

Case Study On



Oklahoma Mine Health & Safety: Record Attendance, Zero Paper Case Study

The Oklahoma Miner Training Institute (OMTI) is a state-supported mining safety and workforce training organization based at Eastern Oklahoma State College in Wilburton, Oklahoma.

Problem Statement

For years, Oklahoma Mine Health & Safety Conference relied on printed booklets to get attendees, vendors, and sponsors the information they needed — and it was costing time, money, and paper. As the conference grew to serve mine sites across Oklahoma, including rock quarries, sand, gravel, and gypsum operations, organizer Chassey Kirk knew there had to be a better way. The team needed a single platform where attendees could access the schedule, vendors could list their information, and sponsors could be properly showcased — without printing a single page.

Session check-in added another layer of complexity. With multiple sessions running across the conference and door prizes distributed at the end of each one, managing who was in the room had always been a manual headache. Tickets, coordination, and the guesswork involved put significant pressure on committee members who were already stretched thin on event day. There was no clean system — just improvised processes that created friction for the team and distracted from the experience for attendees

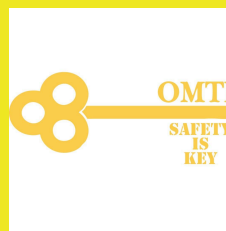
After researching multiple app platforms, Chassey chose Eventify — not just for its functionality, but because the price point was, in her words, at least half the cost of comparable options she had seen at other conferences. For a first-time app adoption with a lean team and a tight runway before conference day, Eventify's combination of affordability, responsive support, and usability made it the clear choice. The result was a record-high attendance year and a team that's already planning to do it better next time.

CHALLENGES BEFORE USING EVENTIFY

- Printed booklets were the primary way attendees, vendors, and sponsors received event information — adding cost and eliminating flexibility
- No digital session check-in system; managing door prizes required manual ticketing or improvised processes that created stress for committee members
- No in-app survey capability; post-event feedback was collected on paper and had to be manually compiled and shared with committee members
- The team had never used a conference app before, meaning there was a steep learning curve with limited runway — Chassey began learning the platform only about six weeks before the event
- Vendor and sponsor information had no centralised digital home for attendees to reference during the event
- Attendee demographics included older participants and those without smartphones, requiring additional onboarding support at the event
- No existing event tech beyond the organisation's website, which couldn't integrate with a new registration or payment system due to institutional constraints

WHY EVENTIFY

- Price point was significantly lower than comparable platforms — Chassey estimated at least half the cost of other apps she had encountered at conferences
- Functionality matched what the team needed: vendor listings, sponsor pages, agenda, and session management all in one place
- Support team responded to help tickets quickly — often within a few hours and usually within a day — which was critical for a first-time user learning on a tight timeline
- In-app tutorials and videos made self-guided learning accessible when the team needed to move fast
- QR code scanning capability opened up new possibilities for session management and attendee engagement
- The platform made it easy for vendors to input their own information, reducing the administrative burden on the organising team
- In-app survey tools replaced paper feedback forms, making post-event reporting cleaner and easier to share



How Eventify Helped

Replacing Printed Booklets With a Digital-First Experience For the first time, Oklahoma Mine Health & Safety Conference attendees arrived to find everything they needed on their phones. The full schedule, sponsor listings, and vendor information — previously printed in booklets at additional cost — lived in the Eventify app. The shift reduced printing costs and gave attendees a more dynamic, searchable way to navigate the event. For a conference focused on bringing Oklahoma's mining community together, it was a meaningful step forward.

Turning Session Check-In Into a Seamless Process QR code scanning was the feature Chassey's committee members noticed most. What had previously been a logistical headache — managing tickets, figuring out systems, coordinating who was in which session — became a straightforward scan-in process. Committee members on the ground said it was noticeably easier than anything they had done before, and the data captured through scanning unlocked a new possibility: pulling attendee lists directly from the app to power spin wheel door prize draws at the end of each session.

Giving Vendors a Digital Presence at the Event Rather than relying solely on printed listings, vendors at Oklahoma Mine Health & Safety Conference could manage and display their own information within the Eventify app. This gave exhibitors serving the mining community a direct channel to attendees throughout the event — and reduced the administrative load on Chassey's team. For a first-year app, the vendor feature landed well.

Digitalising Post-Event Feedback Post-event surveys moved from paper to the app — and the difference was immediate. Instead of manually compiling written responses, Chassey could access structured reports through Eventify and share the data directly with committee members. For an event where demonstrating outcomes to stakeholders matters, having clean, ready-to-share survey data was a genuine operational upgrade.

Responsive Support Through a First-Time Learning Curve Chassey was candid: she wished she had started exploring the platform earlier. But when questions came up, Eventify's support team came through. Help tickets were answered quickly — often within a couple of hours, rarely longer than a day. For a first-time app organiser working under time pressure, that responsiveness made the difference between problems stalling the process and problems getting solved.

Delivering a Record Attendance Year With 260 attendees — including vendors — Oklahoma Mine Health & Safety Conference hit a record high in the same year it launched its first-ever conference app. While multiple factors contribute to attendance growth, the team executed a smooth, professional event experience that left attendees with no idea of any behind-the-scenes learning curves. That, in itself, is a measure of success.



KEY FEATURES USED

- **Conference App (Eventify)** — Deployed as the primary attendee experience platform for the first time in the conference's history
- **QR Code Session Scanning** — Used to check attendees into individual sessions and capture attendance data for door prize draws
- **Agenda Management** — Full conference schedule made available to all attendees digitally, replacing printed programmes
- **Vendor & Sponsor Listings** — Vendors and sponsors listed in the app, with vendors able to manage their own information
- **In-App Survey Tool** — Post-event feedback collected digitally, replacing paper forms, with structured reports generated for committee review
- **Help Ticket / Support System** — Used throughout the planning and build process; responses typically received within hours
- **In-App Tutorials & Videos** — Used by Chassey's team to self-navigate the platform during the onboarding process

RESULTS

- **Record-high attendance of 260 participants** in the conference's first year using a conference app
- **Session check-in transformed** from a manual, stressful process to a smooth QR scan-in — committee members noted it as significantly easier than previous years
- **Printed booklets eliminated**, reducing cost and shifting all vendor, sponsor, and schedule information to the app
- **Door prize draws powered** by live session scan-in data pulled directly from the Eventify app
- **Post-event survey data** collected digitally and shared with committee members via structured reports — no manual compilation required
- **Vendor listings made self-manageable**, reducing administrative workload for the organising team
- **Support tickets answered** within hours throughout the planning process, keeping the first-time adoption on track
- **Chassey has since recommended Eventify** to other event managers, describing it as just as good if not better than platforms she has experienced at other conferences — at a fraction of the price
- **Only one minor bug** — Typing issue was the only technical problem reported
- **Design and function together** — Rare combination of looking good and working well



It is a great app. I've told others actually that I recommend it. I feel like it's at least half the price — it's something you should do for your event.

About the Company

The Oklahoma Miner Training Institute (OMTI) is a state-supported mining safety and workforce training organization based at Eastern Oklahoma State College in Wilburton, Oklahoma. It operates under the direction of the Oklahoma Mining Commission and focuses on improving mine safety, health, and regulatory compliance for miners and mining companies across Oklahoma.

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