

Case Study On

EP/AO Conference: 262 Attendees, One App, Zero Registration Issues Case Study

Tallo is a digital career and education platform that connects students, job seekers, and early-career talent directly with companies, universities, and workforce training providers.

Problem Statement

EP/AO Conference needed a platform that could handle networking at scale. With four conferences per year serving training providers, assessment organizations, suppliers, and government officials, Kirstin McCain needed event technology that made connecting people effortless — not another task on her already-full plate.

Previous ticketing and registration processes created recurring issues. Selling tickets through their website meant names didn't match, data wasn't accurate, and registration desk chaos became the norm. Kirstin needed a laptop just to troubleshoot basic attendee questions. The heavy lifting was constant.

After evaluating multiple platforms, Kirstin chose Eventify. Nothing else matched the features and price point. Within just over a year of use, EP/AO Conference hit record attendance — 262 people — while Kirstin's day-to-day workload decreased. The platform ran in the background, and connections extended beyond event day.

CHALLENGES BEFORE USING EVENTIFY

- **Registration data inaccuracy** — Ticket sales through website created mismatched names and errors at check-in
- **Laptop-dependent troubleshooting** — Helping attendees required pulling out a laptop instead of quick mobile fixes
- **Heavy manual workload** — Day-to-day event management required constant hands-on effort
- **No networking extension** — Connections made on event day had no way to continue afterward
- **Limited exhibitor engagement** — No streamlined way for exhibitors to capture leads digitally
- **No visibility into attendee engagement** — Couldn't track who was interacting, messaging, or engaging with content

WHY EVENTIFY

- **Best feature-to-price ratio** — Couldn't find another platform that matched what Eventify offered at the price
- **First platform they tried** — Became their main technology source immediately
- **Easy to use** — Learning curve was manageable, became second nature quickly
- **Runs in the background** — Platform handles automation without constant manual input
- **Community forum** — Built-in space for attendees to interact and connect
- **Gamification** — Competitive engagement feature attendees actually used
- **Lead scanning** — Exhibitors could capture leads directly through the app
- **Analytics visibility** — Real-time tracking of messages, scans, and engagement



How Eventify Helped

Community Forum Sparked Organic Engagement

Kirstin saw unexpected levels of interaction on the community forum. Attendees answered silly questions, got to know each other, and built connections before the event even started. It wasn't forced — it just happened.

Gamification Turned Attendees Competitive

People didn't just use the gamification feature — they competed with it. Leaderboard drove engagement organically, turning passive attendees into active participants without any prompting from Kirstin.

Lead Scanning Elevated the Exhibitor Experience

Kirstin educated exhibitors to use the app for lead scanning instead of manual methods. The result? A measurable increase in scans and better ROI for sponsors and exhibitors.

Registration Became Accurate and Effortless

Because ticket sales went through Eventify, registration data was accurate. Names matched. No errors. No chaos at the desk. Everything just worked.

Troubleshooting Became Instant

Instead of pulling out a laptop to help someone, Kirstin could grab their phone and show them on the app in seconds. Problems that used to require technical intervention became simple fixes.

Networking Extended Beyond Event Day

The in-app messaging feature meant attendees could continue conversations with the people they met. Connections didn't end when the event did — they prolonged naturally through the platform.



KEY FEATURES USED

1. **Community Forum** — Pre-event and day-of attendee interaction and connection
2. **Gamification** — Competitive leaderboard driving organic engagement
3. **Lead Scanning** — Digital lead capture for exhibitors and sponsors
4. **In-App Messaging** — Direct communication between attendees extending beyond event day
5. **Ticketing & Registration** — Accurate data collection eliminating registration desk errors
6. **Analytics Dashboard** — Real-time visibility into messages, scans, and engagement metrics
7. **Mobile Event App** — Full event experience accessible on attendees' phones

RESULTS

- **Record attendance** — 262 attendees, the highest in EP/AO Conference history
- **Increased lead scans** — Measurable rise in exhibitor engagement and lead capture
- **Zero registration issues** — Accurate data, matched names, smooth check-in process
- **Reduced organizer workload** — Platform runs in the background, less hands on heavy lifting required
- **Extended networking** — Attendees stayed connected after the event through in-app messaging
- **High community engagement** — Organic interaction on forum without organizer prompting
- **Competitive gamification participation** — Attendees actively engaged with leaderboard feature



It's really easy to use and there's a lot of features that it took me a little bit of time to get used to, but now that I understand what I'm doing, it makes such a difference on a day-to-day. I have a lot less hands-on heavy lifting work to do. Eventify runs in the background. It does what I need it to do and then I just have to go in and do small things.

About the Company

Tallo is a digital career and education platform that connects students, job seekers, and early-career talent directly with companies, universities, and workforce training providers. Through the Tallo Platform, users can build comprehensive digital profiles that showcase their skills, academic coursework, industry credentials, and personal career goals. Employers and educational institutions utilize this robust database to actively source, match with, and recruit qualified candidates for specific jobs, internships, scholarships, and technical apprenticeships.

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hello@eventify.io



www.eventify.io