

## Case Study On



### **How a Month-and-a-Half Setup Delivered Strategic Networking, Slick Design, and Real Partnerships with Eventify Case Study**

Women's Health Week is a dedicated initiative focused on promoting awareness of women's physical, mental, and emotional well-being. It encourages women to prioritize preventive healthcare, regular check-ups, and open conversations around health issues that are often overlooked.

# Problem Statement

Women's Health Week Europe needed to make partnerships happen — fast. Jade Monks joined the company just a month and a half before the event. The team wasn't even sure which event app they were using. With 500 registrations and 400 expected on-site — including startups, investors, multinationals, and B2B service providers — Jade needed a platform that could handle complex attendee matching and deliver it within one month.

Networking wasn't optional — it was the entire point. Success for Women's Health Week Europe is measured in partnerships and deals struck on-site. That meant attendees needed to meet the right people based on carefully compiled interest data. A generic networking experience wouldn't cut it. Strategic matching was mission-critical.

After evaluating options under extreme time pressure, Jade chose Eventify. The suggested networking feature showed attendees exactly who to meet without multiple button clicks. The app looked slick, worked smoothly, and could be set up in the time available. On event day, attendees complimented the design and ease of use — and partnerships happened.

## CHALLENGES BEFORE USING EVENTIFY

- Extreme time pressure — Jade joined one and a half months before event with no confirmed app provider
- Complex attendee matching — Had to connect startups, investors, multinationals, and B2B service providers strategically
- Data integration needs — Collected attendee interest data that needed to inform networking matches
- Partnership-focused success metric — Event measured by deals struck, not just attendance
- Design and function requirements — Needed app that looked good AND worked well, not one or the other
- No margin for error — Stressful lead-up meant technology had to work seamlessly on event day
- Previous system uncertainty — Team unsure what platform they were using before Jade arrived

## WHY EVENTIFY

- Suggested networking feature — Showed attendees who to meet based on pre-compiled interests
- Quick setup capability — Could be configured and launched within one month
- Design quality — App looked "really slick" compared to alternatives
- Ease of use — Attendees could navigate without friction or confusion
- Push notification capability — Could send updates exactly when needed
- Fewer restrictions — More flexibility than platforms Jade had used previously
- Mobile-first experience — Worked better on app than desktop for Jade's workflow
- Function and form together — Delivered both good looks and good functionality



## How Eventify Helped

**Suggested Networking Removed Friction** Instead of making attendees press multiple buttons to find connections, the suggested networking feature showed them exactly who to meet based on interests Jade had already compiled. Strategic matches happened without attendees having to search — the app did the work.

**Slick Design Got Complimented On-Site** Attendees repeatedly told Jade how nice the app looked. In a stressful event environment, getting positive feedback about technology means you made the right choice. The design wasn't just functional — it was professional and polished.

**Ease of Use Made Navigation Effortless** Despite only one minor typing bug, feedback across the board was that the app was really easy to use. When you're running a partnership event, the last thing you need is attendees struggling with technology instead of making connections.

**Setup Happened in One Month** Jade joined the company a month and a half before the event with no confirmed platform. Eventify was configured, tested, and launched within that window — no delays, no complications, just execution.

**Push Notifications Worked When Needed** Being able to send push notifications exactly when needed gave Jade control over attendee communication without relying on email or hoping people checked the app organically.

**Design and Function Came Together** Most apps make you choose between looking good and working well. Eventify delivered both — and that combination is rare enough that Jade flagged it as a key differentiator.



## **KEY FEATURES USED**

- **Suggested Networking** — Interest-based attendee matching showing who to meet without multiple clicks
- **Mobile Event App** — Primary interface used more than desktop by organizer and attendees
- **Push Notifications** — Direct communication to attendees when needed
- **Data Integration** — Attendee interest data compiled and used for strategic matching
- **Clean Design Interface** — Professional, slick appearance attendees complimented
- **Easy Navigation** — User-friendly experience requiring minimal instruction
- **Quick Deployment** — Platform set up and launched within one-month timeframe

## **RESULTS**

- **400 attendees on-site** — Startups, investors, multinationals, and service providers connected
- **Strategic networking delivered** — Suggested matches based on pre-compiled interests
- **Partnerships struck** — Success metric achieved through on-site deals and connections
- **Positive attendee feedback** — Attendees complimented app design calling it "really slick"
- **Ease of use confirmed** — Feedback that app was "really easy to use"
- **One-month setup executed** — Platform configured and launched under extreme time pressure
- **Only one minor bug** — Typing issue was the only technical problem reported
- **Design and function together** — Rare combination of looking good and working well



**Everyone who came on site said how nice the app looked. It just looked really slick. And the feedback we got was that it was really easy to use.**

## About the Company

Women's Health Week is a dedicated initiative focused on promoting awareness of women's physical, mental, and emotional well-being. It encourages women to prioritize preventive healthcare, regular check-ups, and open conversations around health issues that are often overlooked. The initiative highlights key areas such as reproductive health, mental wellness, nutrition, fitness, and early disease detection. Through education and community engagement, Women's Health Week aims to empower women to make informed health choices and support a healthier future for all.

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