

Case Study On



**Open Innovation Summit: Deals Made,
Ecosystem Built
Case Study**

EHL Innovation Hub is a startup accelerator and innovation platform created by EHL Group.

Problem Statement

The EHL Innovation Hub sits at the centre of one of the most diverse innovation ecosystems in hospitality education — bringing together startups, scaleups, investors, corporates, and students under the umbrella of the world's number one ranked hospitality university. When Lucine Flett set out to create the Open Innovation Summit, the goal was ambitious: gather this entire community in one space, give them a reason to connect, and create the conditions for real business outcomes. For a first-year event with a small team of two to three people, that required a platform that could punch above its weight.

Prior to Eventify, Lucine had used tools like Eventbrite for ticketing — but had never used an on-the-day event app before. The Summit's core purpose wasn't just to deliver content — it was to facilitate connection. Investors needed to find startups. Startups needed to find investors. Students needed to meet founders. And none of that happens reliably without a structured, accessible way for attendees to see who else is in the room and reach out directly. Without an on-site platform built around networking, the Summit's central mission was at risk of being left to chance. After adopting Eventify — navigating a learning curve she describes as manageable rather than complicated,

supported throughout by responsive customer service — Lucine's team launched the first Open Innovation Summit. They had targeted 200 attendees. Nearly 400 showed up. The team has since upgraded to a premium annual package, and the next edition is targeting 800.

CHALLENGES BEFORE USING EVENTIFY

- No on-the-day event app had ever been used for this event — the Summit launched without a digital attendee experience
- Previous tools like Eventbrite addressed ticketing only — with no networking, agenda, or attendee interaction capabilities
- Getting attendees to download and actively engage with a new app required deliberate strategy and incentive
- A small team of two to three people needed a platform that was manageable without significant technical expertise
- As a first-year pilot event, there was no established structure or precedent — both internally and in terms of platform configuration
- Attendee networking at innovation events typically relies on chance encounters — without a structured tool, the right people often don't find each other
- Real-time agenda updates during a live event were difficult to manage under time pressure, creating brief moments of attendee confusion when schedules shifted

WHY EVENTIFY

- Eventify offered a true on-the-day app experience — beyond ticketing, covering networking, agendas, speaker profiles, and real-time updates in one platform
- Participant visibility and direct in-app messaging gave attendees the tools to identify and connect with the right people independently
- The platform was user-friendly enough for a small team with no prior on-the-day app experience to adopt and manage
- Customer service was consistently responsive — Lucine's team could write in whenever stuck and get answers quickly
- Real-time agenda management gave the team the ability to push updates to all attendees instantly when schedules shifted
- The platform scaled with the event — from a 200-person target to nearly 400 actual attendees in year one, with 800 targeted for the next edition
- Eventify's value was clear enough for the team to upgrade to a premium annual package ahead of the next event



How Eventify Helped

Participant Visibility That Turned Networking Into Deal-MakingThe Open Innovation Summit exists to bring investors and startups together — and the most important thing Lucine needed from a platform was a way to make that happen in practice, not just in theory. Eventify's participant list gave every attendee full visibility of who else was at the event, with the ability to reach out and message directly from the app. The result was exactly what the Summit was designed to produce: investors and startups identifying each other, initiating conversations, and making live business deals on the event floor. For a small team running a first-year event, watching that happen in real time validated the entire investment in the platform.

A First-Ever On-The-Day App ExperienceBefore Eventify, the EHL Innovation Hub had never used an on-the-day event app. Introducing one for a first-year pilot event with nearly 400 attendees — across a diverse community of startups, investors, corporates, and students — required a platform that was accessible without extensive onboarding. Eventify delivered that. Adoption took time, but the platform's user-friendly design and responsive customer service made the learning curve manageable for both the organizing team and attendees. Once attendees were on the app, the features that mattered most — the participant list and the agenda — drove consistent engagement throughout the day.

Real-Time Agenda ManagementAt a fast-moving innovation event, schedules shift. When the Open Innovation Summit ran behind on its agenda, attendees who had been checking the app for timing updates needed the information to reflect reality as quickly as possible. Eventify gave Lucine's team the ability to push real-time updates directly to attendees — a capability that, while it required quick action under pressure, was significantly more effective than any manual alternative. The ability to communicate schedule changes instantly to the full attendee base is now something the team considers essential for every event they run.

A Platform That Grows With the EventThe Open Innovation Summit's first year exceeded every expectation — nearly doubling its target attendance. Rather than look for a new platform for the next edition, Lucine's team upgraded their Eventify package. The next event is targeting 800 attendees, and the team is already building on what they learned in year one. For a small team scaling fast, having a platform they already know — one that has demonstrated it can handle growth — is a meaningful operational advantage.



KEY FEATURES USED

- **Participant List & Direct Messaging** — Full attendee visibility with in-app direct messaging, enabling investors and startups to connect and initiate deals independently
- **Agenda Management** — Real-time schedule display with live update capability, allowing the team to push changes to all attendees instantly
- **Speaker Profiles** — Speaker information built into the app, giving attendees context on presenters before and during sessions
- **On-The-Day Event App** — A full attendee-facing app experience — the first ever used for this event — covering networking, agenda, and profiles in one place

RESULTS

- **First-year attendance nearly doubled the target** — 385 attendees against a goal of 200
- **Investors and startups made live business deals on the event floor** using Eventify's participant visibility and messaging tools
- **The on-the-day app was successfully introduced to a diverse, first-time audience** — with participant list and agenda driving consistent engagement
- **Real-time agenda updates allowed the team to manage schedule changes and communicate them to all attendees instantly**
- **The team upgraded to a premium annual Eventify package ahead of the next edition** — committing to the platform for continued growth
- **The next Open Innovation Summit is targeting 800 attendees** — more than double year one



**It does 90% of what I
would like to do.**

About the Company

EHL Innovation Hub is a startup accelerator and innovation platform created by EHL Group. It supports entrepreneurs, startups, and businesses in developing innovative solutions for the hospitality, tourism, food, and service industries. The hub focuses on digital transformation, sustainability, customer experience, and business growth by connecting startups with industry experts, investors, and global hospitality networks.

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