

Case Study On



Spotlight on Fraud Conference: From Registration Errors to Seamless 350-Attendee Event Case Study

The International Association of Financial Crimes Investigators Connecticut Chapter (CT Chapter IAFCI) is a professional organization dedicated to combating financial crime through collaboration, education, and industry leadership. As part of the global IAFCI network, the Connecticut Chapter brings together professionals from law enforcement, banking, cybersecurity, compliance, fraud prevention, and the private sector to share intelligence, strengthen investigative practices, and address emerging fraud trends.

CHALLENGES BEFORE USING EVENTIFY

Persistent registration errors — Agencies registering multiple people, wrong attendees getting signed up

International office disconnect — Registration handlers didn't know the people they were signing up

All-volunteer team — Everyone working full-time jobs, organizing conference on volunteer time

Limited budget— Non-profit chapter needing to justify every cost investment

Communication gaps — Microphone announcements only reached 200 of 350 attendees

Paper schedule chaos — Attendees carrying schedules around, no live updates possible

Speaker cancellations — No way to notify everyone when last-minute changes happened

Limited engagement tools — Wanted to elevate event beyond basic logistics

Problem Statement

Spotlight on Fraud Conference was battling registration errors. Heather Bozentko and her volunteer team — all working full-time jobs — organized a 350-attendee conference for law enforcement, retailers, and financial institutions focused on crime prevention and fraud training. The registration process was broken: agencies would register multiple people, but the wrong attendees would end up signed up. The international office handling registration didn't know the people, creating constant errors.

Communication on event day only reached people in the room. With 350 attendees in a single cabaret theater, standing at the microphone might reach the 200 people sitting in chairs — but not the 150 who were networking, grabbing coffee, or taking calls. When speakers cancelled or sessions swapped, there was no way to notify everyone.

As a chapter of a larger organization with limited budget, every investment mattered. They needed to elevate the event, increase attendee engagement, and fix registration — all while justifying costs as a non-profit chapter. After searching for solutions, Heather chose Eventify for registration accuracy and attendee engagement capabilities. The result? Way less errors going in, and the ability to reach all 350 people instead of just the 200 in chairs.



WHY EVENTIFY

- Registration management — Fix errors that plagued previous events
- Mobile schedule access — Everything in one location on attendees' phones
- Attendee search — See who else was there, find colleagues and contacts
- Speaker bios — Instant access without digging through materials
- Live schedule changes — Update sessions in real-time when speakers cancelled
- Mass notifications — Reach all 350 attendees, not just 200 in chairs
- Sponsor engagement — Connect attendees with sponsors through app
- Professional elevation — Make event feel polished despite volunteer team and budget constraints

HOW EVENTIFY HELPED

Registration Errors Eliminated The registration setup fixed what had been a persistent problem. Instead of agencies causing errors and wrong people getting signed up, Eventify's system delivered accuracy. Way less errors going into the event meant smoother execution from day one.

Live Notifications Reached Everyone When speakers cancelled or sessions swapped, Heather could notify all 350 people instantly instead of just the 200 sitting in chairs. Standing at the microphone was great — but it only reached people in the room. Eventify reached everybody.

Everything in One Location on Phones Attendees could pull out their phones and see the schedule wherever they were: "Oh, that's what we have next." They could access speaker bios, search for attendees ("I wonder if Steve from Citizens Bank is here"), and engage with sponsors — all without carrying paper or switching apps.

Attendees Didn't See Background

Troubles Heather's definition of success: attendees not knowing the troubles happening in the background, only seeing the good stuff. Eventify helped deliver that. When changes happened, they were communicated seamlessly instead of creating visible chaos.

Professional Execution Despite Volunteer Team All volunteers with full-time jobs organizing 350 attendees sounds overwhelming — but Eventify gave them tools to execute professionally. The event felt elevated, engagement increased, and the technology was worth the cost investment.

Full Capacity Delivered The event consistently fills to 350 attendees (room capacity). With better registration accuracy, mobile access, and engagement tools, Spotlight on Fraud Conference maintained full attendance while improving experience quality.



KEY FEATURES USED

- 1. Registration Management — Eliminated errors from agencies registering multiple people**
- 2. Mobile Schedule Access — Attendees could check schedule on phones wherever they were**
- 3. Speaker Bios — Instant access to presenter information**
- 4. Attendee Search — Find colleagues, contacts, and networking opportunities**
- 5. Live Schedule Changes — Update sessions in real-time when speakers cancelled**
- 6. Mass Notifications — Notify all 350 attendees instead of just those in chairs**
- 7. Sponsor Engagement — Connect attendees with sponsors through app**
- 8. Single Location Access — Everything consolidated instead of scattered across materials**

RESULTS

- 350 attendees served — Full capacity consistently achieved**
- Registration errors eliminated — "Way less errors" going into event**
- All attendees reached — Notifications sent to 350 people, not just 200 in chairs**
- Live updates delivered — Speaker cancellations and session swaps communicated instantly**
- Mobile accessibility — Schedules, bios, attendee search all on phones**
- Professional execution — Volunteer team delivered polished event experience**
- Background troubles hidden — Attendees saw seamless event, not backstage chaos**
- Investment justified — Cost worth it for non-profit chapter seeking quality**
- Engagement increased — Attendees connected with each other and sponsors through app**



When we had changes — a speaker cancelled or sessions swapped — we could make those changes live and notify all 350 people. Instead of standing at the microphone reaching only the 200 in chairs, we got a hold of everybody.



About the Company

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 hello@eventify.io

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