
- Other international teaching associations, including Portugal's equivalent, reached out to Ryan directly for guidance on adopting Eventify — validating the platform's reputation within the wider teaching community



How Eventify Helped

Community That Starts Two Weeks Before the ConventionThe TESOL-SPAIN convention has always been as much about the connections made as the sessions attended. But for first-time attendees — especially those coming from outside Madrid to a city where they know few people — walking into a room of 400 strangers can be daunting. Eventify's community feature changed that dynamic entirely. Two weeks before the convention begins, Ryan's team opens the app and the community starts. Attendees complete ice breakers, open topics of interest, and begin conversations around shared areas of focus. By the time the opening cocktail begins on the Friday evening, many attendees already recognise faces and names from the app — people they have never met in person. The transition from stranger to familiar face happens before the event floor even opens.

Real-Time Communication for a 90-Speaker ProgrammeRunning a three-day convention with 90 speakers across multiple rooms means changes are inevitable. Room swaps, timing adjustments, last-minute speaker updates — all of these need to reach hundreds of attendees instantly, not through a notice board or a volunteer with a megaphone. Eventify's push notification and agenda management tools gave Ryan's team the ability to push changes to every attendee simultaneously — as both a push alert and an email — ensuring nobody was operating on outdated information. For a volunteer team that can't afford operational gaps, this capability is essential.

Push Notifications That Moved 500 People to the Right PlaceSome of TESOL-SPAIN's most memorable moments happen off-campus — at the Friday cocktail, the Saturday dinner, and the social events that give the convention its character. Getting 500 people to an off-site venue they've never been to, in an unfamiliar city, is a logistical challenge that used to rely on printed directions and word of mouth. With Eventify, Ryan sends a single push notification — embedded with a Google Maps link — and the entire attendee base receives it simultaneously as both an alert and an email. At the Madrid edition, Ryan sent the notification 15 minutes before the cocktail began and watched attendees navigate to the venue through the app in real time. A process that used to cause confusion resolved itself in seconds.

A Platform That Attracts Younger AttendeesTESOL-SPAIN's membership spans generations, and Ryan is deliberate about not moving at a pace that isolates older members. But the app's popularity among younger attendees has created something unexpected: word-of-mouth growth. Teachers under 50 have embraced the community feature and the app experience enthusiastically, and that enthusiasm has started bringing new, younger faces to the convention. For a 48-year-old nonprofit association, the ability to use technology as a genuine membership recruitment tool — without alienating existing members — is a meaningful long-term benefit.



KEY FEATURES USED

- **Community Feature** — Activated two weeks pre-event, enabling ice breakers, topic threads, and attendee connections before the convention begins
- **Push Notifications** — Real-time one-to-all alerts used for schedule changes and off-site venue directions, delivered simultaneously as push alerts and emails
- **Google Maps Integration** — Location links embedded in push notifications to direct 400–500 attendees to off-site social venues in real time
- **Real-Time Agenda Management** — Instant schedule and room change updates pushed to all attendees across a 90-speaker, three-day programme
- **Session Surveys** — Post-session feedback tools used to gather attendee input on individual speakers and sessions
- **Attendee Check-In** — QR code-based check-in adopted widely among younger attendees, with continued mixed adoption across the broader membership

RESULTS

- Attendees regularly arrive at the opening cocktail already recognising faces and names from the app — having never met in person
- Community engagement begins two weeks before the event, giving first-time attendees a head start on connection with returning members
- 400–500 attendees directed to off-site venues in real time via push notifications embedded with Google Maps links
- Real-time schedule and room change communication eliminated the information lag that previously affected a 90-speaker programme
- Younger attendee numbers have grown year over year, driven in part by word-of-mouth enthusiasm for the app experience
- Multiple international teaching associations — including Portugal — have contacted Ryan directly to adopt Eventify based on TESOL-SPAIN's experience
- Ryan has managed the app largely independently across three consecutive conventions — demonstrating the platform's accessibility for volunteer-run teams
- TESOL-SPAIN has already committed to using Eventify for the 49th annual convention in 2026 — with plans to continue for the foreseeable future



You arrive at the cocktail and you already know half the faces and their names — and you've never met them before.

About the Company

TESOL-SPAIN is a professional, non-profit organization dedicated to supporting teachers of English as a second or foreign language in Spain. Founded in 1977, it aims to promote excellence in English language teaching and provide a platform for educators to connect, learn, and grow professionally.

TESOL-SPAIN is well known for its annual national convention, which brings together teachers, researchers, and education professionals from across Spain and beyond. The event features workshops, presentations, and networking opportunities focused on the latest teaching methods, technologies, and trends in English language education.

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