



Case Study

DATA:

Registered attendees: 1330 attendees

Attendees who checked in: 1260 attendees

Most visited sections of the event app: QR
(only way to check in) and Agenda

EVENTSCASE

Background

Eventscase is always looking to stretch the boundaries of an app's core functionality in order to provide greater support to event organisers.

The event would feature a series of unique twists, with animations on each hole, luminous balls and an after-party headlined by an exclusive exhibition.

The client enlisted the help of Eventscase to produce an app that could handle payments and registration, keep the conversation flowing and ensure a smooth check-in process on the day.

Execution

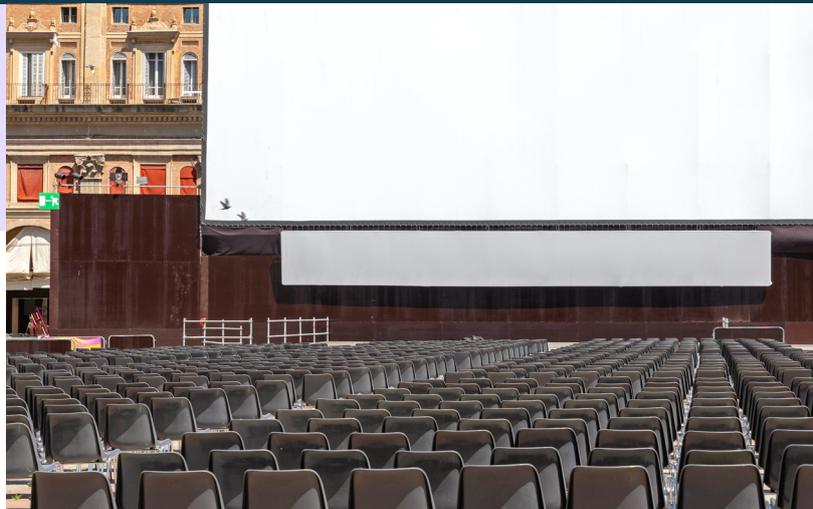
Given the importance of image **protection for the client**, Eventscase had to work closely alongside its events team to embed its unique branding into the **mobile platform**.

In terms of the build, one of the main challenges came with the **registration process**. The client wanted to keep things to one ticket per guest, with as much of the transaction taking place on the app itself.

Eventscase used **email authentication** to restrict each user to a single-ticket purchase for the tournament, gala dinner, or both. The app would then take payments and send a **unique QR code** to the user for scanning on arrival. These were also plugged into a registration dashboard to give the client's event managers a **real-time update** on their attendance and see which guests had checked-in.

Then came the features. Building an app for a single-day event means giving attendees what they need without overloading them with tools. Answering a brief for something helpful and simple, Eventscase housed an agenda, speaker profiles, links to the client's social media and **all key event information** within the app, leading to a big **reduction in printed materials**.

Another highly praised feature was the **in-app chat function**, which gave attendees the chance to browse the profiles of visitors and talk with one another ahead of the big night. This gave the business-minded audience a chance to **connect with fellow professionals**; the key to ROI.



Results

The event was a resounding success for the client and the 1,260 people in attendance. One of the biggest positives came with the registration process, demonstrating once again that apps can be genuinely assistive to organisers and far from just 'gimmicks'. The client saw adoption of 100% with huge uptake for the chat function (60%), speaker profiles (33%) and even the sponsor directory (56.5%), much to the organisers' delight.

