

eventogy | Linklaters

Linklaters standardised global events **without losing control**



Consistent event delivery across global offices

Real-time attendance visibility integrated with Salesforce

Efficient end-to-end event lifecycle management

Company size

Global law firm

Industry

Legal services

About

Linklaters is a leading global law firm, advising the world's largest organisations on complex legal matters. The firm runs a wide range of high-profile internal and client-facing events across multiple regions, where professionalism, accessibility, and security are critical.

Linklaters

★★★★★

“Eventogy is built exactly the way law firms run events. It’s reliable, easy to work with, and integrates seamlessly with the systems firms already use.”

Craig Ashton-Chalmers

Global Product Lead, Client Applications,
Linklaters LLP



Linklaters runs events at scale, ranging from client seminars and briefings to internal conferences and hybrid events. These events are a key part of how the firm engages clients, shares expertise, and builds long-term relationships.

Before adopting Eventogy, events were managed using a combination of spreadsheets, Outlook invitations, and printed check-in lists. While this approach worked in isolation, it created inconsistency across offices and made it difficult to manage events in a joined-up way.

Attendance was typically recorded manually and often did not flow back into Salesforce. As a result, valuable engagement data was lost, and business development teams lacked visibility into who had attended which events.

What Linklaters needed was a single platform that could support events end-to-end, while fitting seamlessly into the firm's existing systems and processes.



“We were checking clients in on paper and losing track of event data. That had to change.”

Craig Ashton-Chalmers

Global Product Lead, Client Applications, Linklaters LLP

For a global law firm, events must meet high standards around brand, accessibility, and security. On the day of an event, teams need confidence that attendees are tracked accurately and that reception and security staff have up-to-date information.

Eventogy provided Linklaters with a more structured and consistent approach to managing events across offices. Invitations, registrations, and communications could be standardised, while still allowing teams the flexibility they needed locally.

Digital check-in replaced printed guest lists, giving reception and security teams real-time visibility of attendance. At the same time, event data was automatically captured and synced with Salesforce, ensuring events became part of the firm’s wider client engagement picture.

This shift allowed events to move from being standalone activities to becoming fully connected touchpoints within the firm’s CRM ecosystem.

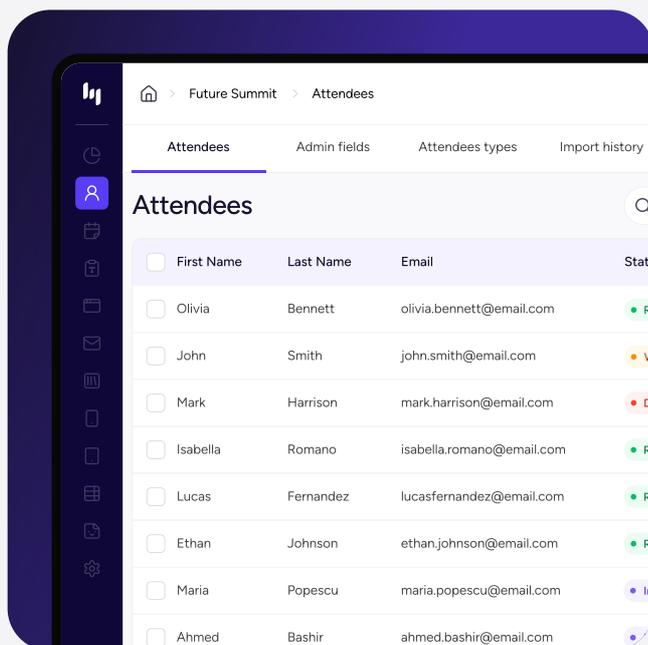
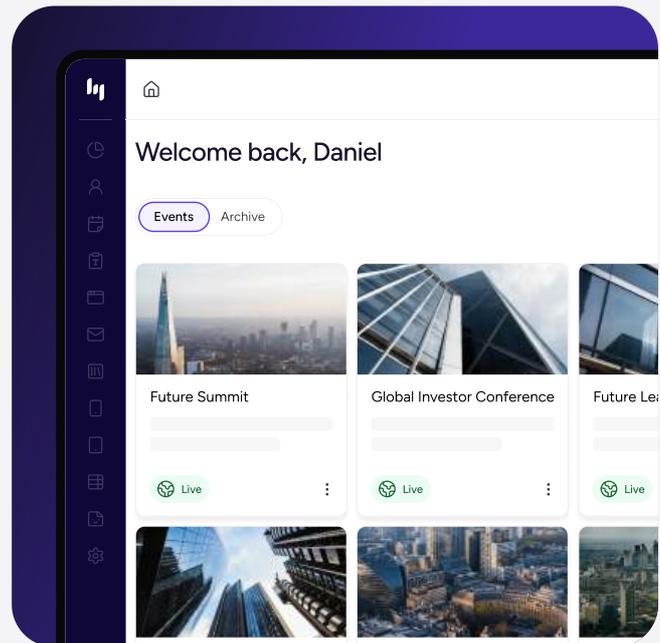


How Eventogy helped Linklaters run events **with confidence**

The platform supports Linklaters at every stage of the event lifecycle, from planning through to post-event reporting.

User-friendly

Event teams can create and manage events using approved templates, helping ensure a consistent experience across regions without adding unnecessary complexity.

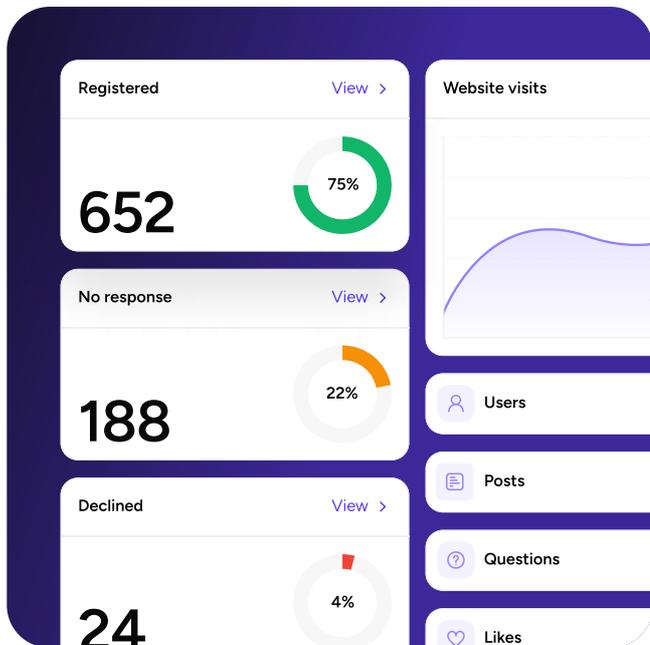


Connected event data

Attendance and engagement data flows directly into Salesforce, giving business development teams accurate insight without manual reconciliation.

On-the-day visibility

Real-time digital check-in provides clear visibility for reception and security teams and removes reliance on printed lists.



Ongoing partnership

Linklaters continues to work closely with Eventogy as the firm expands its global events programme and explores additional functionality.

Ready to simplify your entire events programme?

[Book a demo](#)