

Case Study On



How Eventify Powered Networking, Engagement, and Real Connection Across an International Energy Forum Case Study

MindFlux is a digital solution provider specializing in digital marketing, creative development, and video production services, with a core mission to enhance business growth through effective strategies tailored to each client's unique needs.

Problem Statement

The ASEAN Energy Business Forum 2025 had a clear mandate: bring high-level energy professionals from across ASEAN and the world into one space and make sure they actually connected. For Desmond Ong and his team, organizing an international forum of this scale meant more than managing logistics — it meant engineering the right conditions for meaningful professional dialogue in an environment where attendees wouldn't naturally approach strangers on their own.

The team had previously worked with another event platform, but found its feature set limiting and its pricing difficult to justify to clients. When pitching event technology solutions, cost and capability are both scrutinized — and the previous platform consistently raised questions that were hard to answer. The team needed a solution that could stand on its own merits, both in what it delivered and what it cost.

After exploring Eventify, the team found a platform that was not only more capable, but easier to navigate — even for those unfamiliar with event technology. They deployed Eventify across AEBF-25 for registration, real-time event updates, networking, community engagement, and badge printing, and the results validated the decision from the moment the event began.

CHALLENGES BEFORE USING EVENTIFY

- Previous platform offered limited features that were difficult to justify to clients
- High price points on the previous platform caused friction during client proposals
- Attendees at large professional forums rarely initiate conversations with strangers, making organic networking difficult
- Keeping a large, international audience updated on real-time event developments was a logistical challenge
- A third-party badge printing vendor pulled out just three weeks before AEBF-25, creating an urgent operational gap
- Onboarding ~1,000 attendees onto a digital platform required a tool that was easy to navigate without prior experience
- Building genuine community engagement — not just passive attendance — required deliberate feature strategy
- Post-event content and engagement remained an area still in development, requiring a platform flexible enough to grow with the team

WHY EVENTIFY

- Eventify's networking feature stood out as best-in-class compared to alternatives previously used
- The platform offered significantly more features at a price point that clients accepted without hesitation
- Eventify was easy to navigate for team members and attendees with no prior experience on similar platforms
- The community and social wall tools provided a ready-made strategy for breaking the ice between attendees
- Eventify's integrated badge printing system eliminated dependency on third-party vendors
- The platform covered the full event lifecycle — pre-event, during-event, and post-event capabilities
- Proven results from a prior event (Hassana Forum) gave the team confidence to scale usage at AEBF-25
- Eventify's real-time update features kept international delegates informed throughout the forum



How Eventify Helped

Networking Without Barriers At AEBF-25, Eventify's networking feature was configured to allow attendees to connect freely — without needing to send requests or rely on prior introductions. Desmond's team made a deliberate decision to open up the networking experience, and the feedback was immediate. Attendees appreciated being able to access everything they needed to know about another delegate before even starting a conversation. That context — visible, available, and instant — removed the friction that normally slows down professional networking at large forums.

Community and Social Wall as Strategic Ice Breakers Knowing that professionals at a high-level energy forum wouldn't simply walk up to strangers, Desmond's team used Eventify's community feature and social wall as deliberate conversation starters. Attendees posted in community spaces and on the social wall, creating a shared digital layer of interaction that happened before and alongside in-person dialogue. These online touchpoints acted as ice breakers — and they worked. Interactions that began on the platform translated into real, meaningful conversations across the forum floor.

Real-Time Event Updates One of the client's primary requirements for AEBF-25 was that attendees stay informed of everything happening during the event, in real time. Eventify's update and notification capabilities fulfilled this directly, ensuring that across a large, multi-stream international forum, no delegate was left out of the loop.

Badge Printing — A Crisis Averted Three weeks before AEBF-25, the team's third-party badge printing vendor pulled out without warning. Rather than scrambling for an external replacement, Desmond's team discovered that Eventify's integrated badge printing system was already available within the platform. The team was able to reassure their client immediately, presenting a ready solution before the crisis escalated. Although the original vendor ultimately returned, the team had full confidence that Eventify alone could have handled it.

Ease of Adoption Across the Team Transitioning from a previous platform to a new one always carries risk — especially close to an event. At AEBF-25, that risk was minimal. Eventify's interface was easy to navigate for team members who had never used a similar platform before, reducing onboarding time and allowing the team to focus on delivering the event rather than learning the tool.



KEY FEATURES USED

- **Networking Feature** — Configured for open, frictionless attendee-to-attendee connection with full delegate profile visibility
- **Chat Feature** — Enabled direct, real-time messaging between attendees within the platform
- **Community Feature** — Used as a digital gathering space for attendees to post, engage, and build connections pre-conversation
- **Social Wall** — Deployed as a shared, visible posting space that acted as an ice breaker across the attendee base
- **Real-Time Event Updates** — Kept all delegates informed of live developments throughout the multi-stream forum
- **Badge Printing (Integrated)** — Provided an in-platform backup solution when a third-party vendor pulled out three weeks before the event
- **Registration Management** — Handled attendee onboarding and check-in for a 2,000–3,000 person international forum

RESULTS

- Approximately 1,000 attendees successfully onboarded onto the Eventify platform across AEBF-25
- Attendee satisfaction with the networking feature was notably and consistently high
- The community and social wall features generated active participation, with attendees posting and engaging throughout the event
- Online interactions on the platform translated directly into meaningful face-to-face conversations at the forum
- An unexpected badge printing crisis was resolved in-house using Eventify's integrated solution — with zero disruption to the client
- The team successfully pitched Eventify to their client with no pricing pushback, compared to friction experienced with previous platforms
- High volumes of conversations, posts, and check-ins across the platform were used as primary success metrics — all trending positively
- Results from AEBF-25 built on positive feedback already gathered at the Hassana Forum, validating Eventify as the team's platform of choice
- Post-event engagement features are already being scoped for future use, with the team confident Eventify will accommodate them



If you want your attendees more engaged and more connected with each other, Eventify would be the solution for that.

About the Company

MindFlux is a digital solution provider specializing in digital marketing, creative development, and video production services, with a core mission to enhance business growth through effective strategies tailored to each client's unique needs.

Book a Demo with Eventify Now!

Discover a custom event app tailored to your specific needs—just a call away!

Whether you're in corporate, B2B, education, research, or retail, we offer the perfect solution for businesses of all sizes. Our goal is to deliver exceptional results and create an unforgettable event experience, uniquely designed for you.

Don't wait—book your Eventify demo now! Choose a free demo or schedule a call with our team to get all your questions answered.

[Book a Demo](#)

 hello@eventify.io

 www.eventify.io