

# Case Study On



PRINCE WILLIAM  
**SHRM**

## **HR Summit: Admin Automated, Attendees Keep Coming Back Case Study**

Prince William SHRM is a professional human resources association and an affiliate chapter of the Society for Human Resource Management (SHRM), the world's largest HR membership organization.

# Problem Statement

The Annual Employment Law and HR Summit is a signature event for a regional SHRM chapter — and it has grown steadily into one of the most recognized gatherings for HR professionals, CFOs, and business owners in the area. With over 200 attendees now returning year after year, the event's reputation depends on consistent, professional execution. But behind that growth was an operational model that hadn't kept pace — and the cracks were starting to show.

Sponsor engagement was managed the old-fashioned way: business cards dropped in a bowl, paper sign-in sheets at booths, and manual coordination throughout the day. For sponsors, this meant walking away without concrete, actionable leads. For the organizing team, it meant constant check-ins, uncertainty about how sponsors were performing, and a post-event scramble to pull everything together. Survey collection faced similar challenges — without a streamlined system, gathering timely feedback from attendees and speakers was difficult to coordinate and easy to deprioritize.

The team needed a platform that could take the administrative weight off their shoulders without adding complexity. After exploring their options, they brought Eventify in — and the difference was immediate.

## CHALLENGES BEFORE USING EVENTIFY

- Sponsor engagement relied entirely on paper sign-in sheets and business card collection — no digital lead capture
- Sponsors left events without structured, usable lead data, reducing the perceived value of their participation
- The organizing team had to manually coordinate sponsor activity throughout the event day
- Post-session surveys had no automated delivery mechanism, making timely feedback collection inconsistent
- A large and growing attendee base (200+) created increasing administrative complexity with no scalable system in place
- The team operated in a venue-constrained market, meaning event day execution had to be tight — there was no room for operational slip-ups
- Administrative tasks were spread across the team manually, with no single platform consolidating the workload
- Retaining non-member attendees year over year required a consistently professional, seamless experience the previous setup couldn't guarantee

## WHY EVENTIFY

- Eventify's sponsor lead capture replaced paper-based systems with digital, real-time data sponsors could immediately act on
- The leaderboard feature gave the organizing team a clear, end-of-day view of sponsor performance without manual tracking
- Automated survey delivery allowed post-session feedback to be released the moment each speaker finished — no manual triggering required
- Key administrative tasks that previously required active team management were consolidated and automated inside the platform
- The platform offered a scalable solution for an event that was growing in size and complexity year over year
- Eventify gave sponsors tangible, measurable value — making the case for sponsorship easier and more compelling
- The team no longer had to wonder whether things were being handled — the platform ensured they were
- A cleaner, more professional attendee experience supported the event's goal of retaining both members and non-members year after year



## How Eventify Helped

**Sponsor Lead Capture That Delivered Real Value** Before Eventify, sponsors at the Annual Employment Law and HR Summit walked away with a stack of business cards and a paper list — neither of which translated easily into actionable follow-up. With Eventify, lead capture became digital, real-time, and genuinely valuable. As Joan put it, getting a qualified list of 200 professionals is something sponsors would otherwise pay significantly for. Eventify delivered that as part of the platform — instantly elevating the value proposition for every sponsor at the event.

**A Leaderboard That Replaced Constant Coordination** Sponsor coordination used to mean ongoing check-ins throughout the event day — checking in on how booths were performing, fielding questions, and trying to keep track of engagement across a busy floor. With Eventify's sponsor leaderboard, that disappeared. At the end of the day, Joan's team went to the leaderboard, identified the top 10, and made their selections. What used to be a source of ongoing pressure became a clean, five-minute end-of-day process.

**Real-Time Survey Delivery After Every Session** Post-session feedback had always been difficult to collect consistently. With Eventify, the process became automatic. The moment each speaker wrapped up, the corresponding survey was released to attendees — no manual triggering, no delays, no missed windows. The result was notably better survey participation and more timely, useful feedback than the team had gathered before.

**Administrative Automation Across the Event** The cumulative administrative load of running a 200+ person professional summit — coordinating sponsors, managing surveys, tracking engagement, handling check-ins — had always required significant hands-on effort from the organizing team. Eventify consolidated and automated that load inside the platform. Tasks the team used to chase were simply handled. The team knew things were taken care of, and they could focus their energy on the event experience instead of the operational checklist behind it.



## KEY FEATURES USED

- **Sponsor Lead Capture** — Digital, real-time lead collection replacing paper-based business card and sign-in sheet systems
- **Sponsor Leaderboard** — End-of-day leaderboard used to identify and select top-performing sponsors from a top-10 list
- **Post-Session Surveys** — Automated survey release triggered immediately after each speaker session concluded
- **Attendee Check-In** — Digital check-in replacing manual paper processes at a 200+ person event
- **Administrative Automation** — Key event-day tasks consolidated and managed inside the platform without manual team intervention

## RESULTS

- Sponsors received digital, real-time lead data equivalent in value to a purchased list of 200+ qualified HR professionals
- Sponsor coordination on event day was reduced to a single leaderboard review — eliminating ongoing manual check-ins
- Post-session surveys were released automatically after every speaker, producing more consistent and timely attendee feedback than ever before
- The administrative workload across the event was consolidated inside Eventify, freeing the team from active task management on event day
- The event continues to grow year over year, now consistently drawing 200+ attendees
- A significant and growing portion of returning attendees are non-members — a strong indicator of event reputation and experience quality
- SHRM chapter recognition for the event has grown alongside attendance, reflecting the increasingly professional standard of execution
- The organizing team now operates with confidence that event-day logistics are handled — without having to check



**For the sponsors,  
having the leads is like  
gold to them.**

## **About the Company**

Prince William SHRM is a professional human resources association and an affiliate chapter of the Society for Human Resource Management (SHRM), the world's largest HR membership organization. The chapter primarily serves HR professionals, business leaders, and organizations in the Prince William County and Northern Virginia region.

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